

30 YEARS SALON INTERIOR

MAXIMUM IMPACT AND
PRECISE TARGETING
OF THE AUDIENCE

WE LOOK
FORWARD TO OUR
COOPERATION





SALON

I N T E R I O R

AUTHORITATIVE, INFLUENTIAL, PRESTIGIOUS —
THE LEADER OF THE PREMIUM INTERIOR
MEDIA MARKET

ISSUE SCHEDULE

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
02/2026	12.01.2026	12.01.2026	27.01.2026
03/2026	29.01.2026	03.02.2026	24.02.2026
04/2026	26.02.2026	03.03.2026	24.03.2026
05/2026	26.03.2026	31.03.2026	21.04.2026
06/2026	30.04.2026	05.05.2026	26.05.2026
07-08/2026	28.05.2026	02.06.2026	23.06.2026
09/2026	23.07.2026	28.07.2026	18.08.2026
10/2026	27.08.2026	01.09.2026	22.09.2026
11/2026	24.09.2026	29.09.2026	20.10.2026
12/2026	29.10.2026	03.11.2026	24.11.2026
01/2027	26.11.2026	01.12.2026	22.12.2026

Periodicity – 11 ISSUES PER YEAR
Format – 217x295 MM
Volume – 164 pages



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 abroad.

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.

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 and visitors to the website are affluent and educated individuals. They lead active lifestyles and prefer prestigious, high-end brands.
- The most effective and efficient media



SALON

INTERIOR

SALON-INTERIOR READERS ARE AFFLUENT, HIGHLY EDUCATED INDIVIDUALS WITH A GLOBAL OUTLOOK. THEIR REFINED TASTES ARE SHAPED BY EXPOSURE TO THE FINEST ACHIEVEMENTS IN SCIENCE, ART, AND CULTURE, MAKING THEM CONNOISSEURS OF EXCELLENCE IN EVERY ASPECT OF LIFE

AD RATES 2025



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 and more
Discount		4%	6%	8%	10%

** — discounts are mutually exclusive;

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

ADVERTISING RATES

Share of page	Positioning	Price, EUR
2/1	Standard	16 500
1/1	Standard	9 500
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.

EXAMPLES OF MAGAZINE LAYOUT





SALON UAE

INTERIOR

SALON-interior READERS ARE ACTIVE CONSUMERS OF LUXURY GOODS AND SERVICES

GLOBAL EDITION



Periodicity – 4 issues per year
 Edged format – 230x315 mm
 Volume – 164 pages



ADVERTISING RATES

Share of page	Positioning	Price net of VAT, EUR
2/1	Standard	16 500
1/1	Standard	9 500
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

* Subject to additional technical costs.

Formats and prices for editorial advertising materials on request.

ISSUE SCHEDULE

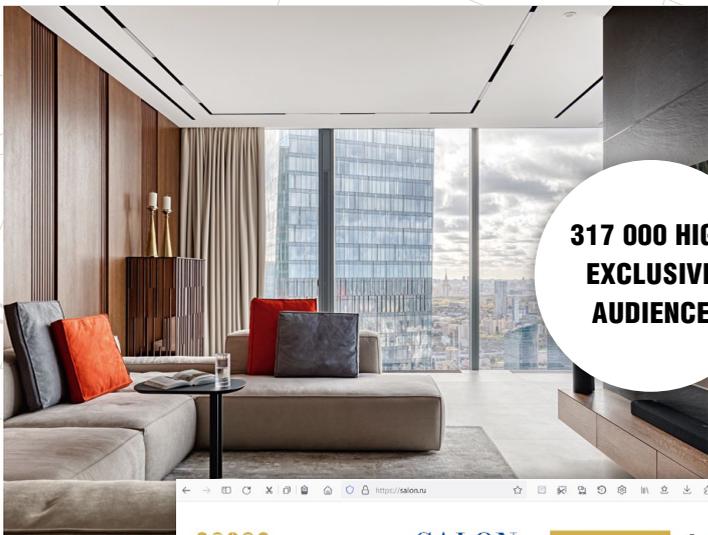
	Delivery of advertising	On sale date
1/26	17.02.2026	06.03.2026
2/26	12.05.2026	29.05.2026
3/26	18.08.2026	04.09.2026
4/26	13.10.2026	30.10.2026



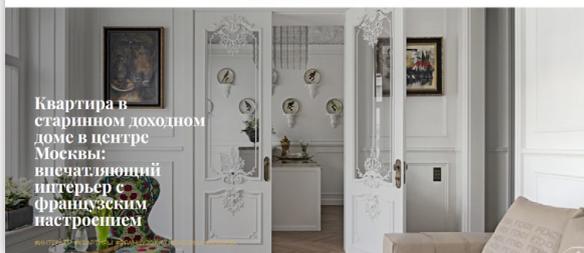
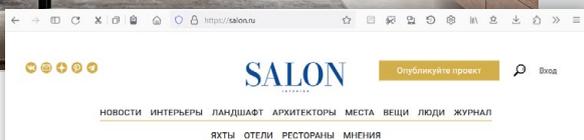
SALON

INTERIOR

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



317 000 HIGH EXCLUSIVE AUDIENCE



METAVEVERSE



RUSSIAN ARCHITECTS' SIGNATURE INTERIORS IN RUSSIA AND ABROAD



ПРОСТРАНСТВА ДЛЯ КРАСОТЫ И ЗДОРОВЬЯ
ВЫБОР КУХНИ • ПОДАРКИ К ПРАЗДНИКАМ

COMMUNITY ● NETWORKING ● DISTRIBUTION

THANKS to the starting collaboratin with Moscow Business Club in 2024 SALON–interior widens its horizons through the synergy of communities of architectures, designers decorators, experts in arts and antiques, producers and distributors on one side and key players of the Russian and international real estate and developers on the other.



SALON

INTERIOR

COMPREHENSIVE PROMOTION OF YOUR BRAND
TO OUR AUDIENCES ON VARIOUS PLATFORMS:
SALON.RU, THE MAGAZINE SALON INTERIOR,
SOCIAL MEDIA, EVENTS

ADVERTISING OPPORTUNITIES



ARTICLES



SPECIAL
FORMATS



SPECIAL
PROJECTS



DISPLAY
ADVERTISING



SOCIAL MEDIA
ADVERTISING



NEWSLETTER



PRODUCT
TESTING



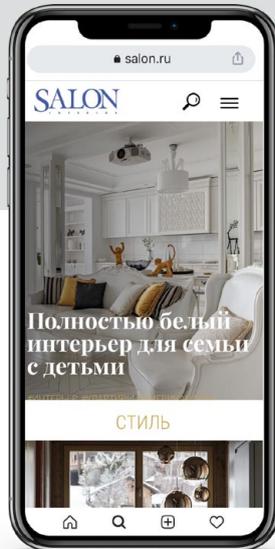
INTERVIEWS



VIDEOS



360 CAMPAIGNS



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.



SALON

INTERIOR

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

AUDIENCE IN NUMBERS

Site users **230,000**

Subscribers of the social network and platform in total **169,781**

TELEGRAM  14 800

PINTEREST  20 700

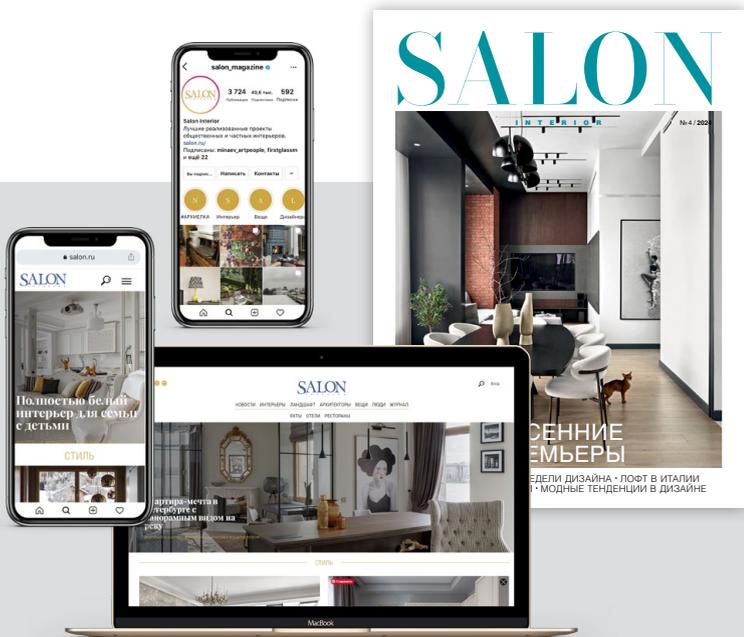
ZEN  19 300

FACEBOOK  26,733

INSTAGRAM  61,500

VKONTAKTE  21 900

MAILING LIST OF PROFESSIONAL CONTACTS  7,100



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.

 37%
desktop

 63%
mobile + tablet



SALON

I N T E R I O R

EVERYTHING ABOUT MODERN HOUSES, APARTMENTS,
FASHIONABLE INTERIORS, QUALITY STANDARDS,
HIGH-TECH EXTERIOR AND INTERIOR DECORATION,
FURNITURE AND HOME ACCESSORIES

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