



# SALON

A trusted Russian magazine  
on architecture and design



# What we cover



Best projects by professional designers and architects.



New products from the best makers of furniture, accessories and design objects.



Interior design ideas from Russian and international designers.



Professional advice: expert recommendations on home design and reviews of designers' projects.



Luxury hotel and yacht interiors.



Celebrity homes interiors.



# Audience in Numbers



174 451

Users



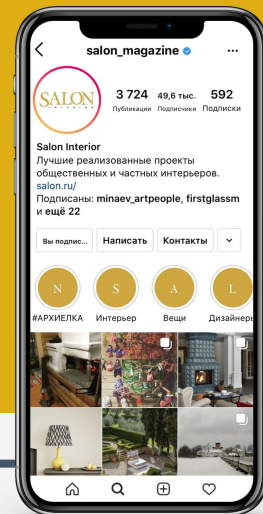
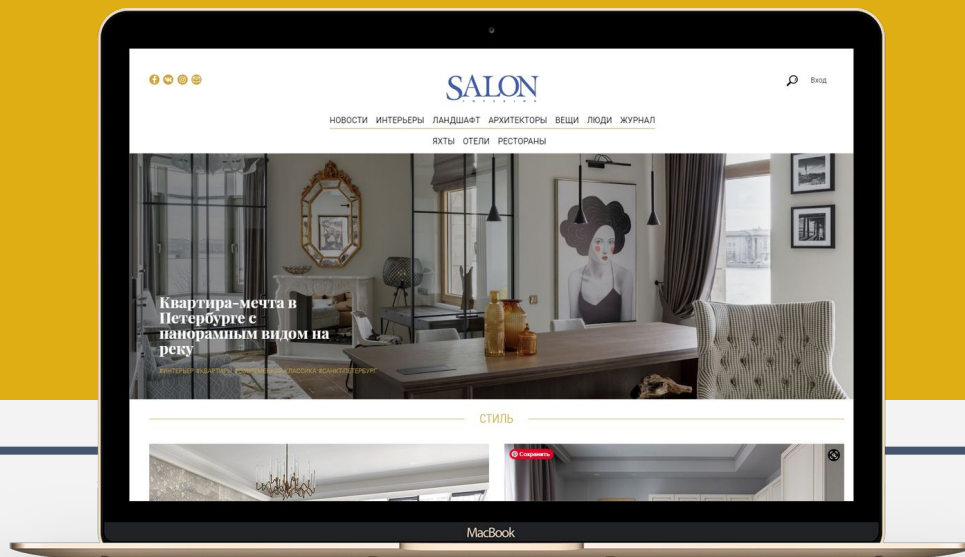
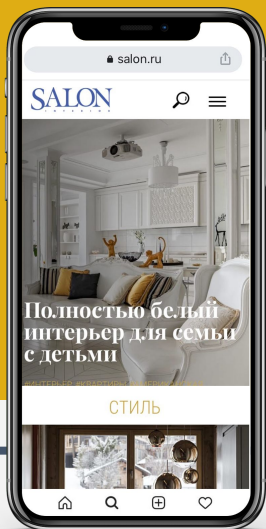
306 065

Views



127 700

Followers on social media  
59 100 on Instagram



Numbers for December 2021

# Who are our audience?

70%

women

30%

men

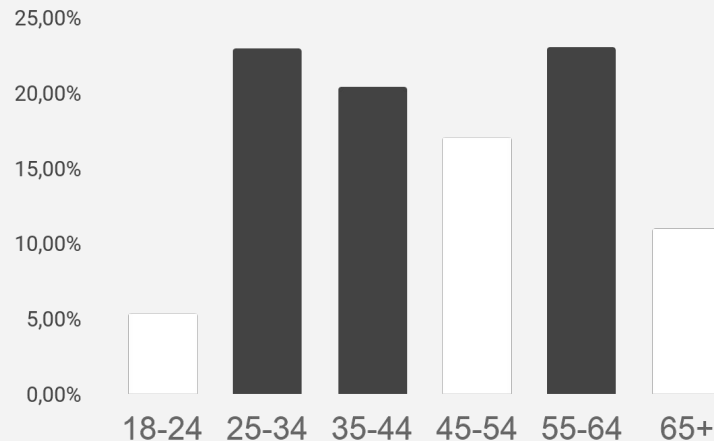
33%

Moscow/  
Moscow Region

80%

Russia

## Age



37% desktop



63% mobile+tablet

# Advertising Opportunities



Articles



Special Formats



Special Projects



Display Advertising



Social Media Advertising



Newsletter



Product Testing



Podcasts



Videos



360 Campaigns

# Articles

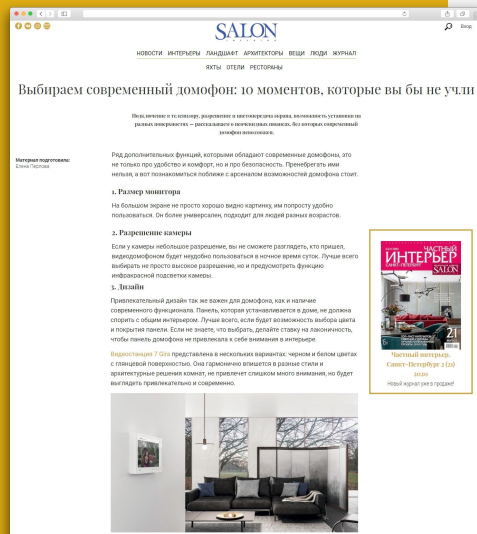
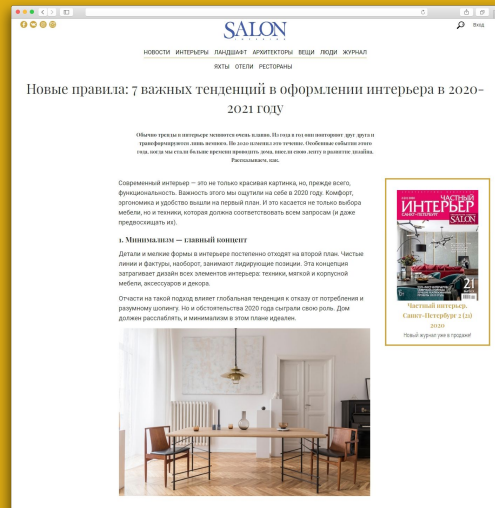
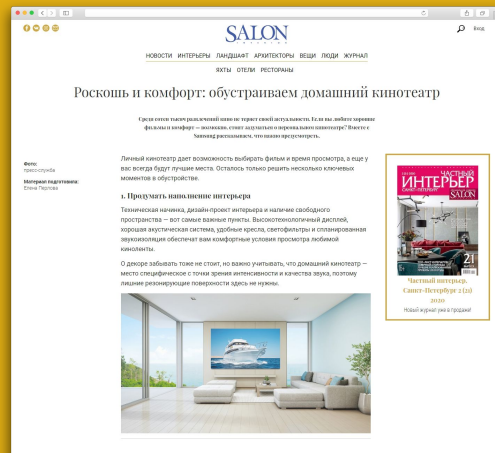
## Native Articles

The brand of the client is integrated into materials written in the style of—and on the topics covered by the platform to produce content that can still be of interest to the reader after the advertising campaign is over.

## Text Based Adverts

Articles tell the reader about the client's product, service or event.

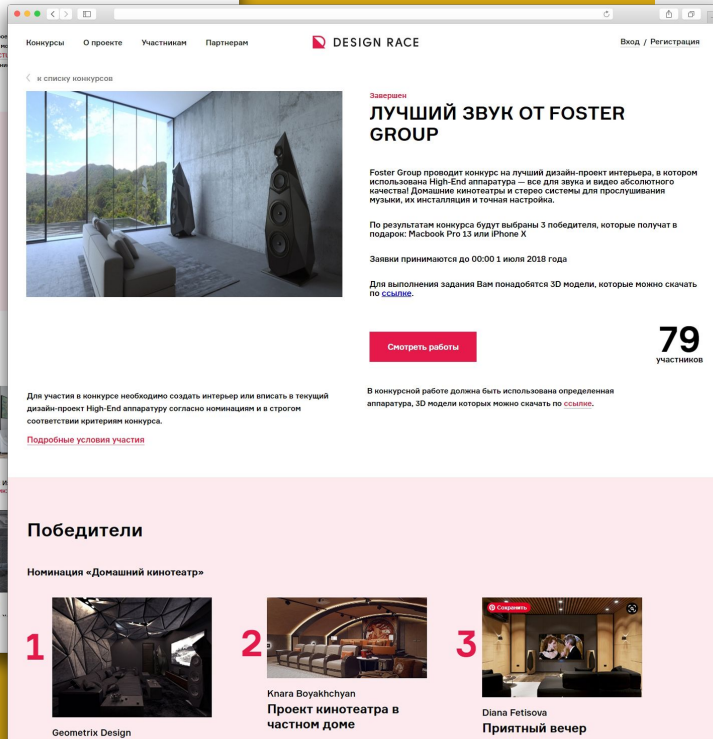
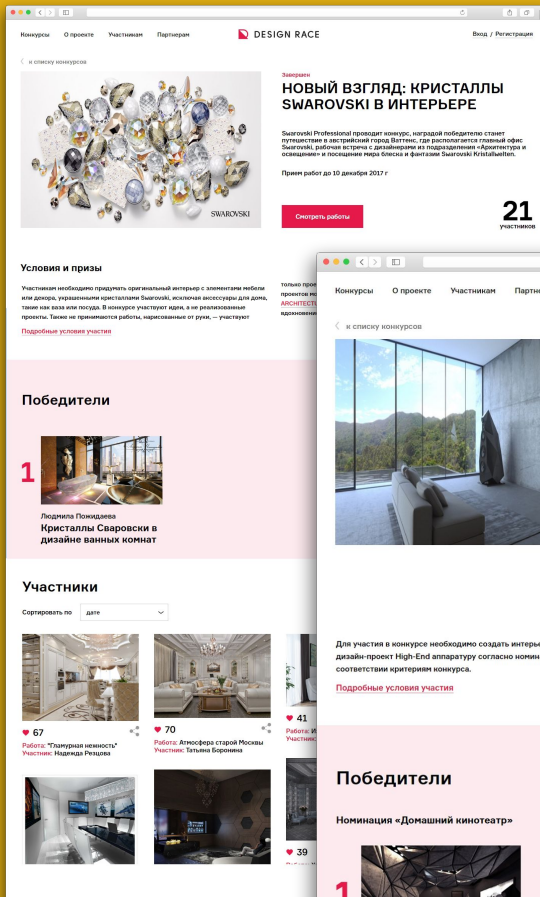
SEE ON THE WEBSITE



# Competitions

Interior design and architecture competitions give professionals an opportunity to show their work and compete for prizes.

SEE ON THE WEBSITE



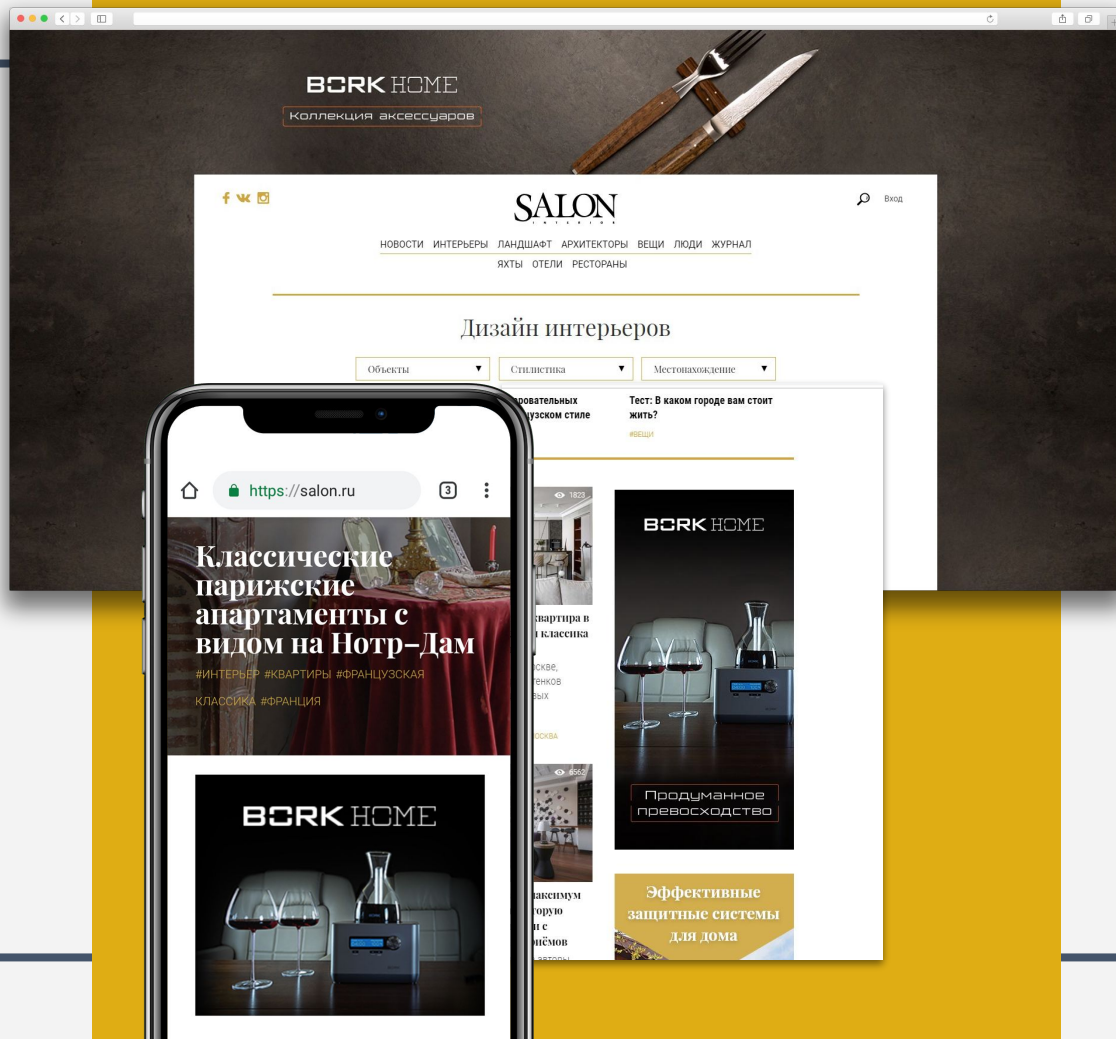


# Display Advertising

Maximum target audience reach

Are you introducing a new product or service? Banners on our website will allow the readers to learn about them as quickly as possible.

We also offer creative solutions upon request.





# Social Media Advertising

Attract new audience on popular social media

Various activities on social networks will guarantee a broad reach for the promotion of your product: competitions, quizzes, promotional posts, additional promotion of your project or native article.

f 23 300

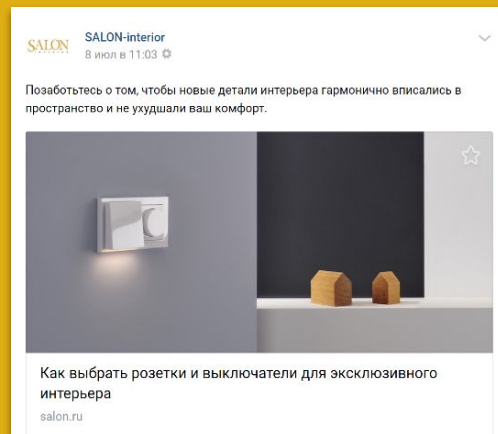
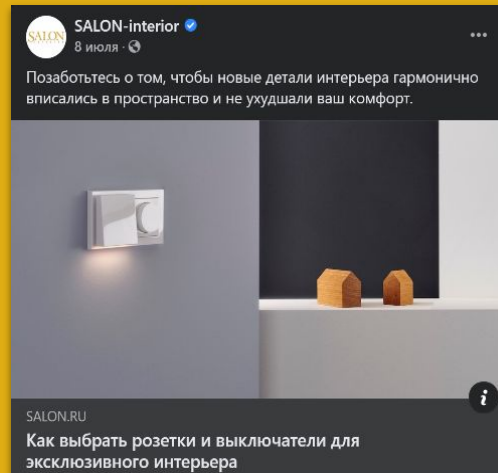
📺 6 900

📷 59 100

p 1 700

vk 36 700

SEE AN EXAMPLE




# Newsletter

A regular newsletter for professional architects and designers

Integration of native adverts, information support, banners.

6 100 professional contacts




WORK FOR MONEY. DESIGN FOR LOVE

Эскиз, коллаж или 3D  
визуализация: какой способ  
подачи дизайн-проекта  
выбирают дизайнеры и  
заказчики

*Российские дизайнеры — о своем опыте работы над  
интерьерами и пожеланиях своих клиентов.*

**Алексей Голуб, руководитель студии**





## В России

В Москве появится станция метро, спроектированная Zaha Hadid Architects. Престижное архитектурное бюро победило в международном открытом конкурсе. Станция появится на юго-востоке города, в центре района Нагатинский Затон, на пересечении Кленового бульвара и Коломенской улицы.



## Ha Salon.ru

Цветные кухни, от которых мы без ума. Белая кухня — это красиво, цветная — ярко и модно. Посмотрите, какие цвета предпочитают дизайнеры.

[Посмотреть](#)

Встречаемся ровно через 2 недели: из новой рассылки вы узнаете о главных сентябрьских новостях из мира дизайна.

Счастливого,  
Оля Сондж



## Присоединяйтесь!

Станьте частью профессионального сообщества архитекторов и дизайнеров интерьера на Facebook. [Отправить запрос](#)

[Отписаться от рассылки](#)

# 360 campaign

Cross-media campaigns for maximum reach

Comprehensive promotion of your brand to our audiences on various platforms: salon.ru, the magazine *Salon Interior*, social media, events (after the Covid-19 restrictions are lifted).

SEE AN EXAMPLE





# Contact our Advertising Department

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+7 (495) 797-4560

FILL OUT A BRIEF