

SALON

I N T E R I O R

Family values in Russian private interiors

SALON-interior magazine was launched in 1994 and from the very beginning published the best works of leading architects, designers and decorators created in Russia and foreign countries.

SALON-interior is the most prestigious Russian magazine in the field of architecture and design. Everything new, unique and exclusive created in Russia and abroad is reflected on its pages helping readers to be at the cutting-edge of current trends in the world of Russian architecture and design.

Events, world exhibitions, reviews of accessories, historical buildings, interviews with celebrities, landscape and floristic solutions – all topics featuring in the magazine provide the reader with the latest information of the fascinating and creative world of architecture and design.

About Salon-interior

Periodicity	11 issues per year
Format	217x295 mm
Volume	164 pages



SECTIONS

The latest trends of interior design

Rubrics of the magazine cover all the topics concerning interior design — from different projects of houses and apartments to design solutions of various home spaces and interior objects. Trends overviews, interviews with owners of brands and authors of design objects and collections, new materials and technologies are also being published in the magazine.

SECTIONS

The latest trends of interior design

NEWS

Informative notes about the most significant events in the interior and furniture world of Russia and abroad

FAIR

Illustrated reviews of major Russian and international fairs with editorial comments

TRENDS

The article about the latest trends in interior design (color, shape, texture, etc.)

COVER STORY

Layout of decorative items selected according to the main topic of the issue (following the annual thematic plan)

ENVIRONMENT

Thematic collections illustrating various ways of decorating a particular type of premises – living room, hall, bedroom, kitchen, dining room, children's room, swimming pool, etc.

CHOICE

Overview of different interior objects according to the specified topic: for example, furniture for the living room, dining room, bedroom, bathroom, etc.

INTERVIEW

Interviews with famous designers and owners of interior brands

INTERIOR

Unique realized projects of luxury interiors of apartments and houses created by Russian and foreign architects

HOTEL

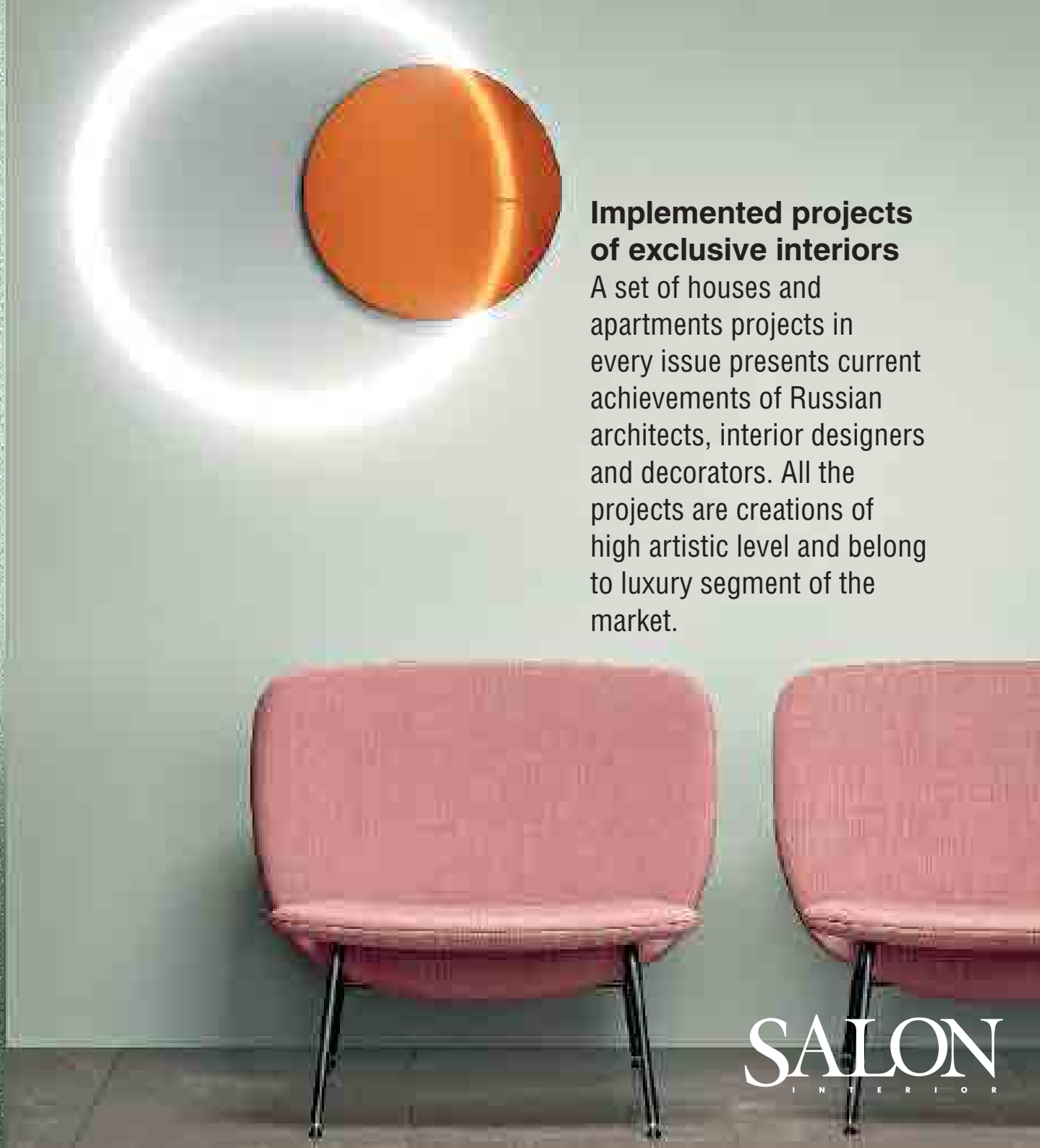
Articles about the world's best hotels with outstanding exclusive designer interiors

SALON
INTERIOR

SECTIONS



MEDIA KIT 2023



Implemented projects of exclusive interiors

A set of houses and apartments projects in every issue presents current achievements of Russian architects, interior designers and decorators. All the projects are creations of high artistic level and belong to luxury segment of the market.

SALON
INTERIOR

SECTIONS

Implemented projects of exclusive interiors

LANDSCAPE

Interesting design examples of landscape art

OBJECT

Object in detail. A story about the design object told by the author or the owner of the brand

COLLECTION

A story about a new collection of an interior / accessory / tableware / textile brand

ANNIVERSARY

Anniversary article devoted to the history of the brand

EXCLUSIVE

This section is devoted to luxury items – automobile, yacht, antique furniture, etc.

TEXTILES

Trends in the interior fabrics design

SHOPPING

Shopping format review of furniture, decorative items and interior accessories

WORKSHOP

article about brand's history, its production, craft techniques

OBJECT

The interior created with certain decorative techniques

METHOD

Analysis of decorative specifics in interior design

AUDIENCE

SALON-interior is an authoritative Russian magazine about architecture and design.

SALON-interior readers are wealthy people.

They are highly educated, their social life does not know any borders, their demanding tastes have been formed under the influence of all the best that has been created in various fields of science and art. They have the opportunity to use the most advanced achievements of the civilization development.

SALON-interior readers are active consumers of luxury goods and services.

The concept of prestige is dominant for them when choosing a particular item. They regard the interior as a reflection of their style and lifestyle. Therefore, they are primarily interested in unique individual solutions, interior objects from outstanding masters of modern design.



AUDIENCE

Monthly audience

396 980

people in Russia,

88 870

readers live in Moscow

Half-year audience

603 730

people in Russia

80%

of SALON-Interior audience is exclusive

Source: IPSOS,

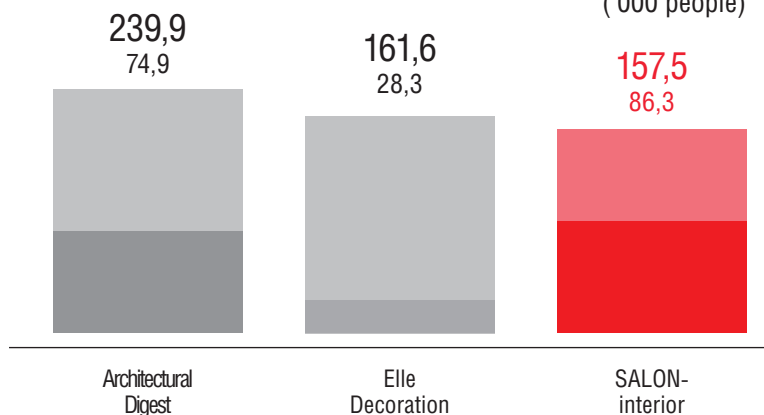
MEDIA KIT 2023



SALON
interior

AUDIENCE

Average issue readership
Russia/Moscow
(‘000 people)



316 640 (79,8%)

of readers are wealthy and
have high income

Affinity Index

216

Readers are top-managers and business
owners

The most effective impact and accurate penetration to the target
audience.

Source: IPSOS,



SALON
INTERIOR

AUDIENCE

SALON-interior is the leading magazine in premium interior segment with high audience. Everything new, unique, exclusive that is created in the country is published on the pages of the magazine, helping readers to be aware of current trends in Russian architecture and design.

The best events, world exhibitions, reviews of accessories, historical buildings, interviews with world stars, landscape and floral solutions — all the topics of the magazine are designed to inform discerning readers about the fascinating and creative world of architecture and design.

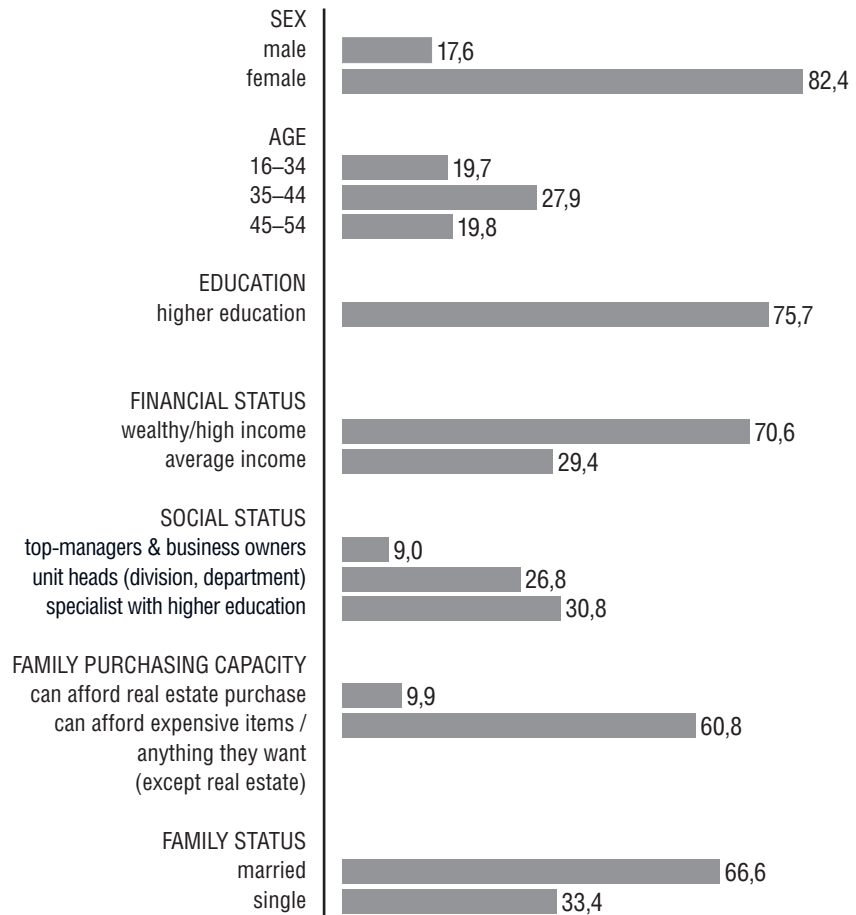
99 800 (63%)
high exclusive audience

Source: IPSOS,



AUDIENCE

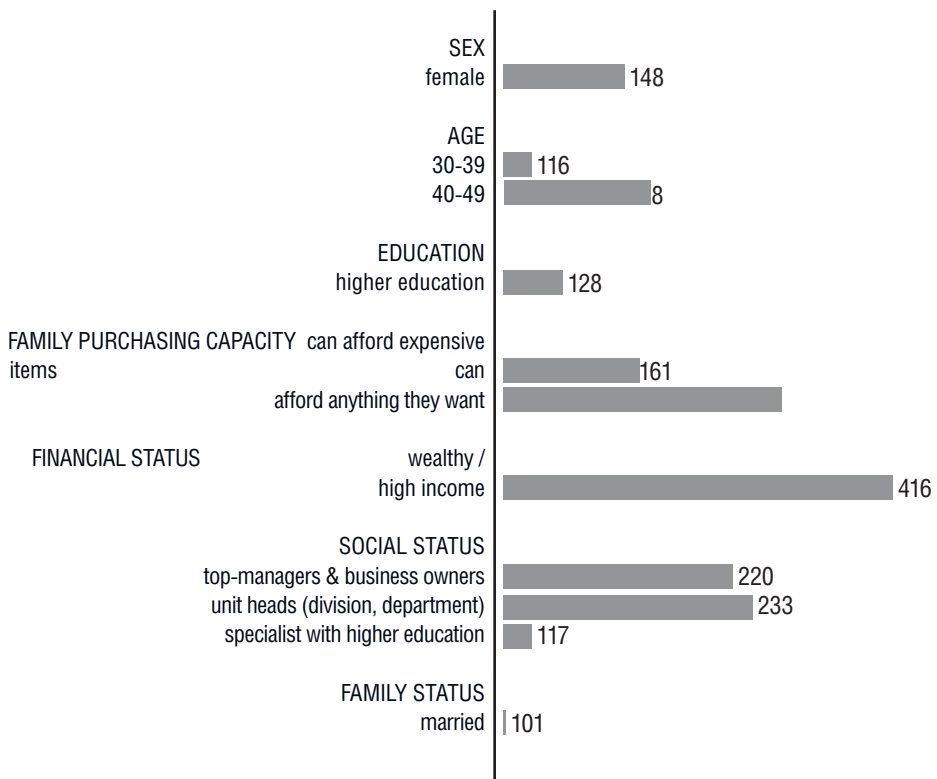
Average issue readership
(% of readers)



Source: IPSOS,



AUDIENCE

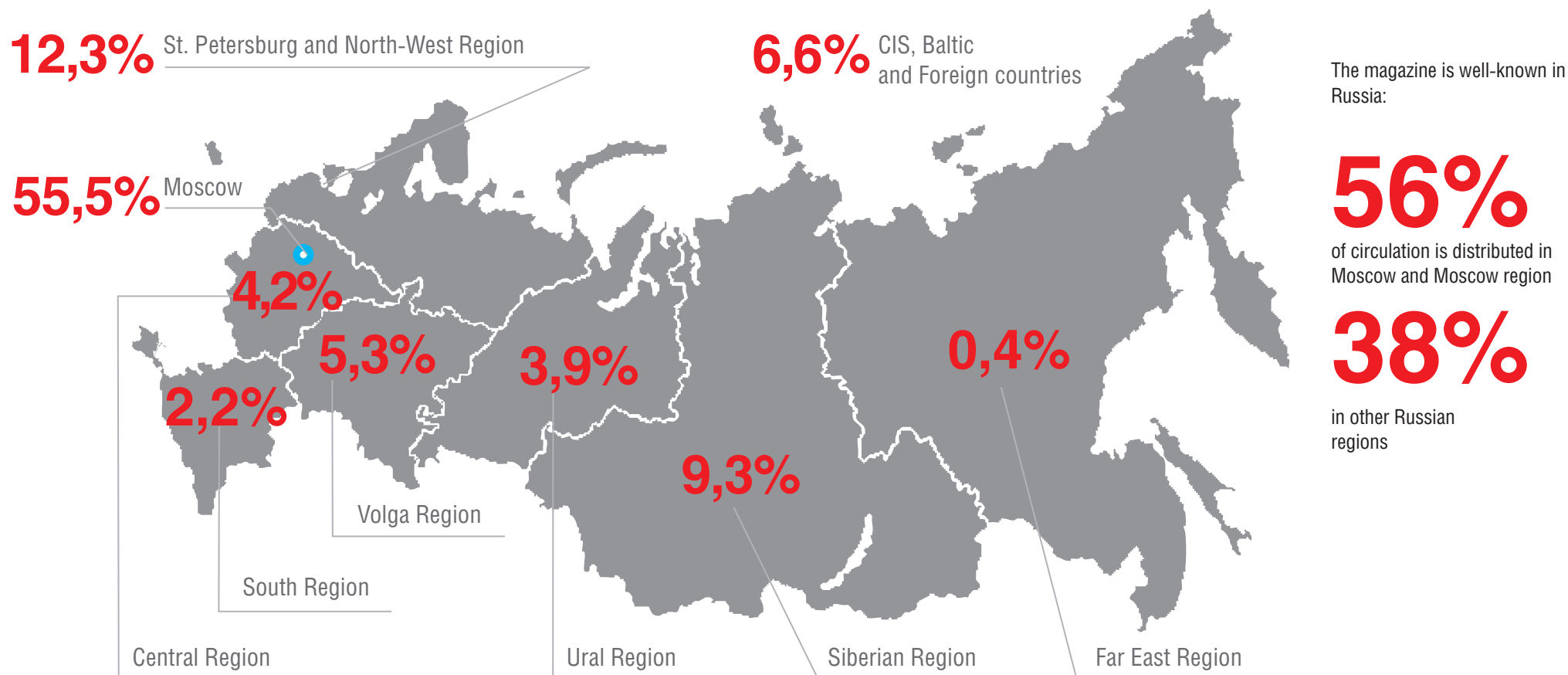


*The Affinity Index — target audience affinity index — is obtained from the ratio between the target group in the magazine's audience and the target group in the population on the whole. If it is more than 100 it means that the given group is widely presented in the magazine's audience.

Source: IPSOS,



DISTRIBUTION



The magazine is represented in 85% of the target points of sale in Moscow: in large supermarket chains, minimarkets and newsstands chains and at filling stations. In Russian megalopolises the periodical can be found at every second target point of sale (supermarkets, filling stations, hotels, business centers).

202 000

unique users monthly

329 000

page views monthly

Salon.ru always provides the latest news and events in the architectural environment, world decor exhibitions, accessories reviews, architectural trends, historical buildings and the best hotels and restaurants, interviews with world interior design celebrities. The website offers its own dynamically developing database of catalogues and reference books. There are also daily updates about modern trends in the sphere of architecture and design. Readers can always find a collection of different interior projects, the best architects, designers and decorators portfolio from Russia and other countries.

*Source: Google Analytics, August 2022



+148%

YOY AUDIENCE
GROWTH
2020 / 2019



Тест: Какой необычный отель вам стоит посетить?

AGELL



10 самых дорогих гостиничных номеров мира

INTERLEAF INTERVIEW



В ММОА стартовал курс о моде и искусстве XX-XXI веков

#HOBOT7



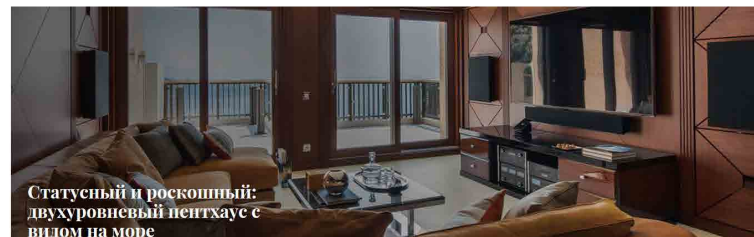
Компания Laminam представит новые коллекции на MosBuild 2019

4. ДОБРОТІ



**Известный дизайнер
Марсель Вандерс впервые
посетит выставку MosBuild**

PHOTOGRAPHY



**Статусный и роскошный:
двухуровневый пентхаус с
видом на море**

OUR ADVANTAGES

SALON-interior brand:

- **Authoritative**, influential, prestigious, well-known in the market
- **Has high exclusive and loyal audience** among leading premium-segment interior magazines in Russia
- **The readers of the magazine are rich and well-educated people.**
They live an active social life and prefer luxury brands
- **The most effective** and efficient media



MAGAZINE AD RATES 2023

Advertising Rates

Share of page	Positioning	Price, EUR
2/1	Standard	16 500
1/1	Standard	9 000
4/1	Cover Gate folder	35 000
2/1	Opening Spread	19 500
1/1	3rd Cover	12 000
1/1	4th Cover	18 500
1/1	Opposite content	10 000
1/1	Opposite editorial letter	10 000

* prices are valid only for core customers.

Location in certain place with the guarantee — advertisement fees increase by 10%.

15% discount is granted to the advertising agencies for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	

IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT**										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE***				
Issue	2	3	4	5 и более
Discount	4%	6%	8%	10%

** — discounts are mutually exclusive;

*** — for one customer in case of space difference no more than half size.

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
02/2023	09.01.2023	16.01.2023	31.01.2023
03/2023	03.02.2023	10.02.2023	25.02.2023
04/2023	06.03.2023	13.03.2023	28.03.2023
05/2023	03.04.2023	10.04.2023	25.04.2023
06/2023	28.04.2023	05.05.2023	23.05.2023
07–08/2023	05.06.2023	09.06.2023	27.06.2023
09/2023	31.07.2023	07.08.2023	22.08.2023
10/2023	04.09.2023	11.09.2023	26.09.2023
11/2023	02.10.2023	09.10.2023	24.10.2023
12/2023	30.10.2023	06.11.2023	21.11.2023
01/2024	27.11.2023	04.12.2023	19.12.2023



WEBSITE AD RATES 2023

Website Media Ad

Format	Placement	CPM, EURO
Desktop		
Billboard 100%x250	all pages	12
300x600		11
П-Branding		14
П-Branding + 300x600		17
300x250	inside content	11
interscroller (parallax)		12
Mobile		
100% * 250/300 * 250	inside content	11
interscroller (parallax)		12
Fullscreen	all pages	12
Catfish		11
Desktop+Mobile		
300x250	inside content	11
interscroller (parallax)		12
Inread Video		12

The articles

Format	Cost, EURO	Views guaranteed	Comments
Native article	1 785 + 95 production cost*	from 3 000	Creation and placement of 3500 - 5000 characters material. Announcing banners are included.
Native article + branding	1 905 + 95 production cost*	from 3 000	Creation and placement of 3500 - 5000 characters material. Announcing banners are included. Banners for branding are provided by the client.

Special projects

Format	Size	Coverage	Campaign duration	Production cost*, EURO	Cost, EURO	Total cost, EURO
Story	Package S	8 500	on demand	595	5 360	5 955
	Package M	12 500		595	8 035	8 630
	Package L	16 500		595	10 715	11 310
Test	Package S	8 500		300	5 360	5 660
	Package M	12 500		300	8 035	8 335
	Package L	16 500		300	10 715	11 015
Game	Package S	8 500		240	5 360	5 600
	Package M	12 500		240	8 035	8 275
	Package L	16 500		240	10 715	10 955
Click	Package S	8 500		180	5 360	5 540
	Package M	12 500		180	8 035	8 215
	Package L	16 500		180	10 715	10 895

Social network

Placement	Coverage	Cost, EURO
Post in VK,Telegram	40,000	1 370
Competition* (* prizes and sending prizes are not included in the price) * competitive post * announcement of the contest in the history of the VK * announcement of the contest in TG, OK * announcement of the contest on the website * post with the results of the contest in VK	65,000	2 140

Extra charges

Position	Extra charge
Geo: Moscow, St. Petersburg	35%
Geo: other cities	15%
Section	15%
Frequency less than F=3	15%
Audience quality	20%
Special request	on demand
The second brand on creativity	25%

Season coefficient

Season	Coefficient
January - February	1,00
March - April	1,15
May - August	1,00
September - December	1,15



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