



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



349 624

Users



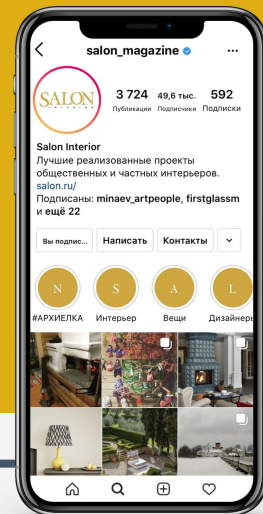
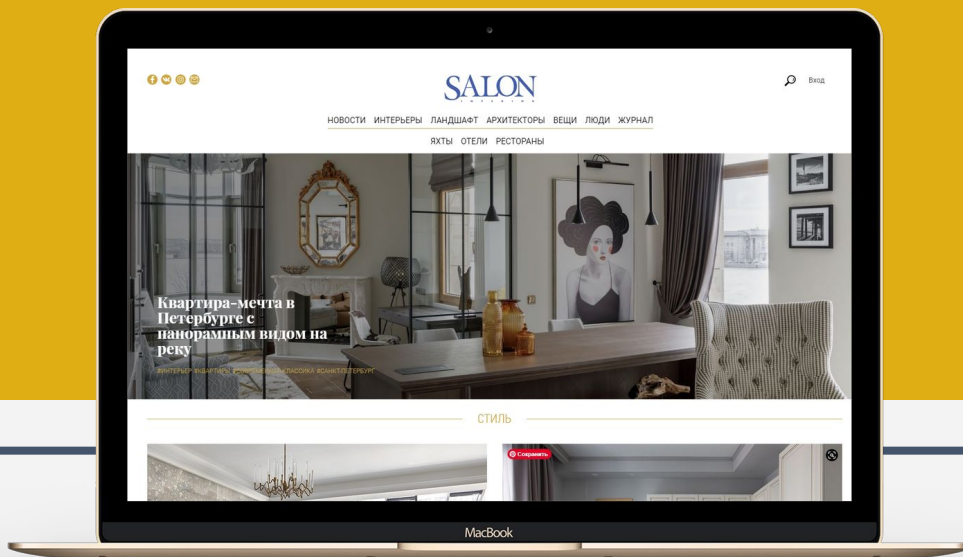
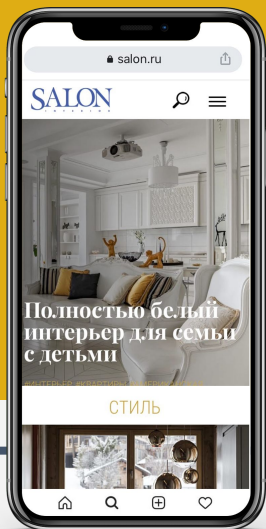
668 757

Views



122 450

Followers on social media



Numbers for May 2022

Who are our audience?

70%

women

30%

men

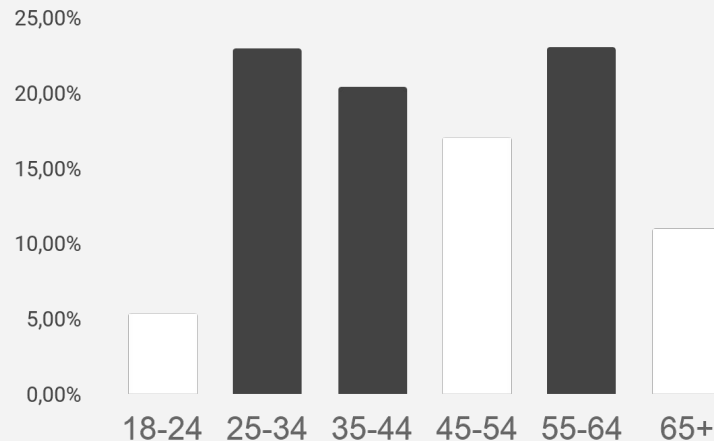
33%

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

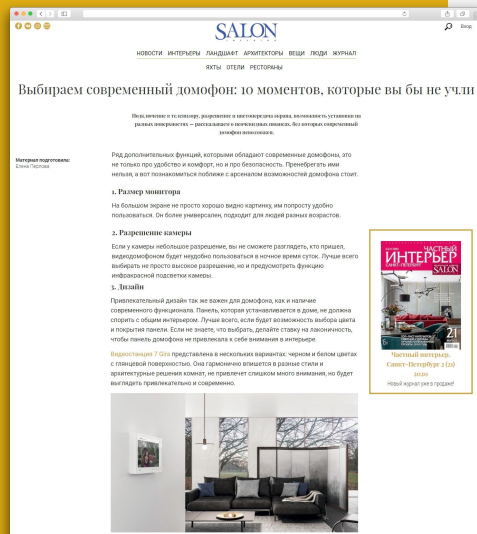
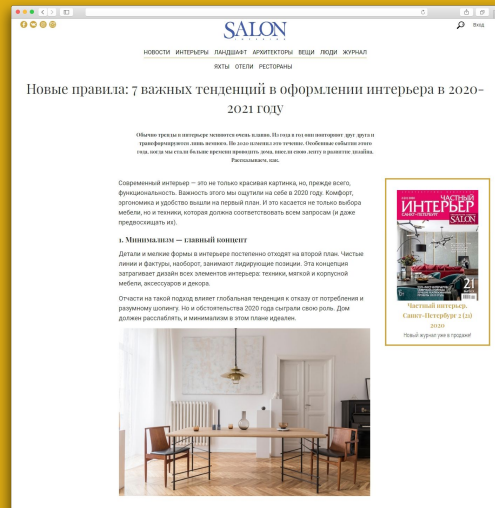
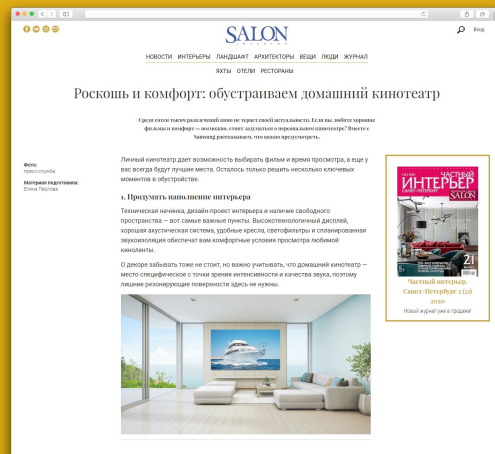
Native Articles

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.

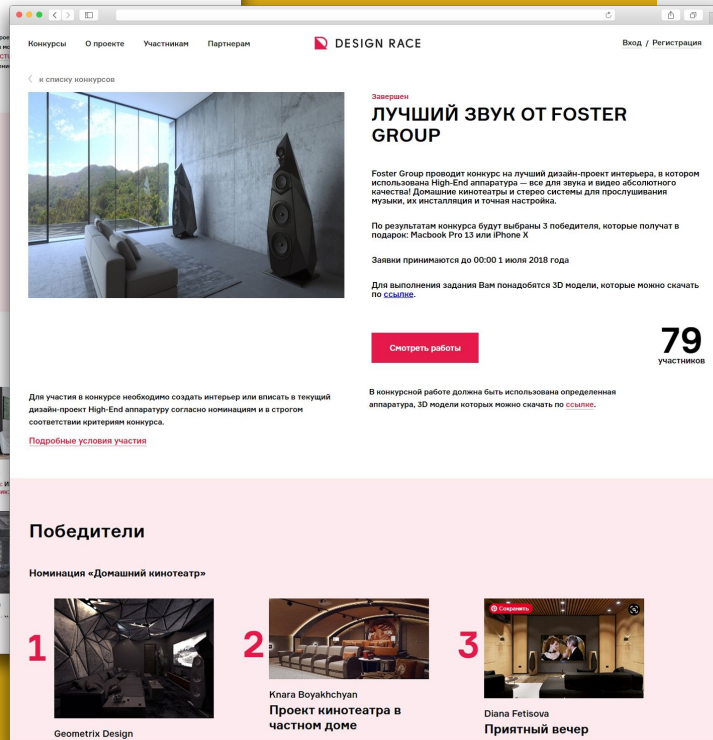
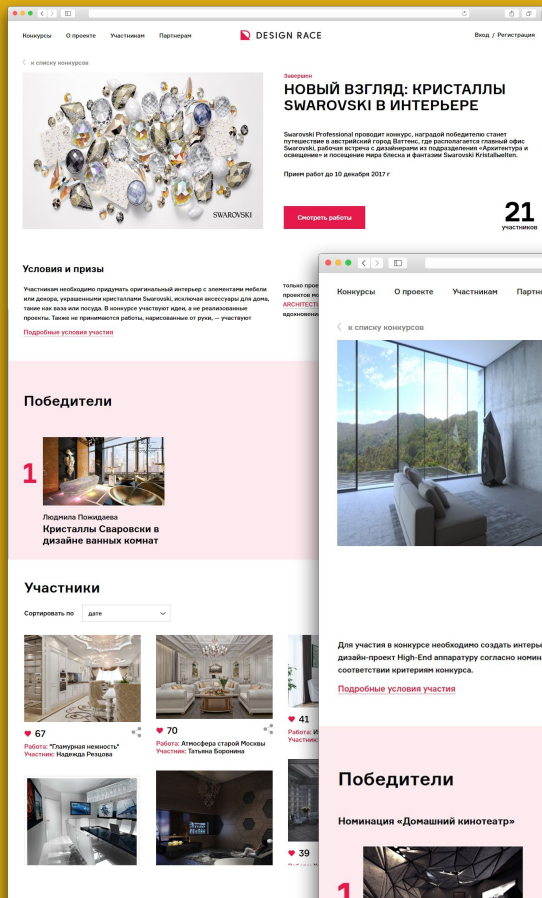
SEE ON THE WEBSITE



Competitions

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

SEE ON THE WEBSITE

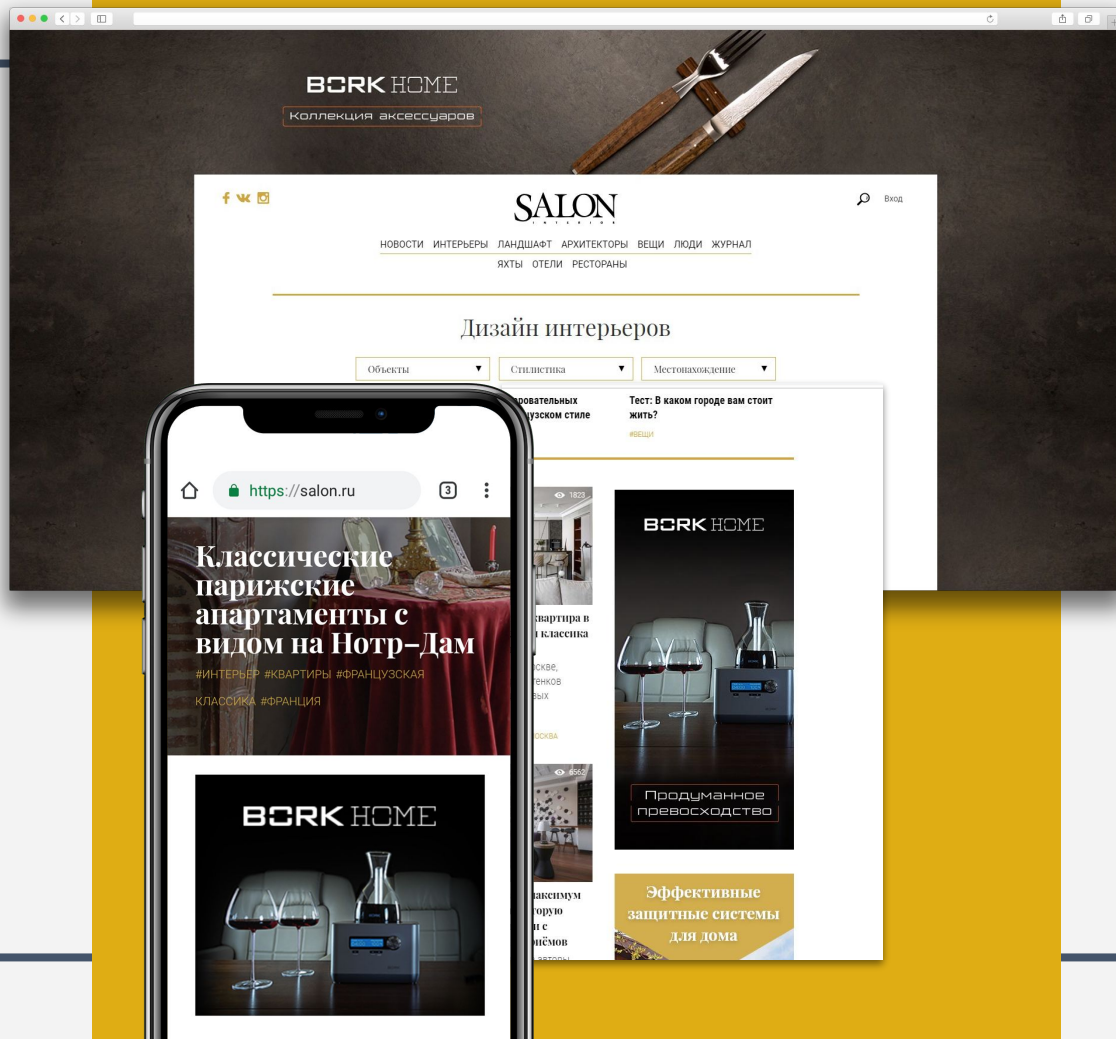


Display Advertising

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

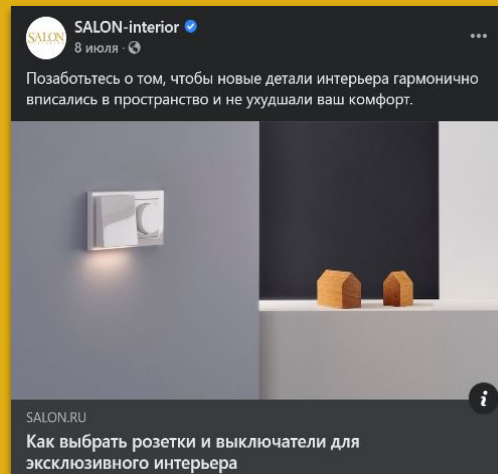
Various activities on social networks will guarantee a broad reach for the promotion of your product: competitions, quizzes, promotional posts, additional promotion of your project or native article.

 10 500

 4 800

 18 400

 2 000




Newsletter

A regular newsletter for professional architects and designers

Integration of native adverts, information support, banners.

7 780 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

online@burda.ru

+7 (495) 797-4560

FILL OUT A BRIEF