

BurdaInternational **RU**

SALON

I N T E R I O R

09.2015

Concept

Family values in Russian private interiors

Number of issue: **210**

Number of pages: **more than 78 400**

Number of architects: **more than 4 650**

Number of objects: **more than 3 520**



The SALON-interior magazine was launched in 1994 and from the very beginning it has 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 themes featuring in the magazine are called to provide the demanding reader with fullest possible information on the absorbing world of architecture and design.

Rubrics

The latest trends in interior design



REVIEW

Featuring dynamic reportages on the most notable events in the world of interior and furniture in Russia and abroad

SHOW

Richly illustrated and comprehensively annotated reviews of major international shows and exhibitions

TREND

Covers the latest trends in interior design, i.e. colour, shape, texture

MODEL RANGE

The most interesting – from design standpoint – models of prestigious trade marks, represented in Moscow and Russian showrooms.

SHOPPING WINDOW

Stories about things chosen to match one and the same style and presented in Moscow showrooms and furniture salons.

DESIGN

Photo sessions offering different ways of interior design considering fancy trends in living premises decoration

CHOICE

Leading Moscow architects choose interior items on the given theme in showrooms – for example, furniture items for living room, dining room, bedroom etc.

INTERIOR NEWS

Materials on the most interesting – from design and architecture standpoint – interiors of public establishments, recently opened or just reconstructed, such as cafes, restaurants, clubs, etc.

NAMES

Interviews or feature stories about celebrated designers who create objects for the most noted and prestigious world brands

Rubrics

Realized projects of exclusive interiors



PERSONA GRATA

The hero of a material is successful businessman, owner of a trademark, of a large restaurant, banker, politician.

Headline focus — personality of the hero and his or her home. Shooting is actualized in an apartment or a country house; live informal interview to the owner

INTERIOR

Featuring materials on the unique realized projects of elite interiors of apartments and houses, created by Russian architects

ACCESSORIES

Photo sessions dedicated to home accessories, designed to serve as refined decorative accents, and to amplify the integral image of a living space

HOME

Featuring the best architectural and designer objects, completed interior concepts of private houses notable for their exquisite and prestigious interior decoration

FLORA

Works of leading Russian and foreign florists, created specially for SALON-interior magazine or exhibited at flower shows and competitions

HOTEL

Essays on the most famous world hotels, noted for their exclusive, modern or stylized ancient interiors

OVERSEAS INTERIOR

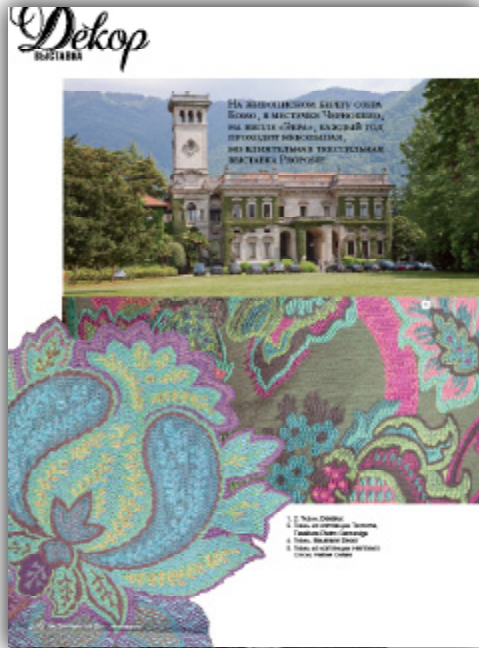
Featuring interiors created by noted architects and designers abroad

LANDSCAPE

Featuring the best samples of landscape design in the world

Rubrics

Reports of unique private and public interiors



THING

A close-up item, a story about it from the designer or the owner.

ANTIQUES

Stories of antique objects, that can decorate the interior.

EXCLUSIVE

Stories of unique interiors of private yachts, airplanes, exclusive cars, etc.

DETAILS

Is it possible to combine items of different styles in one interior? What textile will go very well with the furniture in neobaroque style? How to use red color in a bedroom? This rubric calls reader's attention to one particular question of work with the interior. The format of the rubric: a large photo of the interior (on a stripe) with short text comment.

HERITAGE

Reports on unique private and public interiors of genuine historic and artistic value closed for the eye of both public at large and most journalists.

TEXTILE

Illustrated stories about interior fabrics, distinguishing characteristics and capabilities of modern textile in interiors.

SHOPPING

Photo sessions devoted to home accessories and interior items, which can be acquired in Moscow.

MASTER CLASS

A decorator's illustrated story about the work principles by the example of several interiors.

Audience

The audience of the SALON-interior magazine is comprised of well-off people



The audience of the SALON-interior magazine is well educated. Their social life does not know any state borders; their exquisite tastes were shaped under the influence of all the best that had been created in different fields of science and art.

They have a fair chance to make use of civilization's best achievements and are active consumers of luxury goods and services.

Prestige is the key aspect for them, when it comes to making a choice. They regard an interior as a reflection of style and a way of life. First of all they are interested in unique individual solutions, home decoration from outstanding masters of modern design.

Audience & CPT

Every issue of the SALON-interior magazine is read by

424 900

readers in Russia,

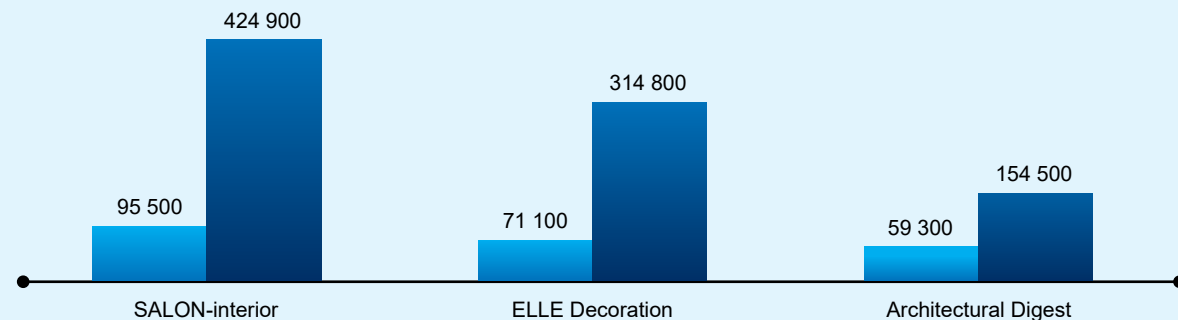
95 500

of them reside in Moscow

50%

of the audience read only SALON-interior magazine in the category of premium interior design issues

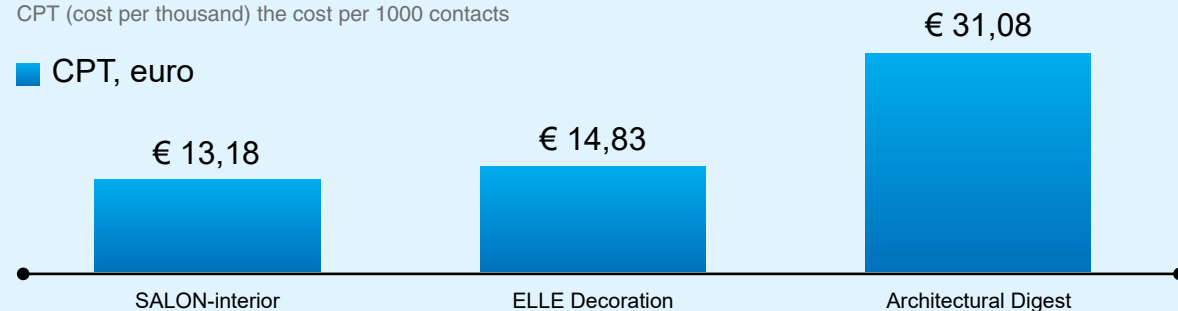
Average issue readership, thousand person Moscow, Russia



CPT (euro)

CPT (cost per thousand) the cost per 1000 contacts

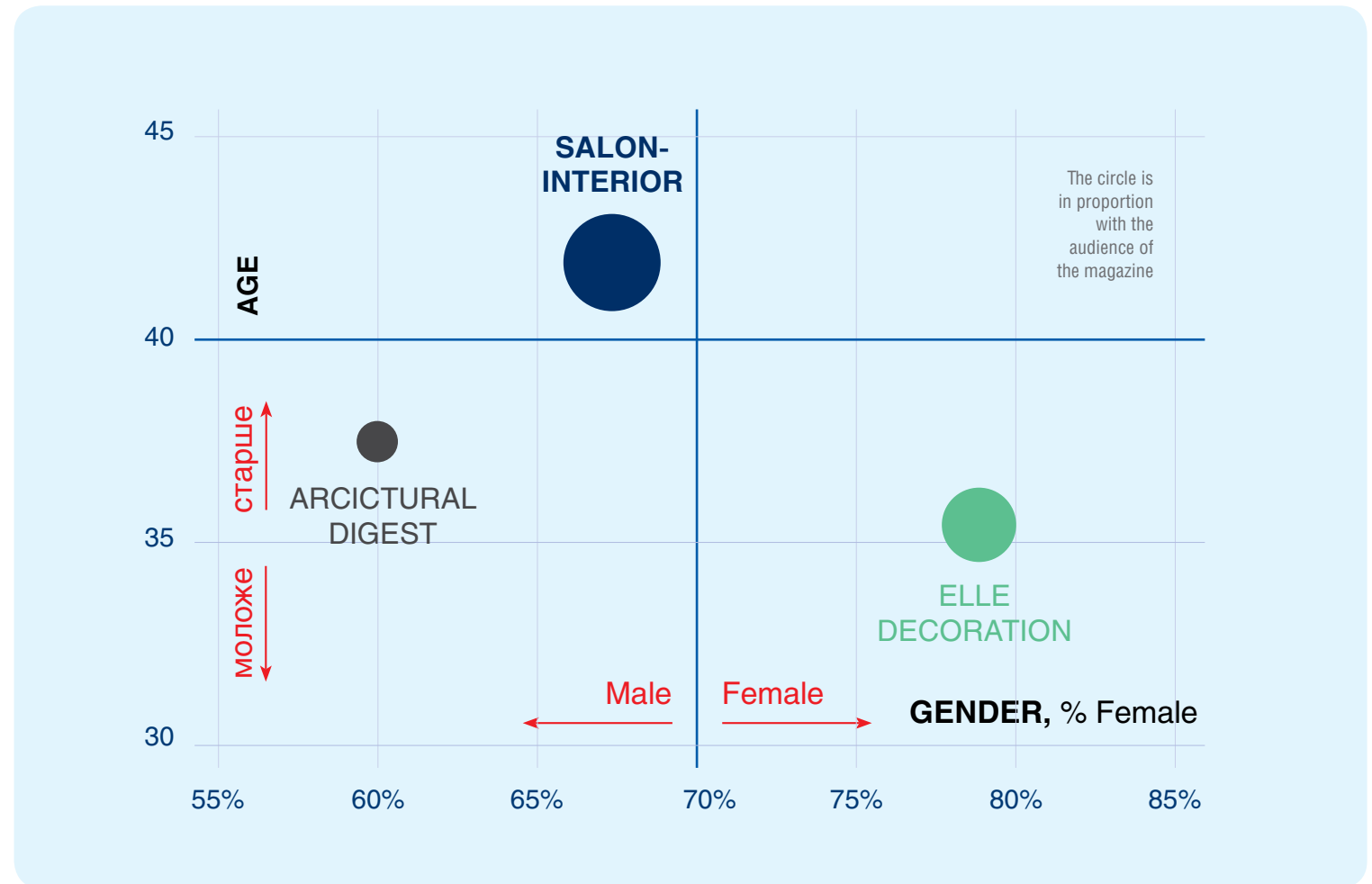
■ CPT, euro



Source: TNS Russia, NRS Russia 2015/II

Age and sex map in Russia

SALON-interior magazine has the highest scope of the audience among premium segment interior magazines on the Russian market. The audience consists of 63% female and 38% male active age group (the average age is 41 years old)



Source: TNS Russia, NRS Russia 2015/II

Affinity Index

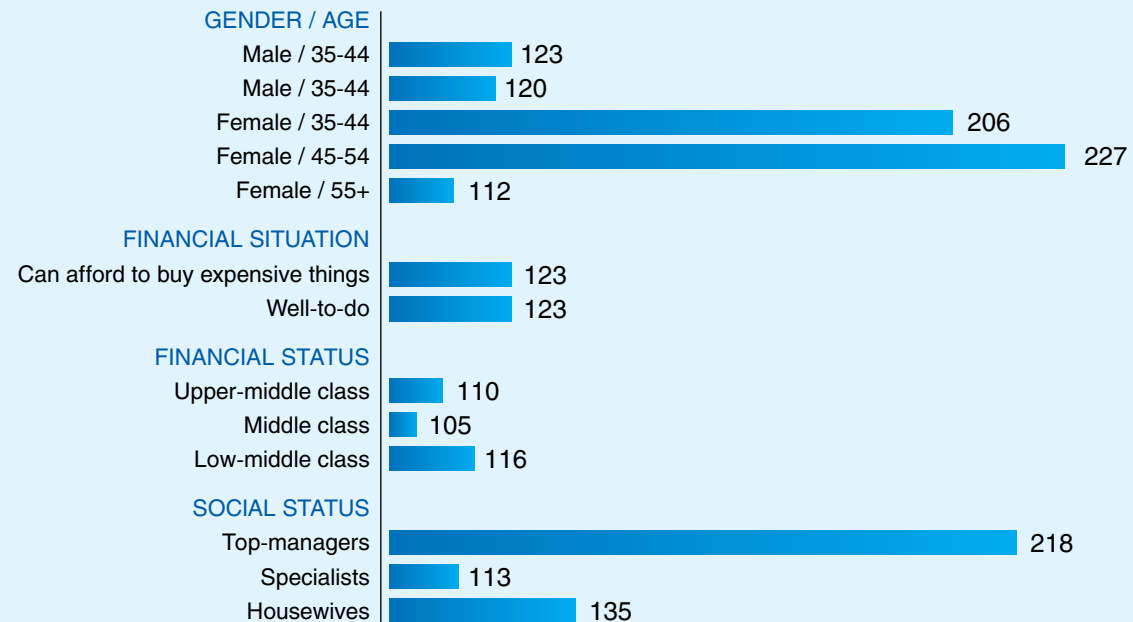
214 Affinity Index readers in leadership positions

The most efficient influence
on the target audience
of SALON-interior

*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: TNS Russia, NRS Russia 2015/II

Affinity Index*



salon.ru

85 395

unique users per month

810 820

views per month



salon.ru — is a project based on experience and professionalism of “SALON-interior” magazine. The site offers its own dynamically developing database of catalogues and reference books. There are also daily updates about modern trends and main events in the sphere of architecture and design; there is also a collection of different interior projects; portfolio of the best architects, designers and decorators of Russia and world.

Source: Google Analytics, 2014

Distribution

The circulation of the SALON-interior magazine is (2015):
550,000 copies

About 5% of the circulation is sent to the CIS and Baltic states as well as to other foreign countries

DISTRIBUTION



The magazine is widely known on the entire territory of Russia: Moscow accounts for

44%

of the total circulation and

51%

fall on other Russian regions

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).

Advantages

50% of audience read only SALON-interior within other premium interior design magazines



- The leader among the interior design magazines
- Authoritative, influential, prestigious, known
- Number of audience makes 424 900 people in Russia monthly
- Readers of the magazine are rich and well-educated people
- They lead an active lifestyle and prefer prestigious brands
- The most effective and economic advertising media
- The developed distribution across all Russian regions

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SALON
INTERIOR

КЛАССИКА
Salon de Luxe

MODERN
DESIGN
SALON DE LUXE

ЧАСТНЫЙ
ИНТЕРЬЕР
САНКТ-ПЕТЕРБУРГ
Private interior St. Peterburg