



Media-kit

DOM
& И Н Т Е Р Ъ Е Р

International Design Magazine
WELCOME TO DESIGN, WELCOME HOME

2024

**“HOME&INTERIOR” - INTERNATIONAL
FULL-COLOR GLOSSY MAGAZINE FOR
ARCHITECTS, DESIGNERS AND ALSO
FOR ALL WHO ARE INTERESTED IN
FASHIONABLE TENDENCIES IN DESIGN
AND INTERIORS**

TOPIC

SECTIONS MAGAZINE

Reviews

News and novelties — actual trends of industrial design, fashionable colors, textures and shapes. Reviews of main international exhibitions. Society column.

Guest editor

Interviews with famous architects and designers. Expert opinions on design trends.

Interview

Interviews with outstanding people: famous architects and designers, artists, musicians, writers, theater and cinema actors.

Projects

Projects of private houses, apartments, castles and country residences, made by famous architects and designers.

Technologies

Innovative technologies of furniture and decor production, also new home appliances.

Repair

New materials and decor. Articles about design. Repair technologies, decoration techniques and more.

Interiors

Projects of private houses, apartments, castles and country residences, made by famous architects and designers.

Antiques

The best galleries from different parts of Russia and the world. Luxury pieces of exclusive level, thematic expositions and masterpiece of art.

Landscape

Art of garden and park design, talented landscape architects and designers, magnificent private gardens of russian and european estates.

Autodesign

Reviews and test-drives of the main car's novelties.

Hotels

Hotel reviews with unique interior concepts for every taste.

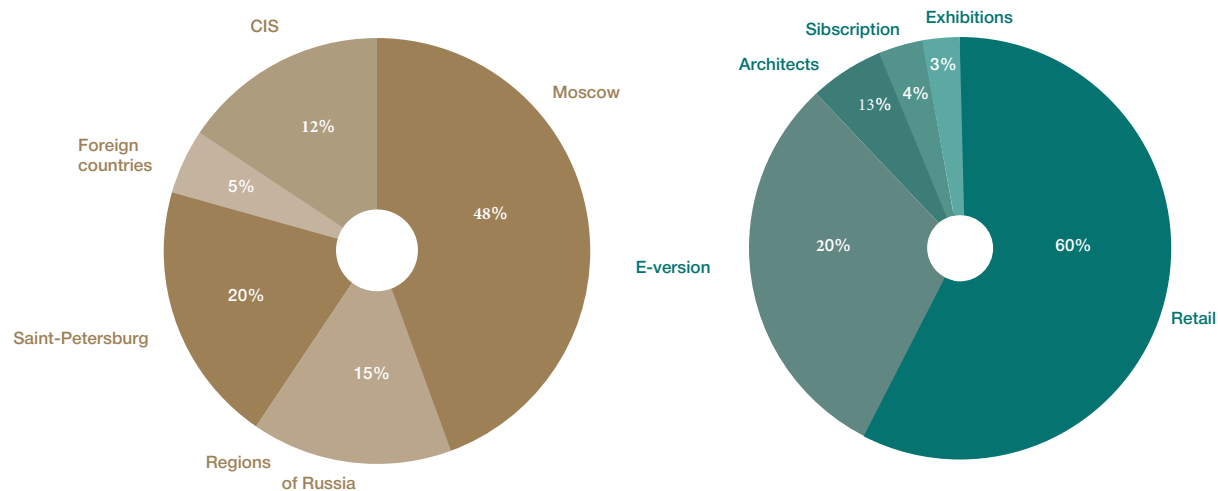
Journeys

Acquaintance with interesting directions of tourism. Architectural walks, reviews of local design trends.

DISTRIBUTION GEOGRAPHY

The magazine has a wide distribution network in Moscow, St. Petersburg and other regions of Russia, as well as in the near and far abroad. The edition is distributed in Moscow supermarkets, bookstores, mini-markets and newsstands, VIP-zones of Moscow airports, as well as in interior salons, architectural offices, art gallery design center, hotels, business centers, fitness clubs and beauty salons.

At the end of 2018 edition circulation was 40 000 copies in Russia. The magazine is published 10 times a year (monthly) + 2 double issues – January – February and July-August. Also, there is an e-magazine: 30 000 downloads per month on iPad, tablets, phones and computers.



TARGET AUDIENCE MAGAZINE

Educated people with high social status and income «above average», representatives of the political and business elite, creative professions. Among the regular readers - professional architects, designers, decorators.



FINANCIAL STATUS

- WEALTHY
- MIDDLE CLASS
- RICH
- LOW-INCOME

Sex

WOMEN	64,6 %
MEN	35,4 %

SOCIAL STATUS

- SPECIALISTS
- SENIOR OFFICIALS
- EMPLOYEE
- PENSIONERS
- HOUSEWIFES
- STUDENTS
- OTHER

AGE

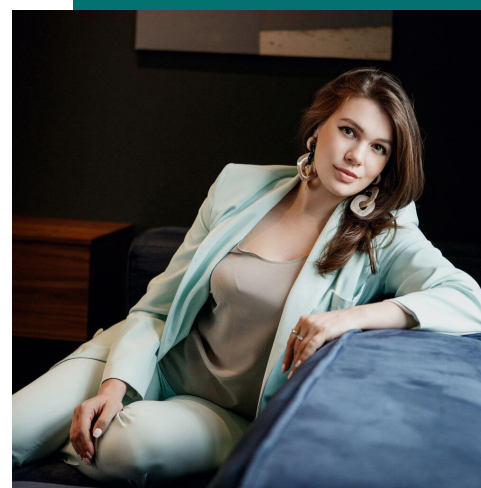
45 – 54	28 %
35 – 44	24,4 %
25 – 34	22,2 %
65 +	12,6 %
55 – 64	5,3 %
20 – 24	4,8 %
16 – 19	2,7 %

CLUB ARCHITECTS AND DECORATORS

More than 10 years ago was established «Club of architects and designers» which meetings take place 4-5 times a year in cozy Moscow restaurants and in summer — in Moscow clubs. At these meetings, suppliers and manufacturers have opportunity to demonstrate their products, new products and innovations and hold master-classes. Architects and designers, in turn, can communicate with colleagues and partners, get acquainted with new products, establish relationships and just relax. 25-60 professional architects and designers are invited to the meetings of the club, and the summer meetings gathers about 300 guests.

SPONSOR PACKAGE:

1. Placement of the company logo on roll-up at the entrance to the restaurant, photo on the background.
2. Company's presentation (5-6 minutes) on the stage, the possibility of video presentation.
3. Communication with architects in a relaxed atmosphere.
4. Product's presentation in a special zones.
5. Prizes and gifts for participants.
6. Publication of the club report in the magazine and on the website.
7. Newsletter about the meeting to subscribers (about 10 000 e-mails).



MEDIA KIT 2024

№ 1-2
JANUARY /
FEBRUARY (298)
2024

Issue theme:
First-line houses.

№ 3-4 MARCH/
APRIL
(300) 2024

Issue theme: Space update: 10 recommendations.

№ 5-6 MAY /
JUNE
(302) 2024

Issue theme: Verandas, balconies, summerhouses – open spaces.

№ 7-8 JULY /
AUGUST
(304) 2024

Issue theme:
Best-selling brands in Russia.

№ 9-10
SEPTEMBER /
OCTOBER (306)
2024

Issue theme:
Family room: living rooms, nurseries, learning spaces.

№ 11-12
NOVEMBER /
DECEMBER (308)
2024

Issue theme:
Spaces for success achieving: cabinet and office.





CHART OF THE JOURNAL FOR 2024

NUMBER	RELEASE DATE ONLINE VERSIONS	START OF BOOKING ADVERTISING AND SUBMISSION NEWS	DELIVERY DEADLINE MATERIALS FOR NUMBER	RELEASE DAY NUMBER FOR SALE
Nº 1-2 2024	2 FEBRUARY	2 NOVEMBER	15 JANUARY	5 FEBRUARY
Nº 3-4 2024	2 MARCH	11 JANUARY	15 APRIL	5 MAY
Nº 5-6 2024	2 MAY	8 FEBRUARY	15 MARCH	5 APRIL
Nº 7-8 2024	12 JULY	3 APRIL	25 JUNE	15 JULY
Nº 9-10 2024	7 SEPTEMBER	2 JUNE	20 AUGUST	10 SEPTEMBER
Nº 11-12 2024	27 NOVEMBER	24 AUGUST	10 NOVEMBER	30 NOVEMBER

TECHNICAL REQUIREMENT`S FOR ADVERTISING MATERIALS

Article strips: text content (titles, previews, texts of articles, news, etc.); archive of photographic materials (resolution not less than 300 dpi, not more than 450 dpi); source files of vector elements (logo, etc. - cdr/eps formats)

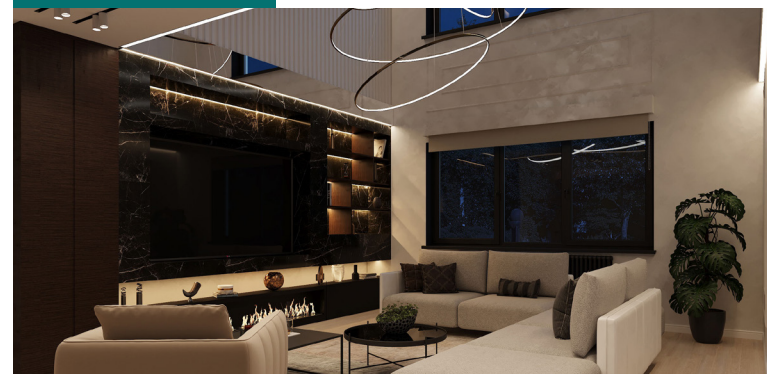
Image strips: (ready-made layout of the customer`s advertising strip): in pdf and adobe indesign format (software version - not higher than 5.5).

Fonts installation font files, used in layuots.

Comments comments for the material with the necessary hypelinks: wishesfor registration.

The size of the layout 1 strip: 210*277 mm., departures on each side — 5 mm.

The size of the layout 1 reversal: 420*277 mm., departures on each side — 5 mm.



ADVERTISING IN THE MAGAZINE

PRICE-LIST 2024

+ 10% — for advertising space in the 1-st third of magazine or in particular position.

From 10 000 rub. — preparation of the advertisement layout.

From 7 000 rub. — preparation of text material.

The terms of the long-term contract — are discissed individually.

* the prace is excluding vat.



FORMAT	LAYOUT DIMENSIONS, MM.	PRICE, RUB.*
COVER		744 000
3-RD COVER	210 X 277	372 000
4-TH COVER	210 X 277	336 000
1-ST PAGE SPREAD	420 X 277	552 000
2-ND PAGE SPREAD	420 X 277	468 000
INTERNAL STRIP	210 X 277	231 000
INTERNAL PAGE SPREAD	420 X 277	368 000
STRIP NEAR “CONTENT”, “EDITOR’S WORD”	210 X 277	348 000
ADVERTISEMENT IN CATEGORY	420 X 277	372 000
1/2 STRIP (VERTICAL AND HORIZONTAL)	105 X 277, 220 X142	102 000
1/3 STRIP	70 X 277	82 000
1/4	88 X 120	46 800
1/8	93 X 60	25 200
1/16	93 X 29	14 400
1/32	45 X 29	7 290

ADVERTISING ON THE WEBSITE AND SOCIAL NETWORKS

WWW.DOMINTERIER.RU

One of the most visited internet resources for architects, designers, as well as for all who are interested in fashion trends in architecture, interior design, landscape and industrial design. Beautiful interior stories, news of art, masterpieces of world architecture — all this is presented on different sections of the site.

More than 45 000 people visit our website every month.

DOMINTERIER.RU — it is effective solution for promoting your bussines in the internet. We will help you choose the solution, that best suits your needs.



LOCATION / FORMAT	PRICE, RUB.
SIDE BANNER 330 X 500 ON THE MAIN PAGE	300 000 / 1 MONTH
SIDE BANNER 330 X 500 INSIDE THE CATEGORIES/SUB-CATEGORIES	150 000 / 1 MONTH
NEWS OR ANNOUNCEMENTS. THE ETERNAL LINK IN THE PUBLICATION	20 000
PROMOTIONAL ARTICLE. NATIVE ARTICLE WITH BRAND INTEGRATION	140 000
BRANDING OF THE SUBSTRATE MATERIAL. PRODUCTION AND PLACEMENT	100 000 / 1 MONTH
PHOTOGRAPHY OF THE PROJECT + PLACEMENT	FROM 80 000
PHOTOGRAPHY OF SOCIETY COLUMN + PLACEMENT	60 000
PLACING AN EVENT IN THE SECTION WITH A LINK TO THE ADVERTISER'S WEBSITE	20 000
POP-UPS	150 000 / 1 000 SHOWS
ADVERTISING IN SOCIAL NETWORKS (VK, FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, PINTEREST)	12 000

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