



# ДОМ & МЕЖДУНАРОДНЫЙ ЖУРНАЛ О ДИЗАЙНЕ ИНТЕРЬЕР

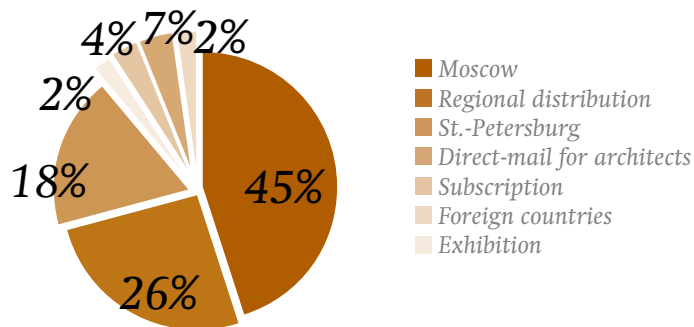
international design magazine Dom&Interior

*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.*

## Distribution of International magazine about design “Dom&Interior”

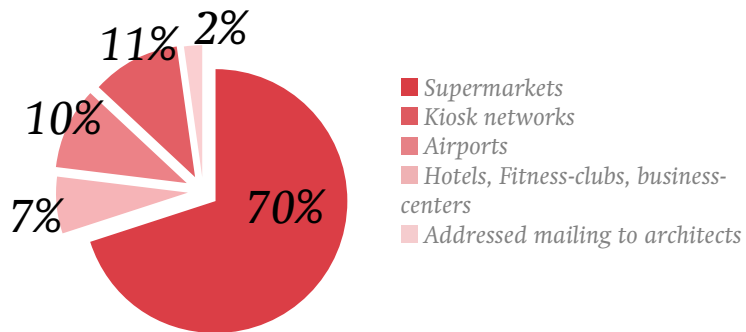
For present day number of printed copies is 52 000. Magazine is published 10 times a year (monthly and two double issues – January-February, July-August)

### International magazine about design “Dom&Interior” distribution structure



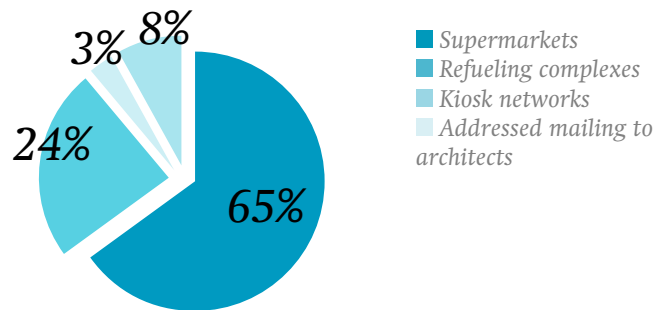
Has a wide distribution network in Moscow, St.-Petersburg, other regions of Russia, as well as CIS and foreign countries. 45% of copies are distributed in Moscow supermarkets (Azbuka Vkusa, Globus Gourmet, The Seventh Continent, Our Gipermarket, Kalinka Stokmann, Alye Sails, Auchan, Metro, Eliseevsky, Bakhettle, Novoarbatsky, Krestovskiy,

### Distribution structure (Moscow)



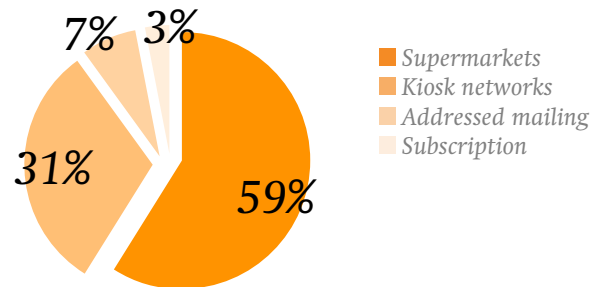
Megacenter Italia, and also in book stores: Moscow, Moscow Book House, Republic and in other retail outlets), airports of Moscow (kiosk networks in Moscow airports, at the VIP-zones of Sheremetievo and Domodedovo airports), in mini-markets and kiosks selling media, and also in hotels, business-centers and fitness-centers.

## Distribution structure (St.-Petersburg)



18% of magazine copies are presented in St.-Petersburg in supermarkets (Auchan, O'KEY, Lenta, Metro, Superbabilon, Globus Gourmet, Maksidom and others), refueling complexes (PTK, Shell, Neste, Lukoil), in kiosks and other target places of magazine distribution in St.-Petersburg.

## Regional distribution structure



A small part of copies (2%) is presented in CIS and foreign countries (in airports of Europe, in Ukraine, Byelorussia and others). 4% of copies are subscription. We work with big subscribing agencies and we also have our own editorial subscription. 2% of copies are exhibitions. Our publishing house stands as an informational partner of big Moscow and International exhibitions of furniture, design and interior.

Also, our magazine has a wide database for target mailing. Our magazine is sent monthly to over 2500 thousands of architects and designers throughout Russia.

# Editorial plan

## **Nº1-2** (January-February) Totalitarian aesthetics.

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.

## **Nº3** (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 plywook furniture, cardboard and metal sheets.

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

## **Nº4** (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.

## **Nº5** (May) House by the sea.

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

## **Nº6** (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.

## **Nº7-8** (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.



**N°9** (September) ECOSHIC.

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

**N°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.

**N°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.

**N°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
Nº1–2 January-February	11.12.2011	05.01.2012	07.01.2012
Nº3 March	11.02.2012	20.02.2012	22.02.2012
Nº4 April	11.03.2012	20.03.2012	22.03.2012
Nº5 May	11.04.2012	20.04.2012	22.04.2012
Nº6 June	11.05.2012	20.05.2012	22.05.2012
Nº7–8 July-August	11.06.2012	20.06.2012	22.06.2012
Nº9 September	11.08.2012	20.08.2012	22.08.2012
Nº10 October	11.09.2012	20.09.2012	22.09.2012
Nº11 November	11.10.2012	20.10.2012	22.10.2012
Nº12 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%

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.

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



## Advertisement placement rates\*

FORMAT	SIZE, MM	THE COST, EX-CLUDING VAT, €
1/1 full page	210 x 277	4 600
2/1 double-page (spread)	420 x 277	7 100
1-st double-page (spread)	420 x 277	10 900
2-nd double-page (spread)	420 x 277	9 300
page near “Table of Contents”	210 x 277	6 900
page near the “Letter of the Editor”	210 x 277	6 900
3-d cover	210 x 277	6 600
4-th cover	210 x 277	10 000
1/2 (vertical and horizontal)	105 x 277, 220 x142	2 100
1/3	70 x 277	1 620
<b>PLACING ADS IN CLASSIFIED</b>		
1/2 (vertical and horizontal)	105 x 277, 210 x142	1 700
1/3	70 x 277	1 250
1/4	88 x 120	930
1/8	88 x 58	500
1/16	42 x 58	280
1/32	42 x 27	160

Margin:	10% for advertisement placement within the first third of magazine or in particular position
Special projects:	
Cover Gate Folder	14 700

\* Rates do not include VAT



## Discount to advertising agencies

Discount	2 pub.	3 pub.	4 pub.	5 pub.	6 pub.	7 pub.	8 pub.	9 pub.	10 pub.
For new clients	5%								
Discount for quantity of outputs	4%	6%	8%	10%	12%	14%	16%	18%	20%
Discount for advance payment of contract	4%	6%	8%	10%	12%	14%	16%	18%	20%

*inserts into the magazine: brochures, flyers, visit-cards, electronic media and its packaging – prices on request.*

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