



Beautiful apartments Beautiful houses press

Beautiful apartments' magazine is one of the leading brands amongst the interior issues, features elegant and sophisticated real-life apartments, flats, lofts, town-houses of all the existing styles, offering an infinite source of original ideas to inspire readers – both professionals and customers – to create their own lodgings. One can find qualitatively illustrated material – everything needful for design and decoration of an apartment as well as the newest information for reconstruction or repair works. As the authors **Beautiful apartments** features the recognized professional experts from Russia and Europe.

The magazine **Beautiful apartments** provides 12-15 features about elegant and sophisticated flats and all aspects of the flats as well the ideas on how to get the very best from your own home. We publish professional articles about modern and classic design, new technologies and trimming materials. Our magazines are extremely popular among people who are planning their own apartment.

According to the last research of **TNS Gallup Media Group** (National Readership Survey) the readership of one issue **Beautiful apartments** makes 100.7 thousand people. And that is only in Moscow. In half of year it makes 210,8 thousand people. 36,5 thousand readers have leading position in the companies, 34,6 thousand are professional people, 66,4 thousand are people with high education. Male readers are 63,4 thousand, female readers are 73,3 thousand. Most of them are wealthy people.

Contents of the magazine:

- 1. Interior** – a complete presentation of projects realized by Russian and foreign architects and designers, including plans.
- 2. An illustrated interview** with celebrities in the interiors of their own apartments.
- 3. Design-concept** – professionally designed projects of apartments with commentary notes and floor plans.
- 4. Furniture, Plumbing, Materials, Accessories** markets' reviews.
- 5. Events and News** – everything what is “on the top” in the apartment interior, events, expos, novelties, information about repair works and home decoration.

Readership:

Both professionals and newcomers: everyone who is interested in construction, design, decoration of interior of own apartment.

Locality of circulation: Russia, the CIS & Baltic Republics

Circulations: 50 000 copies
Volume: 144 pages
Format: 220x290
Frequency: 8 times a year
Price of a copy: 4,5 Euro

Distribution:

- Sale – 83,5%
- Kiosks – 9 %
- Address dispatch – 2,5%
- Subscription – 3%
- Specialized exhibitions – 2%

Russian Architects and Designers get free copy of each issue.

General Advertising Rates

Format	Price in Euro
1/8	400
1/4	700
1/2	1 500
1/1	2 500
2/1	4 000
Pages 3, 5, 7	Each page 3 500
II cover page + 1/1 page (spread)	5 000
2 page+3 page (spread)	6 000
II / III cover pages	Each 3 500
IV pages of cover	5 000

Please pay attention that you have to pay VAT of 20 % if you add the Russian contacts into the advertising.

Timetable 2019

№	Material Due	Ship Date
№ 1 (178)	October 12 (2018)	December 11 (2019)
№ 2 (179)	December 14 (2018)	February 5 (2019)
№ 3 (180)	January 18	March 12
№ 4 (181)	March 15	May 14
№ 5 (182)	May 17	July 9
№ 6 (183)	July 12	September 10
№ 7 (184)	August 9	October 8
№ 8 (185)	September 13	November 12

Advertising quantity	2	3	4	5	6	7	8
Discount for one-time payment	15 %	20%	25%	28%	30%	32%	40%

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