

30 ЛЕТ SALON INTERIOR

MEDIA KIT 2024

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

SECTIONS

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.

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

The 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

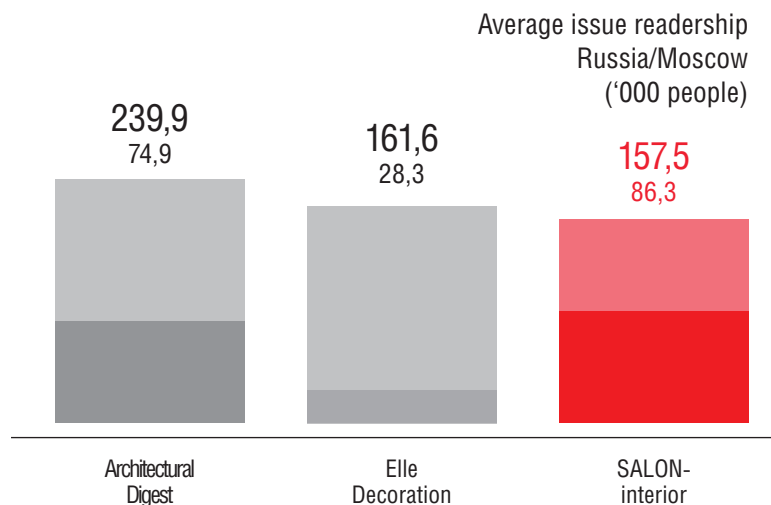
Source: IPSOS,

MEDIA KIT 2024



SALON
INTERIOR

AUDIENCE



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,



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.

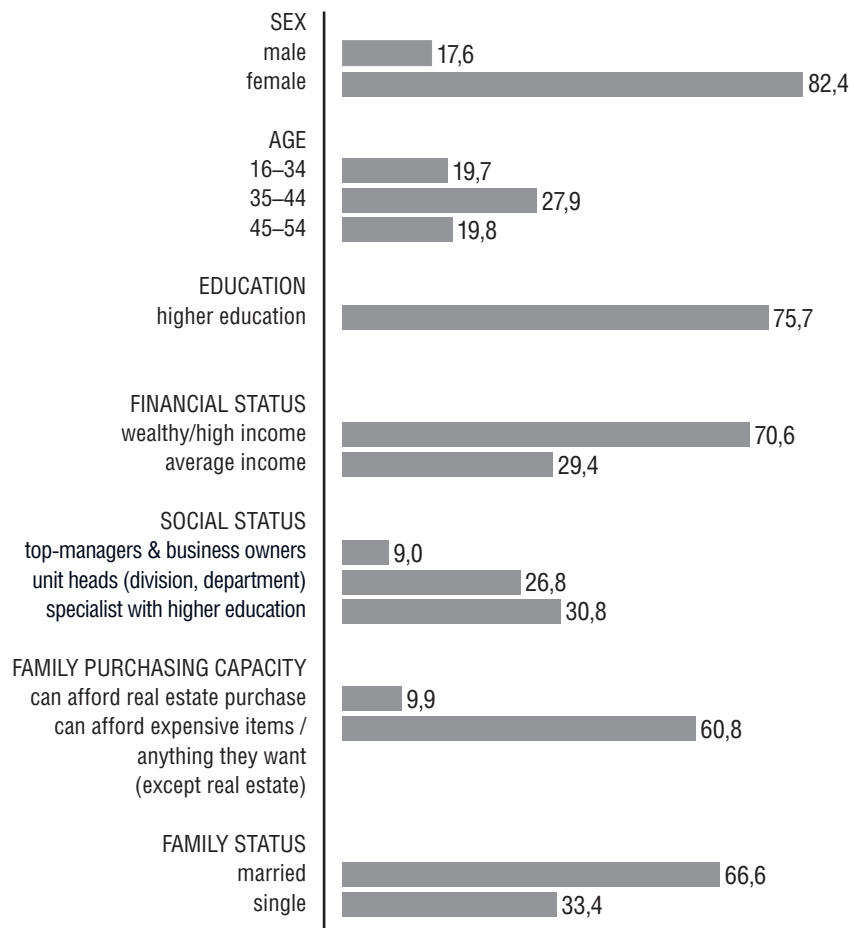
99 800 (63%)
high exclusive audience

Source: IPSOS,



AUDIENCE

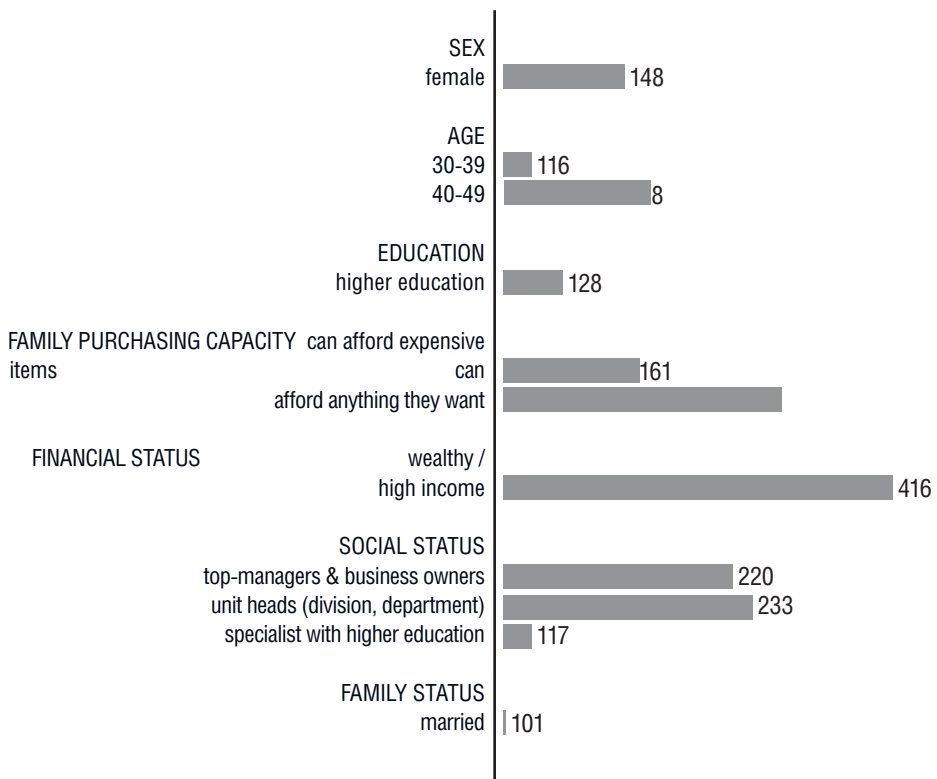
Average issue readership
(% of readers)



Source: IPSOS,



AUDIENCE

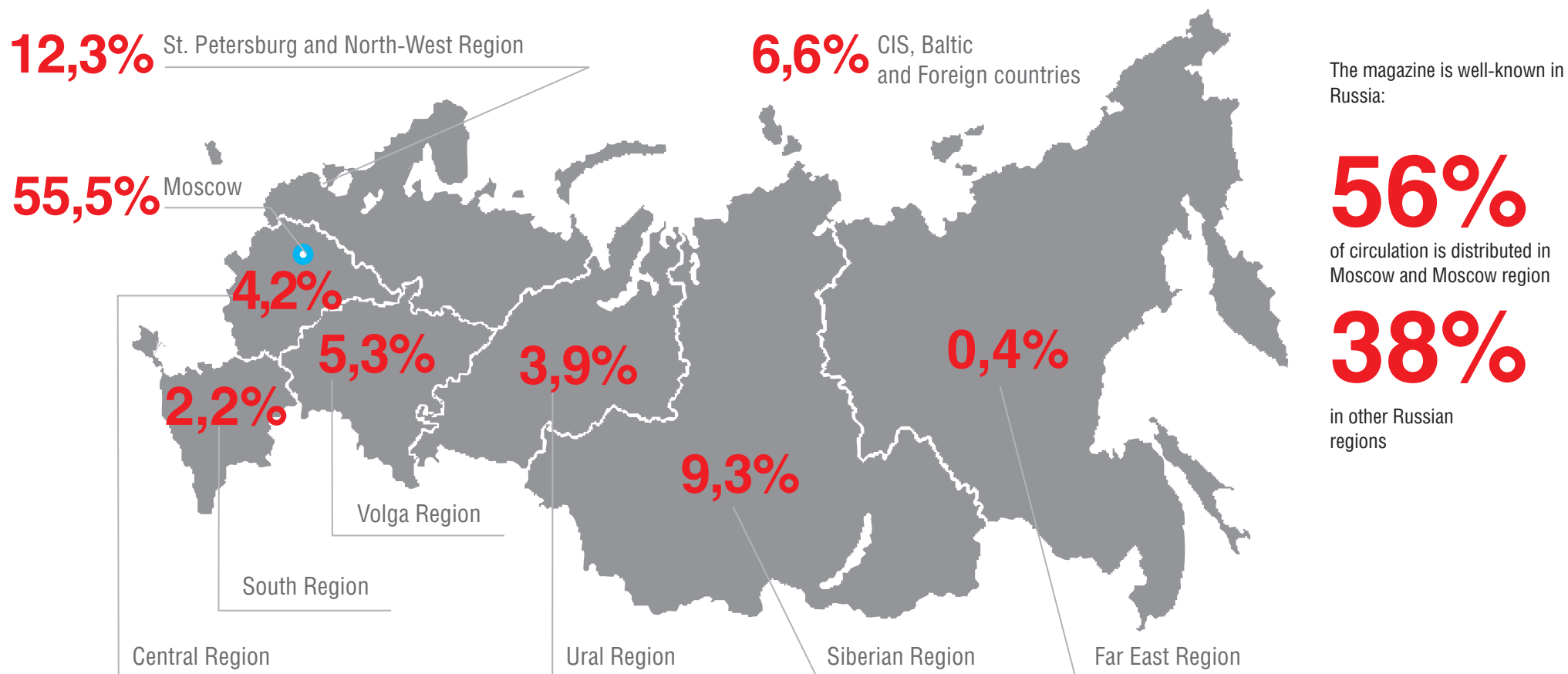


*The Affinity Index — target audience affinity index — is obtained from the ratio between the target group in the magazine's audience and the target group in the population on the whole. If it is more than 100 it means that the given group is widely presented in the magazine's audience.

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).

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 2024

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
02/2024	29.12.2023	10.01.2024	27.01.2024
03/2024	31.01.2024	07.02.2024	24.02.2024
04/2024	28.02.2024	06.03.2024	23.03.2024
05/2024	27.03.2024	03.04.2024	20.04.2024
06/2024	30.04.2024	08.05.2024	25.05.2024
07-08/2024	28.05.2024	04.06.2024	22.06.2024
09/2024	24.07.2024	31.07.2024	17.08.2024
10/2024	28.08.2024	04.09.2024	21.09.2024
11/2024	25.09.2024	02.10.2024	19.10.2024
12/2024	30.10.2024	06.11.2024	23.11.2024
01/2025	27.11.2024	04.12.2024	21.12.2024



SALON
INTERIOR

ADVERTISING DEPARTMENT

+7 (495) 797-4560

Advertising Director
MARIA KAMENSKAYA
m.kamenskaya@lvls.ru

HOME & GARDEN Group:

Advertising Manager
KARINA SARKISYAN
k.sarkisyan@lvls.ru

Advertising Manager
ANDREY SYPCHENKO
a.sypchenko@lvls.ru

Advertising Manager
NATALYA ZHOGINA
n.zhogina@lvls.ru

DIGITAL ADVERTISING DEPARTMENT

+7 (495) 797-4560 ext. 2211

online@lvls.ru

