

ДОМ & ИНТЕРЬЕР

INTERNATIONAL MAGAZINE ABOUT DESIGN



About publication

International magazine about design Dom&Interior is an international multicolourful glossy edition for architects, designers, and for all who are interested in fashionable tendencies in the sphere of interiors – interiors' creation, art, antiques, and masterpieces of the world architecture.

Collaboration with one of the biggest American magazines **Florida Design Magazine** gives an opportunity to publish the best interior projects of architects and design bureaus of different countries of the world, to organize joint international contests and actions.

International magazine about design Dom&Interior is the first intellectual interior glossy magazine. Famous art critics and architecture critics write for us. Guru of world design, actors and directors, writers, musicians and politicians tell us about their homes.

NOT THINGS BUT BRIGHT INDIVIDUALS, WHO FORM THEIR LIFE AREA, ARE IN THE CENTER OF OUR UNIVERSE.



Audience

Geography and the structure of distribution



The target audience of the magazine – people with medium and high level of profit that have higher education and occupy the high social position. The audience is divided on professionals – architects, designers, decorators (40%) and on not professional readers (60%). The female audience prevails (65%).

The married status of the audience:
 63% – married, 37% – singles.
 31% – older than 45 years, 46% – 35-45 years, 23% – 25-34 years.

The magazine is widely known on the whole territory of Russia and Commonwealth of Independent States, the main part of circulation (56%) is distributed in Moscow, 6% – in Saint Petersburg, 34% – in the other regions of Russia and in far-abroad countries – 4%.

The circulation of the magazine is 35000 copies.

The magazine is published with enlarged circulation to the international exhibitions. In summer the biggest part of circulation goes to airports. The magazine is spread in supermarkets, by subscription, address mailing. There is also a target free of charge distribution (about 5%).



Main rubrics

MATERIAL WORLD Relevant trends of industrial design, fashion colors, textures and forms, reviews of biggest international fairs, briefing on styles.

PERSON Interviews with interesting people – famous architects and designers, artists, musicians, writers, theatre and movie stars.

INVITED EDITOR An outstanding Russian designer speaks about himself, shares his experience and comments on someone else's projects.

PHOTOPROJECT Stage photo sessions: designers make interior installations connected with an issue topic.

ARCHITECTURE Walks in different cities of the world with architecture critics. The most interesting architectural objects.

STORY Interesting stories about classics from the world of art, fashion and design.

DETAILS Review of unusual author's pieces, issued in limited number.

PROJECTS Interiors made by Russian architects and designers for private houses, palaces and out-of-town residences.

HOUSES OF THE WORLD Articles about unique buildings and luxurious interiors – western architects and decorators' projects.

HOTELS Examples of luxurious architectural and interior solutions in Russian and foreign hotels.

KALEIDOSCOPE Chronicle of society events, sensational openings.

BOOK WORLD Book novelties: albums on architecture, design, art, photography and graphic arts. Exclusive publications.



Editorial plan

№1-2 (January-February) TOTALITARIAN AESTETICS.

Empire-style on display – the architecture of the Stalinist USSR, Germany of Hitler, Spain of Franco, Italy of Mussolini. Neoclassical interior projects. Trends – stucco, drapes, 30 most monumental furniture pieces. Leather and chrome.

№3 (March) INTERIOR 2.0.

Everything about 3D interior modelling. Paper architecture of the beginning of the 20th century and conceptions of the young designers of the present century. Comparison of 3D renders and fulfilled projects. Exhibitions of leading design. Pavilions of international exhibitions, furniture exhibition in Koeln – the top-40.

Reviews: molded plywood furniture, cardboard and metal sheets.

Origami-trends. Folding and modular furniture (learn how to fold). 30 best modular systems.

№4 (April) GENIUS' JOKE.

Burlesque design, funny things in design and architecture. Brilliant interiors. Reviews: strange and funny furniture projects. Everything brilliant, life in color. Stockholm design fair. ISH exhibition. 20 pages about flawless bathrooms.

№5 (May) HOUSE BY THE SEA.

Villas, hotels, private residences by the seaside. Mediterranean style. Outdoor furniture.



Editorial plan

№6 (June) JAPAN VS. CHINA. Asia – a new centre of furniture industry. Chinese furniture exhibition strong competitor of the Milanese Salone del Mobile. Japanese architecture. Interiors with Eastern motives. Architectures and designers from Japan. All hits iSaloni-2012. 10 pages about magnificent kitchens.

№7-8 (July-August) CINEMA AND FASHION. Movies influencing fashion trends in interior design. Reviews: furniture and accessories from movies. Hollywood stars and their choices. Textile with prints. 20 softest sofas. High Point. Top-40.

№9 (September) ECOSHIC.

Floristry, floral motives in decoration. Natural materials, eco-house. Wood in house. Floor covering of natural materials. Marquetry technics.

№10 (October) RETRO-ISSUE. Old cities. Flea markets. Antiques. Interior objects and stylized domestic appliances. Interviews with architecture historians. The 20's, 30's, 40's, 50's and furniture stylizations.

№11 (November) FRANCE.

Maison&Objet 2012. Architecture – Paris in Art Nouveau style. Hector Guimard, the French decorative arts and crafts. beds for two. Bed-linen.

№12 (December) FAMILY VALUES. Family interiors, house for a big family, bond's between generations. I Saloni in Moscow. Childs and adults. Houses of royal families. 50 chairs for small and big.

Schedule of the magazine publication for 2012

ISSUE	TIME OF ADVERTISING MATERIALS GIVING	DATE OF THE MAGAZINE PUBLICATION	FIRST DAY OF SALES
№1-2 January-February	11.01.2012	14.01.2012	22.01.2012
№3 March	11.02.2012	20.02.2012	22.02.2012
№4 April	11.03.2012	20.03.2012	22.03.2012
№5 May	11.04.2012	20.04.2012	22.04.2012
№6 June	11.05.2012	20.05.2012	22.05.2012
№7-8 July-August	11.06.2012	20.06.2012	22.06.2012
№9 September	11.08.2012	20.08.2012	22.08.2012
№10 October	11.09.2012	20.09.2012	22.09.2012
№11 November	11.10.2012	20.10.2012	22.10.2012
№12 December	11.11.2012	20.11.2012	22.11.2012

Specification for advertising materials

Actual page size 210x277 mm

1. Electronic layouts are accepted in CD, DVD, USB-carriers or uploaded to ftp-server by preliminary agreement with editorial staff

2. Formats of files Electronic layouts are accepted in the following formats:
 Adobe Photoshop. PC, MAC. Version till CS3 TIFF (without LZW compression) – CMYK (300 dpi), Grayscale (600 dpi), Bitmap (1200 dpi); Total sum of colours 320%

ATTENTION! Files in format Coral Draw are not accepted! Other formats are accepted only by preliminary agreement with our technical department!

Adobe Illustrator. PC, MAC.

Version till CS5 With files Adobe Illustrator (*.ai or *.eps) it's necessary to embed in publication all raster images wrapped in pages. All used prints should be converted in Create Outlines. Black colour should have an attribute overprint. All elements of make-up should be presented by colour model CMYK. The use of spotcolor isn't allowed. There should be only one layer in file. The whole text, less 16pt should be Overprint Black

Prices for advertising in the magazine

DIMENSIONS IN THE PARTS OF PAGE	DIMENSIONS, mm	PRICE, euro
1/1	210x277	4 825
2/1 (spread)	420x277	7 450
1/2 (vertical and horizontal)	105x277, 210x142	2 125
1/3	70x277	1 700
1d/2d spread	420x277	9 950
3 page of cover	210x277	7 000
4 page of cover	210x277	9 500

PLACEMENT OF ADVERTISING IN CLASSIFIED		
1/2 (vertical and horizontal)	105x277, 210x142	1 800
1/3	70x277	1 290
1/4	88x120	975
1/8	88x58	525
1/16	42x58	300
1/32	42x27	165

French cover, the enclosure of booklet – on the request of client

DISCOUNTS**

Discount at placement for a long period of time:

2 issues – 4%
3 issues – 6%
4 issues – 8%
5 issues – 10%
6 issues – 12%
7 issues – 14%
8 issues – 16%
9 issues – 18%
10 issues – 20%

Discount for the prepayment of contract:

2 issues – 4%
3 issues – 6%
4 issues – 8%
5 issues – 10%
6 issues – 12%
7 issues – 14%
8 issues – 16%
9 issues – 18%
10 issues – 20%

Several publications in an issue

(from one company, the difference in the area of advertisements differs not more than in twice):

2 publications – 4%
3 publications – 6%
4 publications – 8%
5 publications – 10%

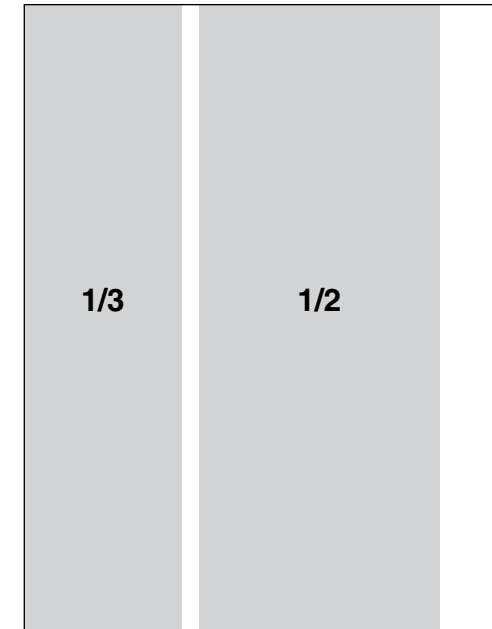
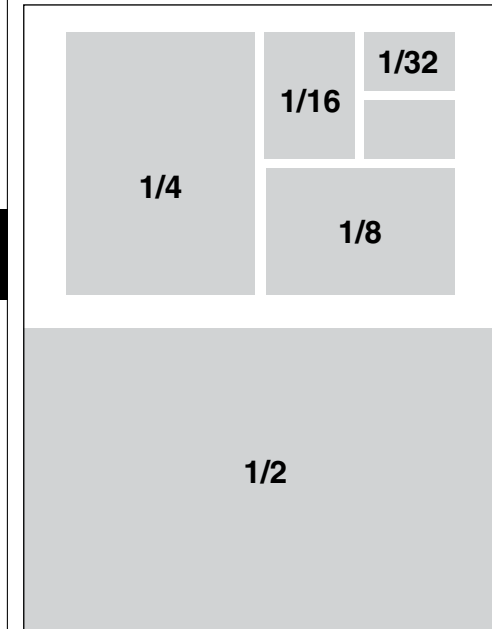
Discount for the ready layout – 10%*

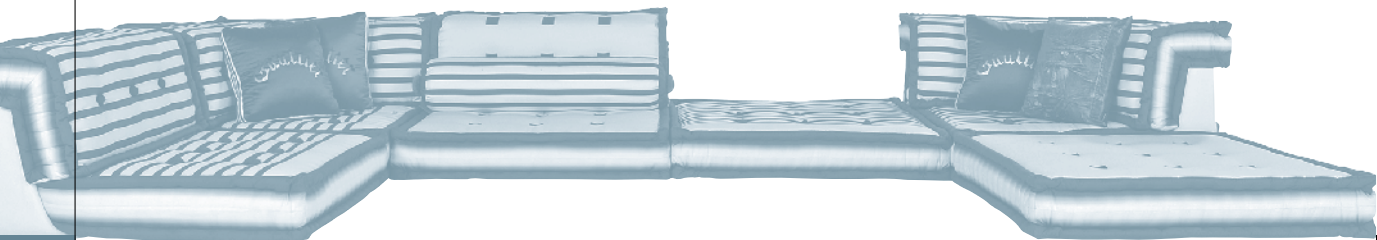
DISCOUNT TO ADVERTISING AGENCIES – 15%*

* Incompatible discounts DISCOUNTS ARE USED SEQUENTIALLY.

ALL PRICES ARE INDICATED WITH VAT

Format and location of advertising blocks in page





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