



## House and Garden Publishing House Beautiful Houses press

**House and Garden** is a wonderful mix of visual delight and practical information about home gardening and landscape design. In addition to wonderful pictures of the most fascinating gardens and parks of the world, in the magazine one can find professional advice and recommendations for garden care. House and Garden also focus on "water" theme – ponds, fountains, waterfalls; and on winter gardens and floral art in interior.

A special attention is paid to the garden furniture, lighting, sculpture, and we also offer a great range of constructing materials for embodiment of any designers' fantasies.

### Distribution/ geography:

Magazines under distribution all over Russia, CIS countries, Baltic States, Europe; addressed dispatch to architectural companies also available.

### Readership:

Both professionals and newcomers: everyone who is interested in garden horticulture and design.

Locality of circulation: all over Russia, CIS countries, Baltic States, Europe

**Circulations:** 35 000 copies  
**Volume:** 128 pages  
**Format:** 220x290  
**Frequency:** 6 time a year  
**Price of a copy:** 4,5 Euro

### Distribution/ structure:

- retail sales (supermarkets, patrols) – 85,2%
- kiosks – 10,8 %
- under subscription – 1,5 %
- addressed dispatch – 1,5%
- specialized fairs – 1,0%

### General Advertising Rates

Format	Price in Euro
1/8	200
1/4	350
1/2	600
1/1	1000
1/1 article with contact information	800
2/1	1600
2/1 article with contact information	1200
Pages 3, 5, 7	1600
2 cover page + 3 page (spread) or 4+5 page (spread)	2500
II cover pages	1600
III cover pages	2000
IV pages of cover	3500

### Timetable 2017

№	Material Due	Ship Date
№ 1 (94)	November 11 (2016)	January 11 (2017)
№ 2 (95)	January 20	March 14
№ 3 (96)	March 17	May 11
№ 4 (97)	May 19	July 11
№ 5 (98)	July 14	September 12
№ 6 (99)	September 15	November 14

**Attention!** You have to pay VAT of 18 % if you add the Russian contacts into the advertising.

**For additional information please contact:**

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