



# INTERIOR+DESIGN

**MEDIA KIT**

• 2019 •

# INTERIOR+ DESIGN

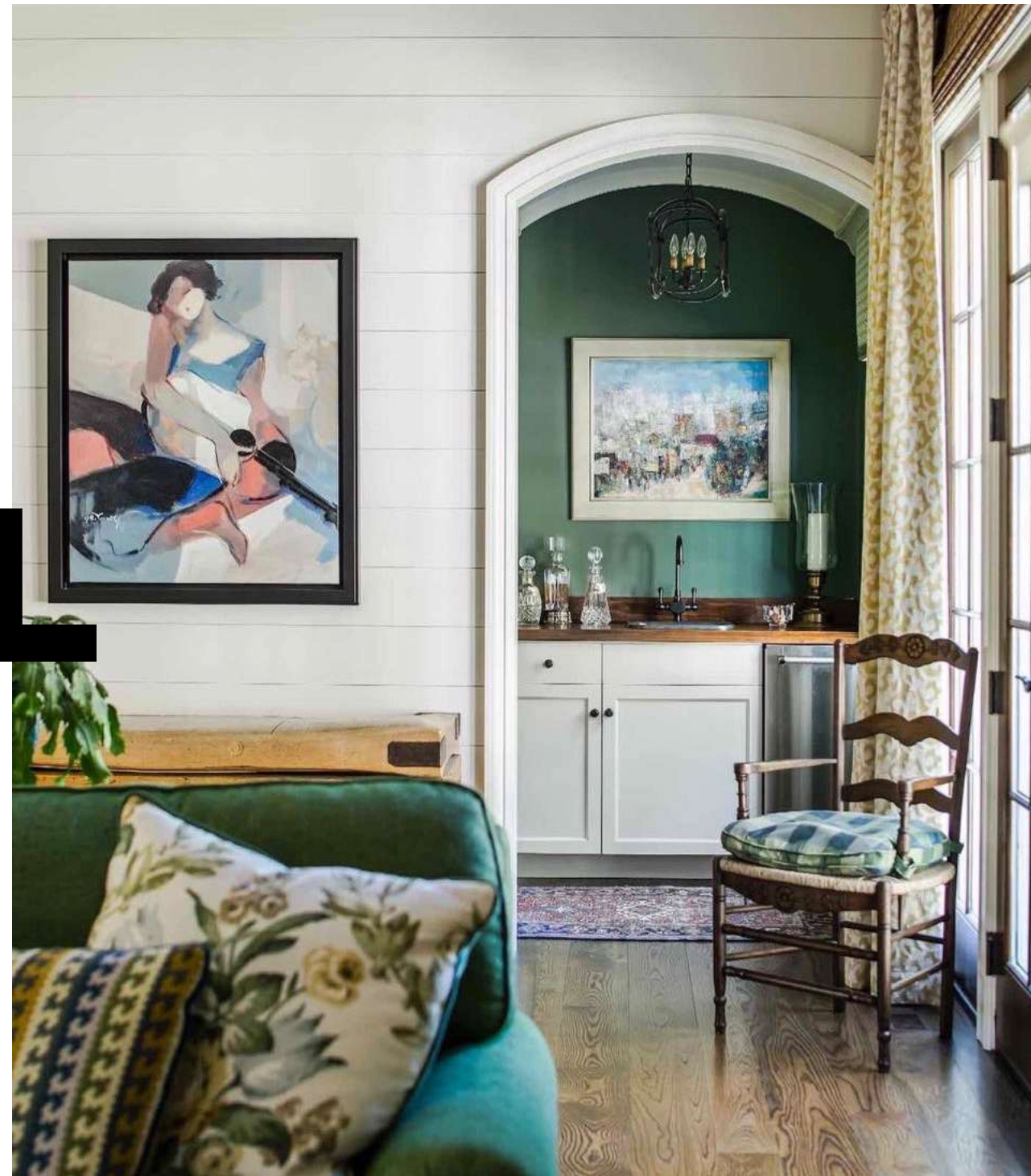
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unique digital-first brand focused  
on the interests of professionals  
and wide audience.



Why

# DIGITAL FIRST



## **INTERIOR.RU**

A website that widely covers users' requests for contemporary architecture, art and interior design solutions.

## **INTERIOR+DESIGN MAGAZINE**

digest of news which have passed the additional selection. Issued 6 times a year based on site content

### **interdisciplinarity**

combines editorial articles and materials by experts in design, fashion, technologies, fashion and art

### **multi platform**

combines the capabilities of INTERIOR.RU digital resource, INTERIOR + DESIGN collection edition and industry-specific events

### **inclusiveness**

interesting for industry professionals, students of design schools, business owners and a wide audience

# BRAND ARCHITECTURE



**INTERIOR+DESIGN**  
Magazine

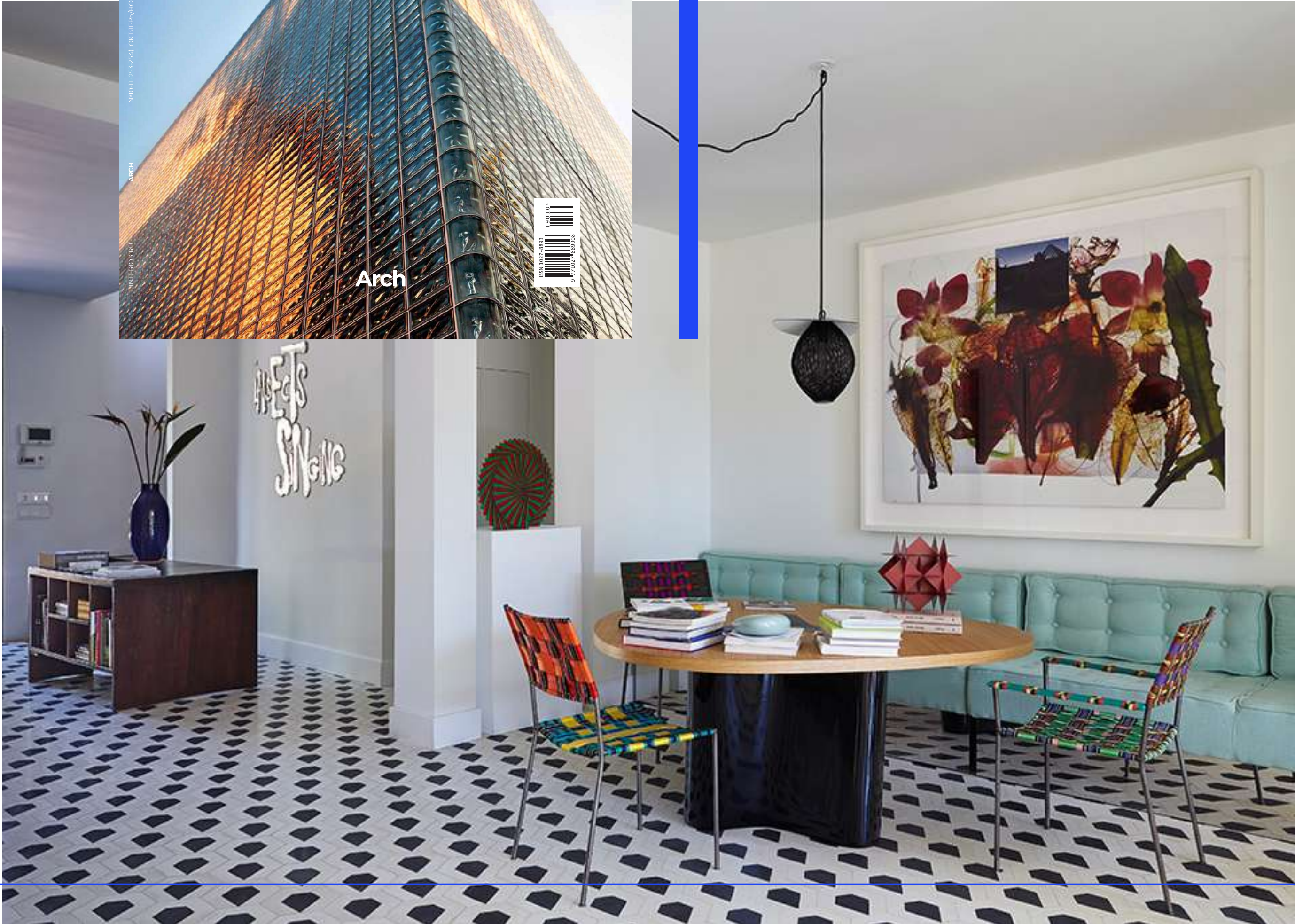


**INTERIOR.RU**  
Online Edition



**RUSSIAN PROJECT;**  
**«100 YEARS OF EUROPEAN DESIGN» EXHIBITION**  
Brand Initiatives





# INTERIOR+ DESIGN

Expert content in the field of design, art, technology, fashion and architecture, focused on the most influential, creative and active audience. The magazine synthesizes and systematizes all the latest trends and news on a selected topic and is translated into English.

**THE MAIN ADVANTAGES:**  
selectivity, expert opinion, more than 50 projects in each issue, bilingualism, main trends.

# OUR READERS

1 176 1000

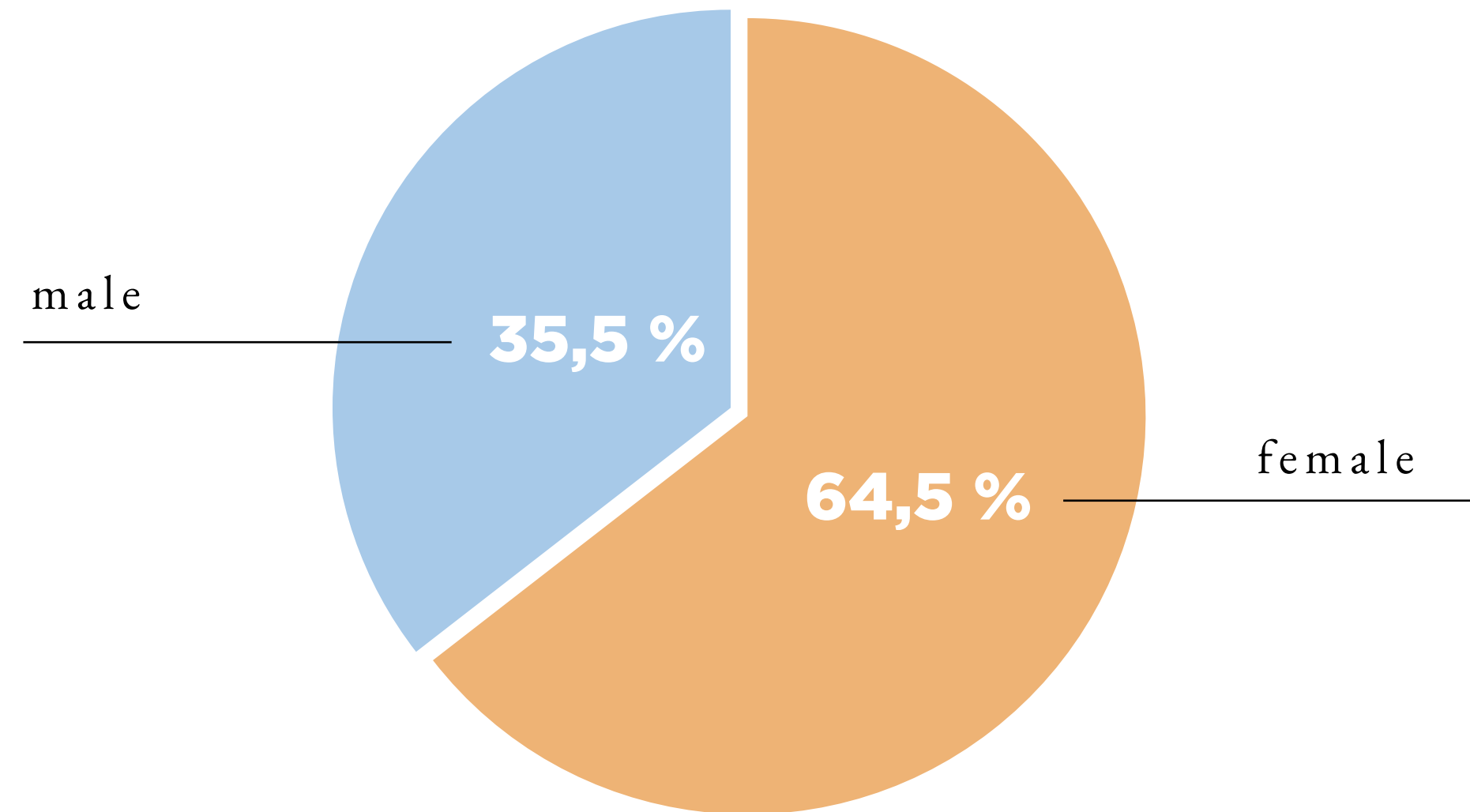
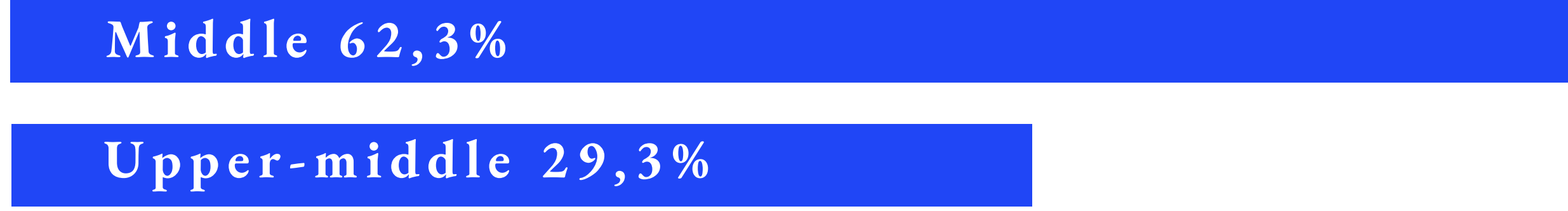
people\*

designers, architects, decorators, business owners, executives

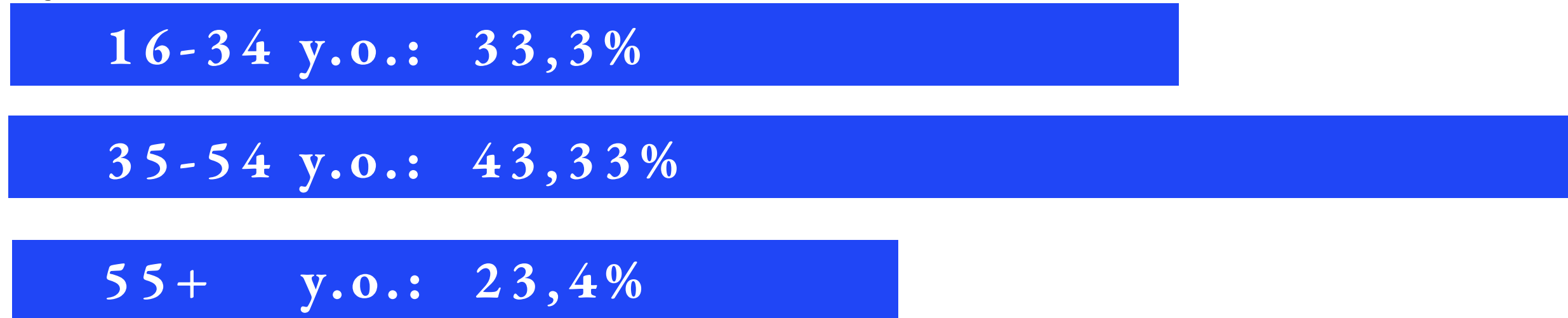
**Russian Federation: 1 176 100**  
**Moscow: 305 500**

\*According to NRS March - July 2019

income



age





# DRAFTING & PUBLICATION SCHEDULE

| FEBRUARY  | MARCH     | APRIL   | MAY      | JUNE  | JULY    |  |
|---|-----------|---|----------|---|---------|--|
| <p><b>DECOR</b></p> <p>Decor and interior trends: interviews with experts and the announcement of the palette of the year</p> <p><b>Wallpaper, textiles, decoration materials, coatings.</b></p> <p>Date of layout submission: 24.01.2020<br/>Date of sales start: 14.02.2020</p>   |           | <p><b>DESIGN</b></p> <p>Trends in product design and interior design: Italian design, heads of designer brands, Russian product design.</p> <p><b>Furniture, light with detailed reviews.</b></p> <p>Date of layout submission: 06.03.2020<br/>Date of sales start: 01.04.2020</p>  |          | <p><b>ART</b></p> <p>Art &amp; design trends, trends in contemporary art, major dealers and auctioneers, interiors of collectors (houses with art). Trends of iSaloni, EuroCucina and Salone Internazionale del Bagno.</p> <p><b>Art &amp; design items and limited series, remakes.</b></p> <p>Date of layout submission: 22.05.2020<br/>Date of sales start: 15.06.2020</p> |         |  |
| AUGUST  | SEPTEMBER | OCTOBER   | NOVEMBER | DECEMBER  | JANUARY |  |
| <p><b>FASHION</b></p> <p>Fashion houses with Home collection, fashion designers dealing with interiors and home furnishings, interdisciplinary collaborations and interiors of professionals associated with the fashion industry, fashion photographers and their collections.</p> <p><b>Home Furnishings</b></p> <p>Date of layout submission: 24.07.2020<br/>Date of sales start: 14.08.2020</p> |           | <p><b>ARCHITECTURE</b></p> <p>Trends in modern architecture, advanced development, hotels, offices, shopping centers, turnkey interiors and design for new buildings, interviews with developers, furniture contracting sector and special offers for architects.</p> <p><b>Objects designed by architects, furniture, decoration and lighting for offices and hotels.</b></p> <p>Date of layout submission: 11.09.2020<br/>Date of sales start: 02.10.2020</p> |          | <p><b>TECHNOLOGY</b></p> <p>Smart-house, high technology in the design of objects, the Internet of things, virtual reality, 3D-printing, robots, interiors for millennials.</p> <p><b>High tech products and home appliances</b></p> <p>Date of layout submission: 20.11.2020<br/>Date of sales start: 11.12.2020</p>   |         |  |



# DISTRIBUTION

### Retail

*Premium supermarkets*



*and others*

*Specialized stores*



**Subscription to the paper version of the magazine on interior.ru**

**Airports**





I.

### **Targeted Distribution:**

*Premium Newsletter for Designers  
and Architects*

*Specialized Exhibitions*

### **Retail**

**Design and architectural  
studios**

**Representatives of foreign  
furniture companies**

**Regional interior  
and furniture  
stores**

**Museums, galleries, art studios,  
auction houses and specialized higher  
educational institutions**

### **Alternative distribution:**

*Boutique Hotels*

**Subscription to the printed  
version of the magazine  
on the site**

I.

A modern, dimly lit living room with a large window, a sofa, and a coffee table. The room features a large window with blinds, a dark sofa, a coffee table, and a wall with a large abstract painting. The lighting is soft and focused on the furniture.

# ADVERTISING OPPORTUNITIES

# I.

## ADVERTISING OPPORTUNITIES

**Benjamin Moore**  
**CENTURY**

Первая в мире латексная краска с эффектом Soft Touch от Benjamin Moore. Беспрецедентная глубина цвета в коллекции из 75 оттенков.

**Cole & Son**

**ORAC**  
DECOR

**LINCRUSTA**  
The Ultimate Protecting Clear Coat

**OIKOS**

+ 300 брендов

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Фрунзевская наб., 38/1  
+7 495 775 85 85

Санкт-Петербург  
Петровский пр-д, 14к2  
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ШТУКАТУРКИ  
[www.obolux.ru](http://www.obolux.ru)

**artique**

ВСЕ НАЧИНАЕТСЯ С МЕЧТЫ

**HERMÈS**  
PARIS

Image  
layout  
strip, turn

\* Actual price is indicated in the price list or sent on request

Интерьер с покрытием для стен Alpha Metallic.

Alpha Tacto демонстрирует фактуру тонкого полотна.

Alpha Elegance создает эффект непрерывного движения оттенков.

Alpha Elegance может утончиться подолзу бетона.

Спецэффекты Sikkens

Первое, что видит входящий в комнату, — это стены. Если на них краски Sikkens, впечатление будет ярким. История бренда началась в 1792 году, когда декоратор Вирт Виллем Сиккенс начал создавать собственные краски в голландском городке Тронинген и продавать их коллегам по цеху. Компания росла, развивалась, и сегодня она является частью концерна AkzoNobel. Международный гигант имеет производственные площадки в Швеции, Бельгии, Германии, Италии и продает продукцию по всему миру. Его краски применяются в автомобильной и авиационной промышленности, в профессиональной деревообработке и судостроении и, конечно же, в интерьере. Постепенно наращивая собственное производство, компания одновременно приобретала известные европейские марки, среди них Sikkens. Итальянские декоративные покрытия Sikkens ценят профессионалы. Выделяют их за богатство фактур, за декоративные эффекты, за то, что помогают реализовать смелые идеи и создать необыкновенный проект. А также за надежность и долговечность. Эти покрытия — на стыке технологий и искусства. Alpha Metallic произведет эффект металлического покрытия — роскошной «персидской парчи», современного алюминия, благородного серебра. Alpha Elegance заволакует непрерывным движением оттенков и создаст фактуры, напоминающие облака, морозные узоры, востребованный сегодня в интерьерах разных стилей бетон. С Alpha Tacto стены будут напоминать мягкую замшу или тканое полотно — это покрытие не только красиво выглядит, но и приятно на ощупь. Возможности эффектов Sikkens поистине безграничны. Покрытия могут создавать игру цвета, благодаря светоотражающему свойству перламутра делать комнату светлее, они очаровывают тактичностью шелка и текстурой с прожилками кварца. Найдутся и варианты для любителей классической венецианской штукатурки. С линейкой эффектов Sikkens доступны десятки принципиально разных фактур. [sikkensdecor.ru](http://sikkensdecor.ru).

«Диапазон фактур — от венецианской штукатурки до бетона, от персидской парчи до шелка, от мягкой замши до облаков и узоров, нарисованных морозом на стекле.»

НА ПЕРВАХ ПОСЛОВИИ

Advertorial

promotional material in native editorial style

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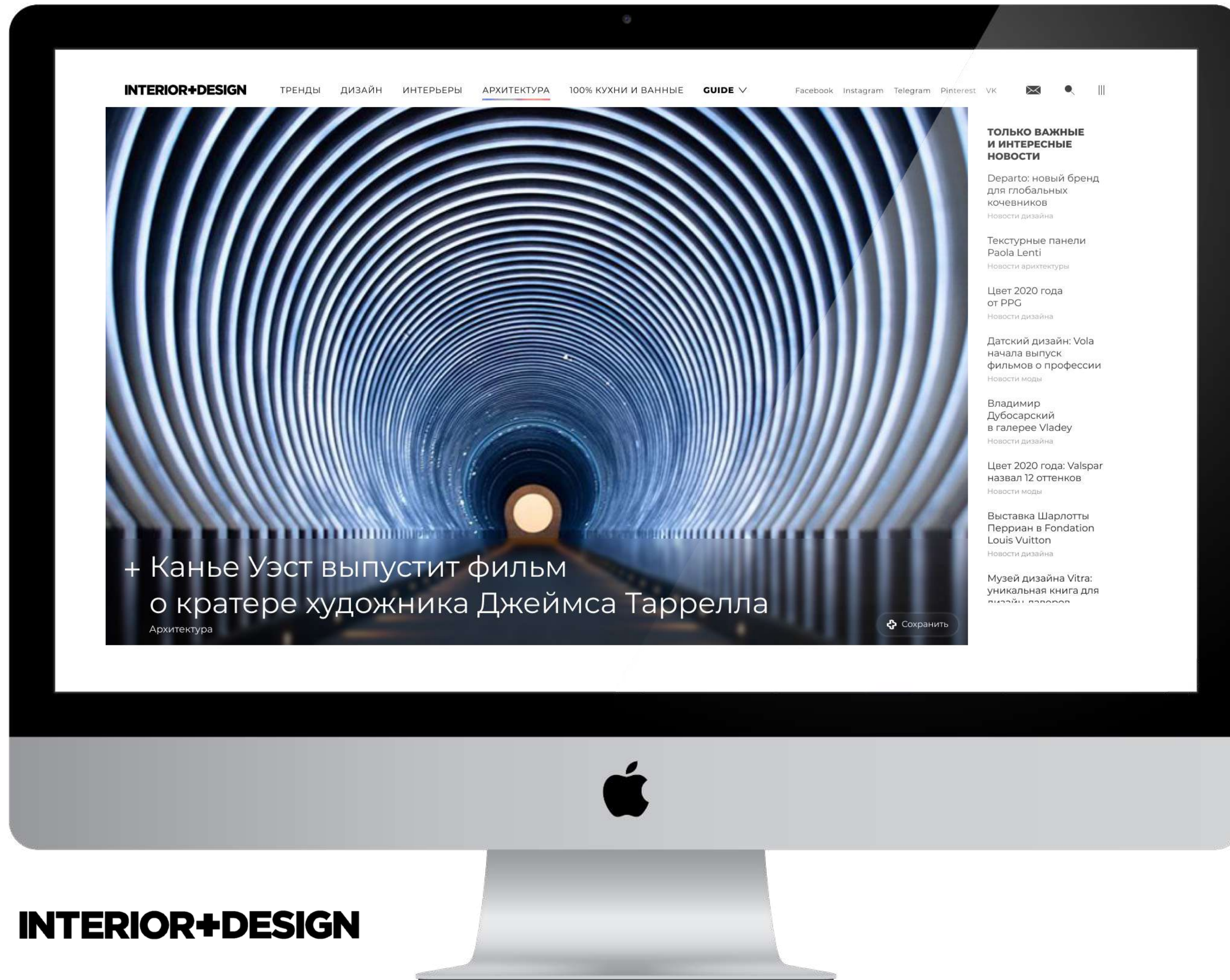
# I.

## ADVERTISING OPPORTUNITIES



Integration into the premium newsletter about Moscow architectural firms and designers

\* Actual price is indicated in the price list or sent on request



**INTERIOR+DESIGN**

# INTERIOR.RU

Online media for creative people focused on design, beauty, art, architecture, interiors, furniture, decoration and important trends in the design world. The publication selectively covers events and forms hashtags for its readers, choosing the most important from the information stream.

INTERIOR.RU combines visionary stories and practical recommendations, opens up new names and solves educational problems. INTERIOR.RU helps professionals and amateurs master the art of being modern.

# AUDIENCE

3500000

unique users

11000000

page views

**Desktop — 35%**

**Mobile — 60%**

**Tablet — 5%**

**Average viewing time: 2:30 мин**

**Viewing depth: 4,5**

geo

Moscow 33%

Saint-Petersburg 11%

Regions 66%

male

27,2 %

female

72,8 %

age

18-34 y.o.: 33,3%

35-54 y.o.: 48,6%

55+ y. =o. 23,6%

# WEBSITE SECTIONS

TRENDS

DESIGN

INTERIOR

ARCHITECTURE

+ *new*

**UMAGAZINE**

brand product for Gen Z with product selections, ideas, a shopping section and a travel digest.

**DESIGN GUIDE**

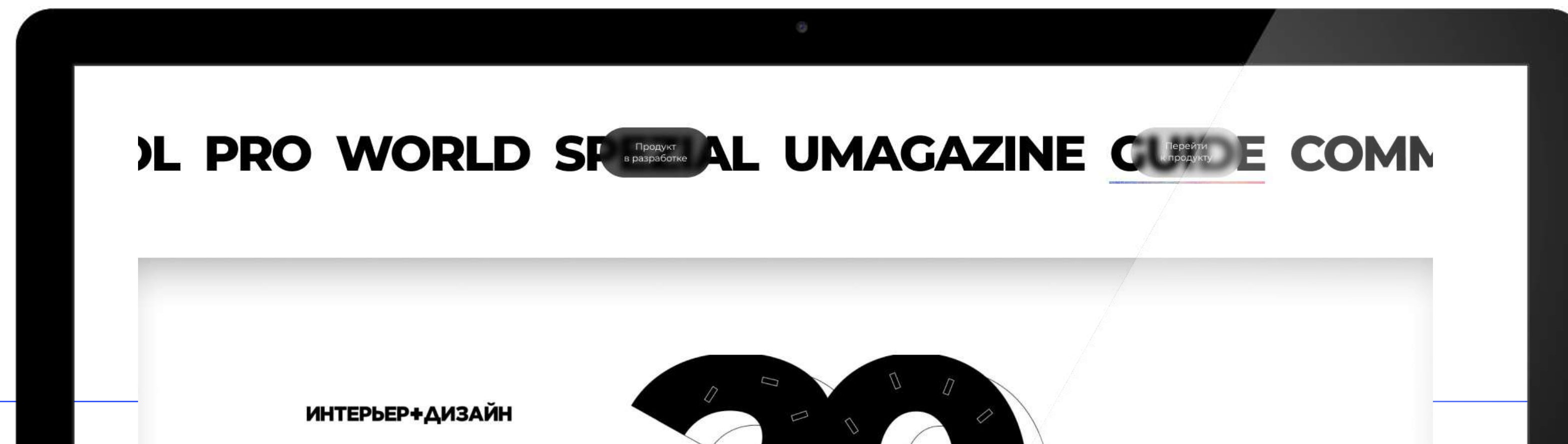
a special guide created by the editorial office with copyright routes from designers and opinion leaders. As well as information on major events in the field of interior and design.

**SCHOOL SECTION**

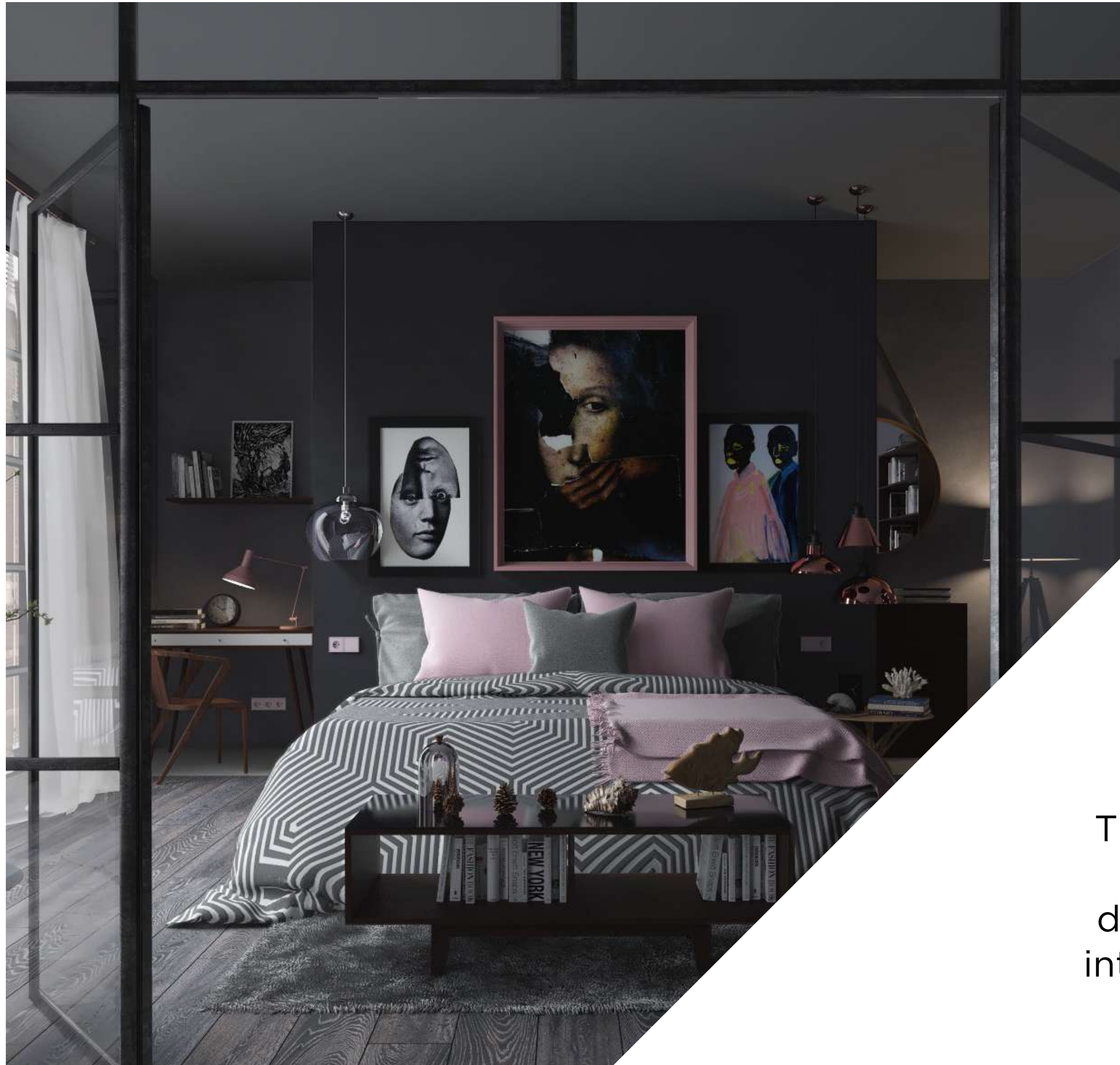
a separate section on INTERIOR.RU website with a history of iconic things in design, thematic collections in the Edutainment format.

**COMMUNITY**

a special community with a portfolio of designers and architects, as well as copyright blogs of industry professionals.







# SOCIAL MEDIA

260 000

followers



## INTERIOR.RU SOCIAL

This is a growing community interested in interior and design trends and preferring interactive formats to receive information.

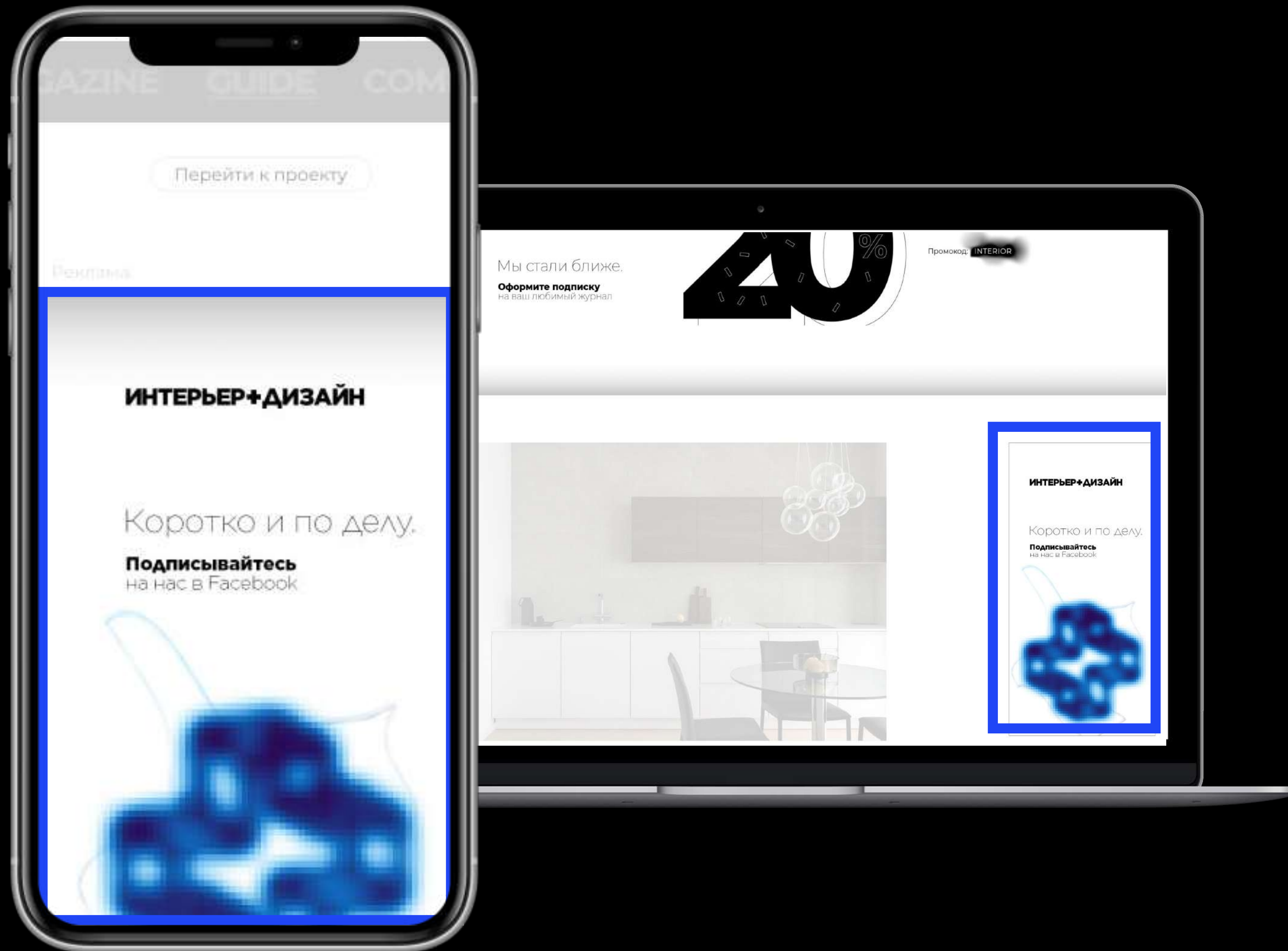
**165 000**  
average Facebook post  
coverage per day

**264 000**  
average Instagram post  
coverage per day

II.

# ADVERTISING OPPORTUNITIES





## Media Advertising

Topline 1000x250

Middleline 1000x250

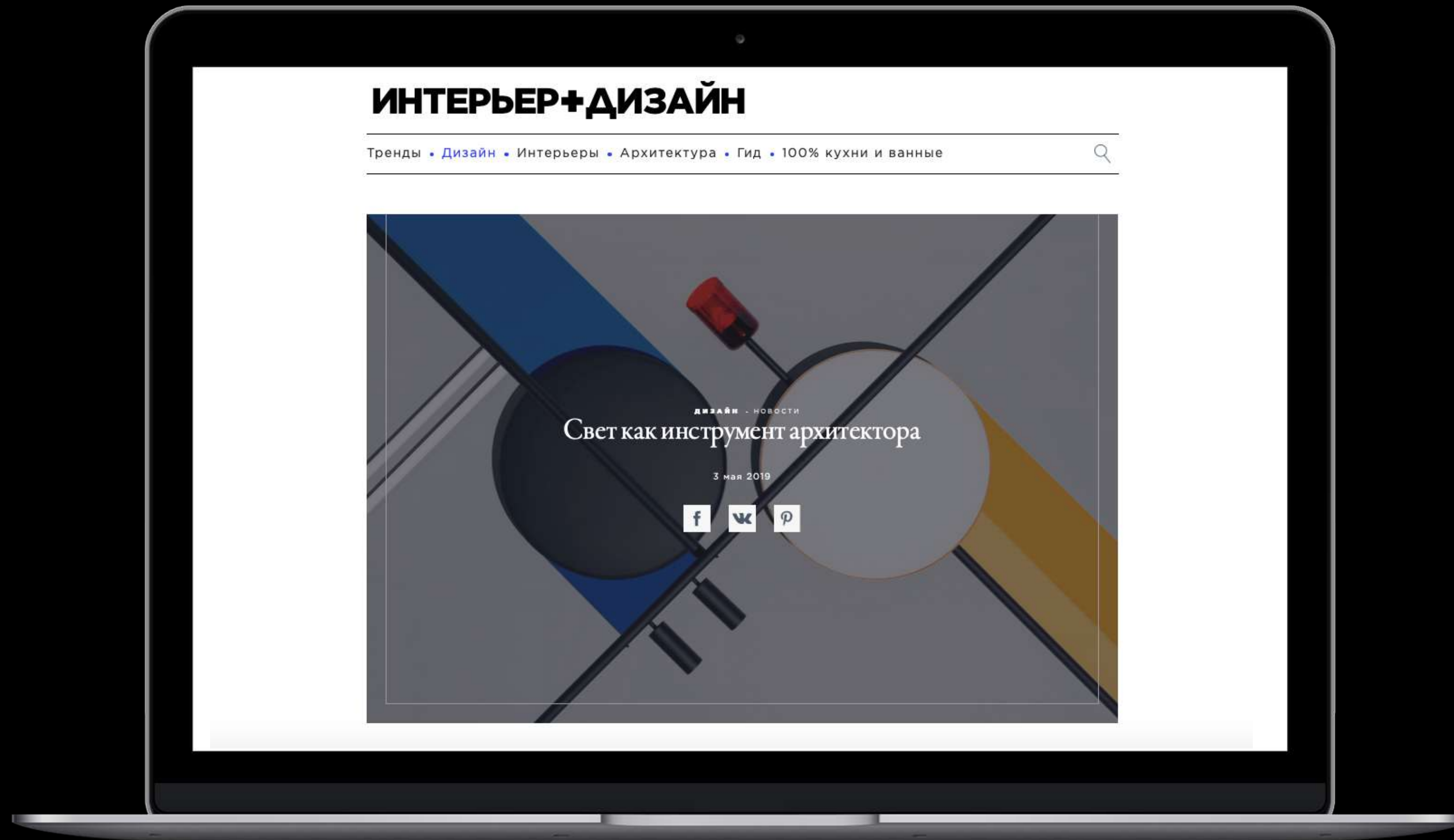
Bottomline 1000x250

Second screen 300x600

Mobile Top — 300x250

Mobile Bottom — 300x250

\* Actual price is indicated in the price list or sent on request



## Native material

promotional article  
in native editorial style

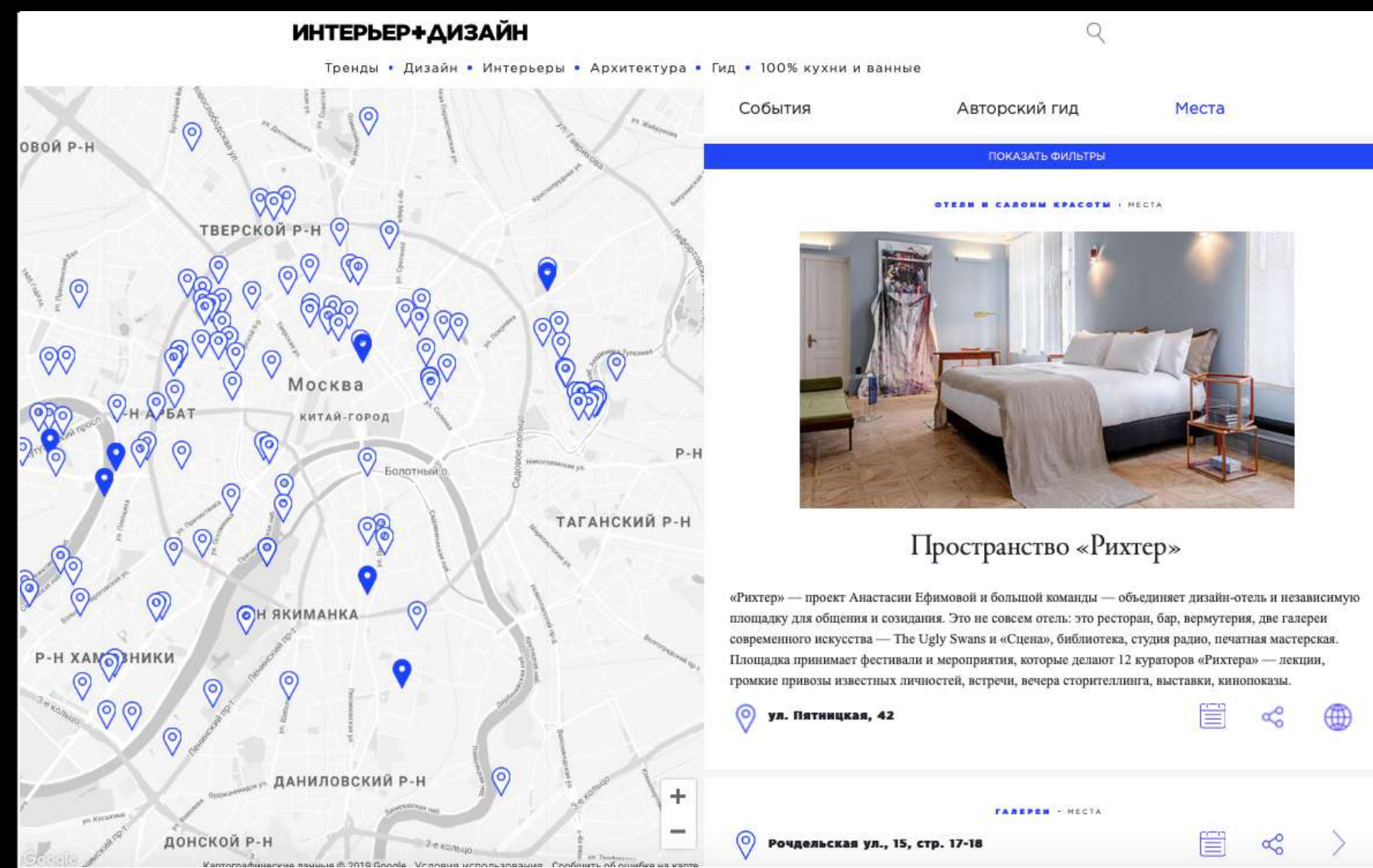
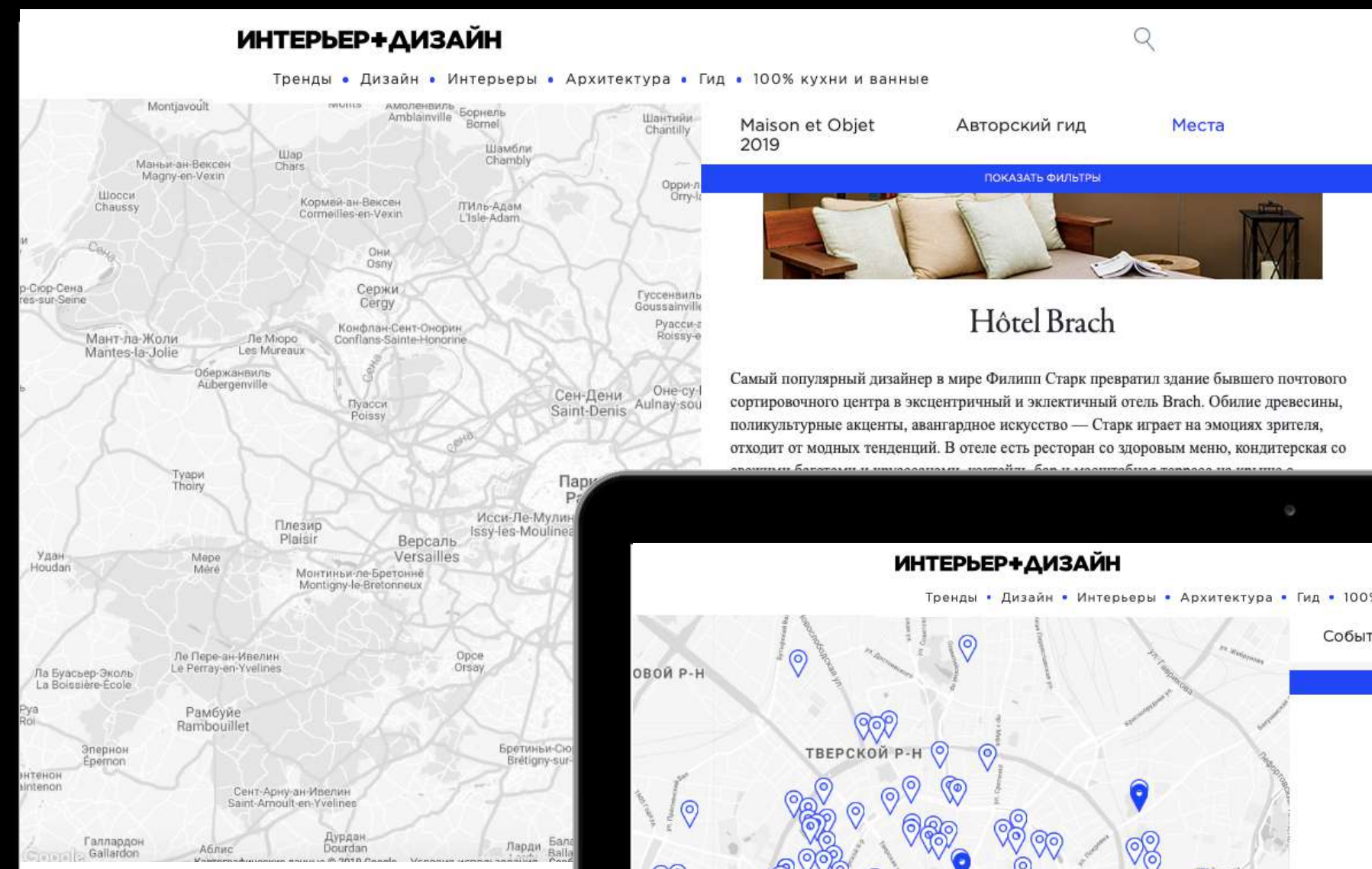
Formats:

- Native article in editorial layout
- Multimedia material in interactive layout
- Cards
- Test
- Shopping

Example:

<https://www.interior.ru/design/event/6155-svet-kak-instrument-arkhitekтора.html>

\* Actual price is indicated in the price list or sent on request



## Branded content

brand integration in projects and sections of [interior.ru](https://www.interior.ru) website. Partner materials and branding of Design and Guide sections.

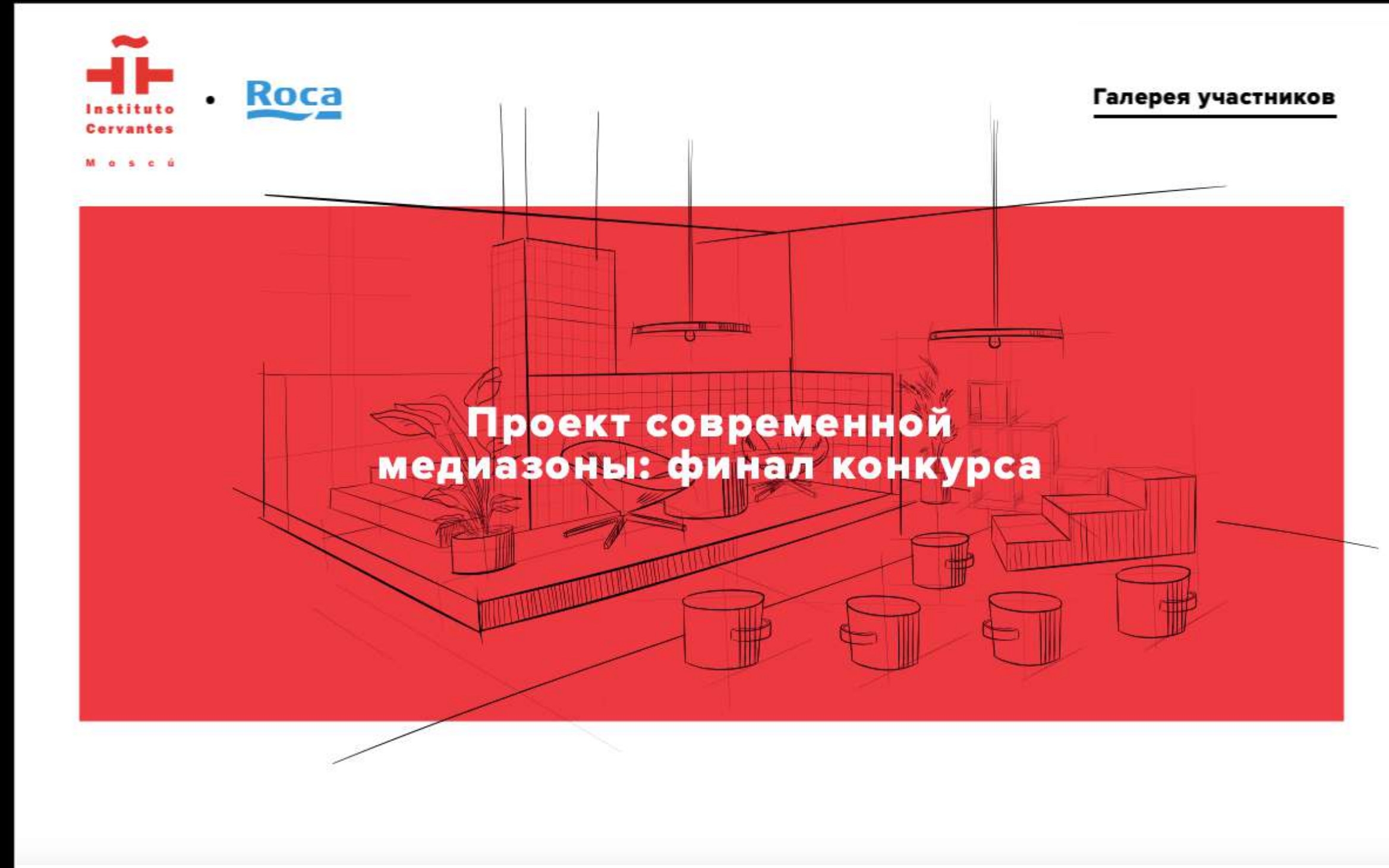
### Example

<https://www.interior.ru/guide/paris#guide-unit-464>

<https://www.interior.ru/guide/moskva>

<https://www.interior.ru/guide/milan#guide-unit-4>

\* Actual price is indicated in the price list or sent on request



# Special project

Special project on Interior.ru and in INTERIOR+DESIGN networks.

Native special project created specially for the brand by the editorial team using custom mechanics and formats.

\* Actual price is indicated in the price list or sent on request

# An independent project for Social only:

The project is created by INTERIOR + DESIGN creative department and is not linked to the material on the website. This type of special project involves the brand specifics analysis and formation of the most effective options for its integration into INTERIOR + DESIGN digital space.



II.

ADVERTISING OPPORTUNITIES

# 360° Project

Large-scale special project created with the use of all the main INTERIOR + DESIGN core tools.

ONLINE (SPECIAL PROJECT, MEDIA ADVERTISING)

SoMe

OFFLINE

\* Actual price is indicated in the price list or sent on request







# RUSSIAN PROJECT

The annual INTERIOR.RU award is dedicated to the best Russian projects in the field of design and interior. According to the results of two-stage voting the winners are selected in several nominations: **ARCH, TECHNO, FASHION, ART, DESIGN, INTERIOR.**

## REACH:

**INTERIOR.RU (ONLINE):**  
350 000

**SOCIAL MEDIA**  
1 500 000

**INTERIOR+DESIGN (PRINT)**  
200 000

# RUSSIAN PROJECT



6 nominations

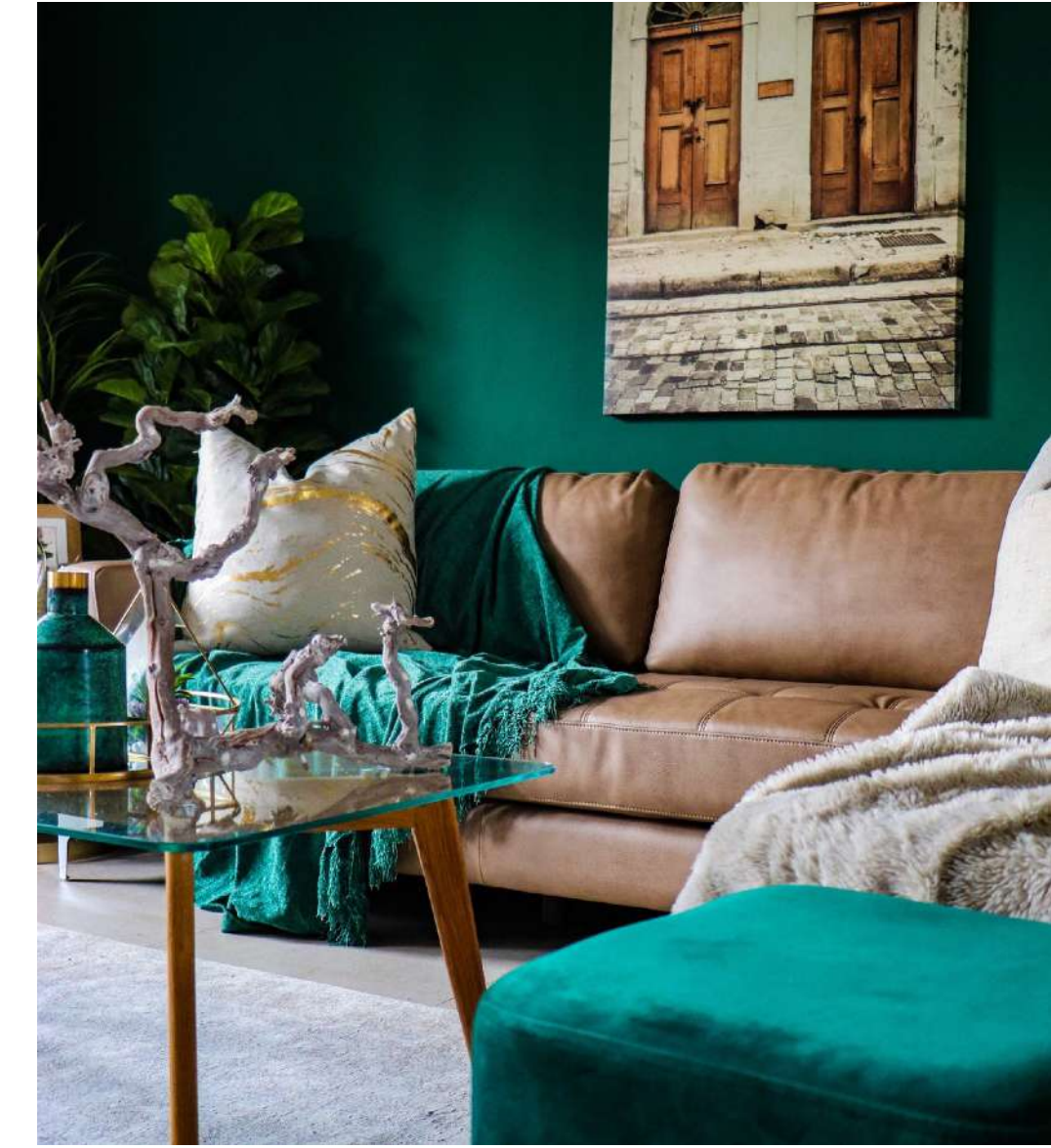
15 sub-nominations

International jury

300 projects by Russian authors

New outstanding designers

Award Ceremony in February 2020



# HOW DOES IT WORK?

INTERIOR + DESIGN editors nominate the best Russian authors' projects of the year and opens a popular vote. Any author can send his project to the editor and become a member of the long-list. Based on the results of the voting, a short-list is formed, which is evaluated by an international jury - industry professionals. Their decision is announced at a special event for 450 people.

# STAGES

**NOVEMBER 2019**

**LAUNCH OF A LONG-LIST OF NOMINEES & VOTING ON INTERIOR.RU WEBSITE**

**FEBRUARY 2020**

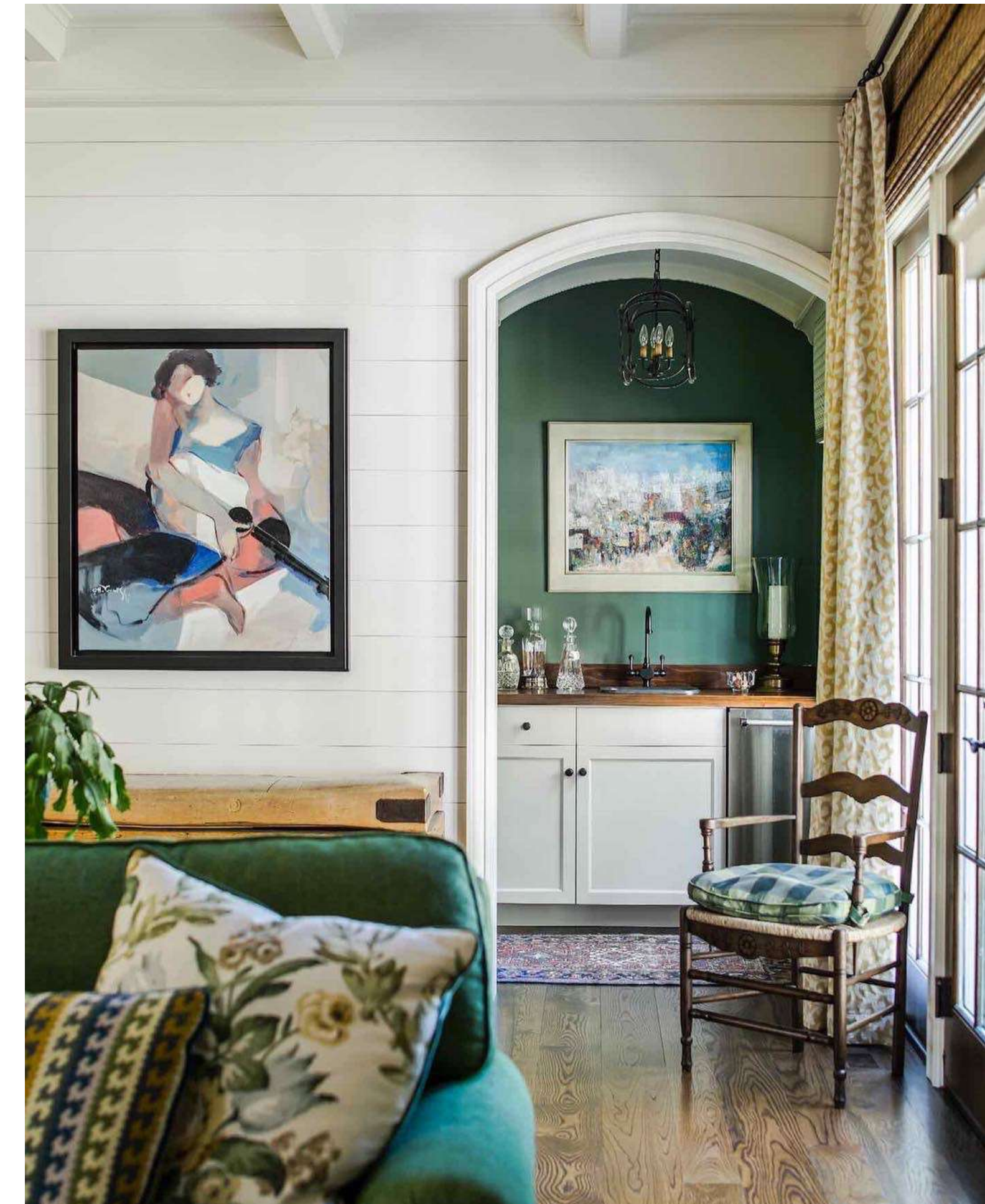
**SHORT-LIST PUBLICATION ON INTERIOR.RU WEBSITE**

**FEBRUARY 2020**

**WINNERS ANNOUNCEMENT**

**FEBRUARY 2020**

**WINNERS' REWARD CEREMONY -**  
cocktail party, special event with invited guests (450 people) from all 6 disciplines

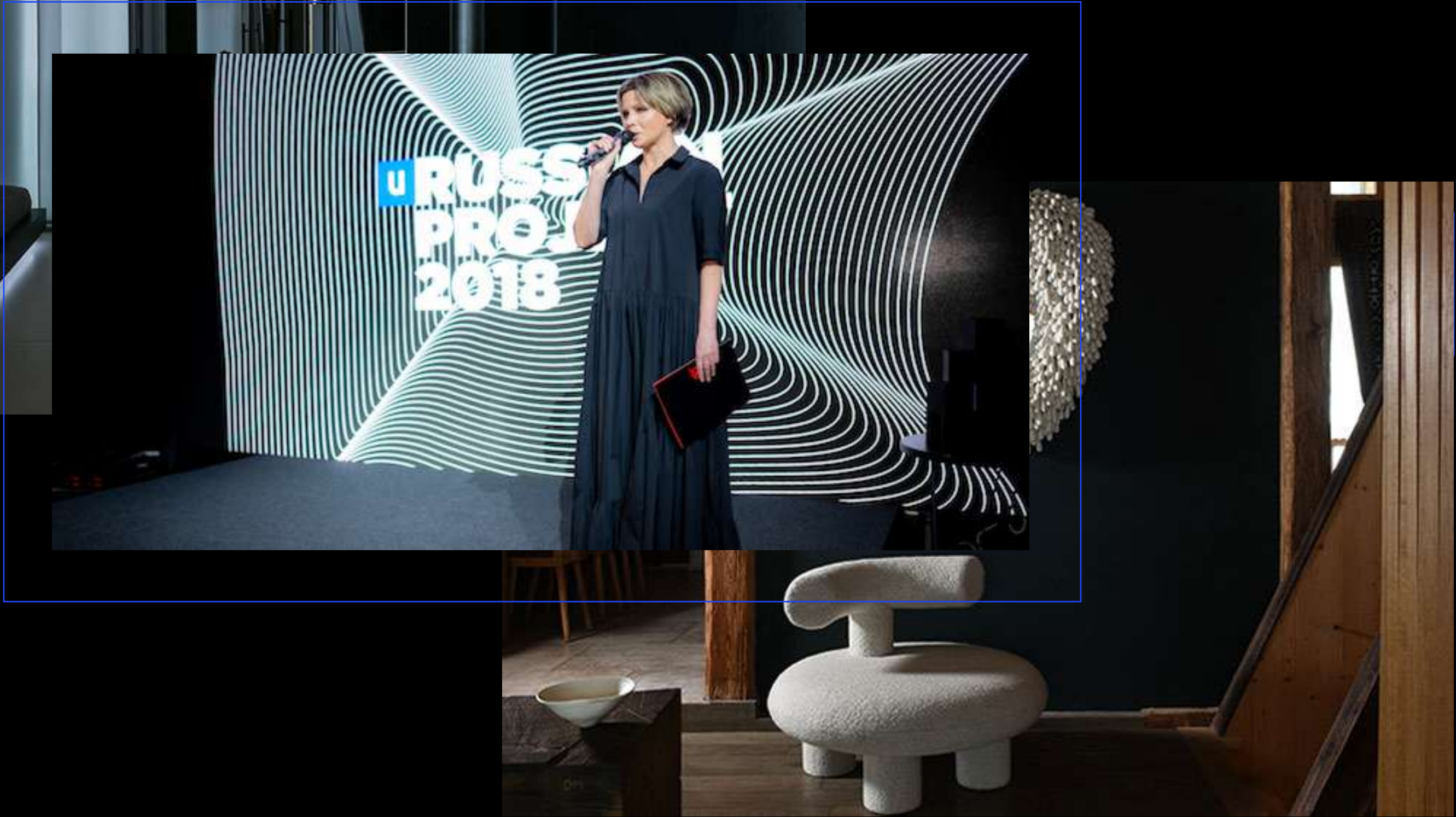




# ADVERTISING OPPORTUNITIES



# ADVERTISING OPPORTUNITIES



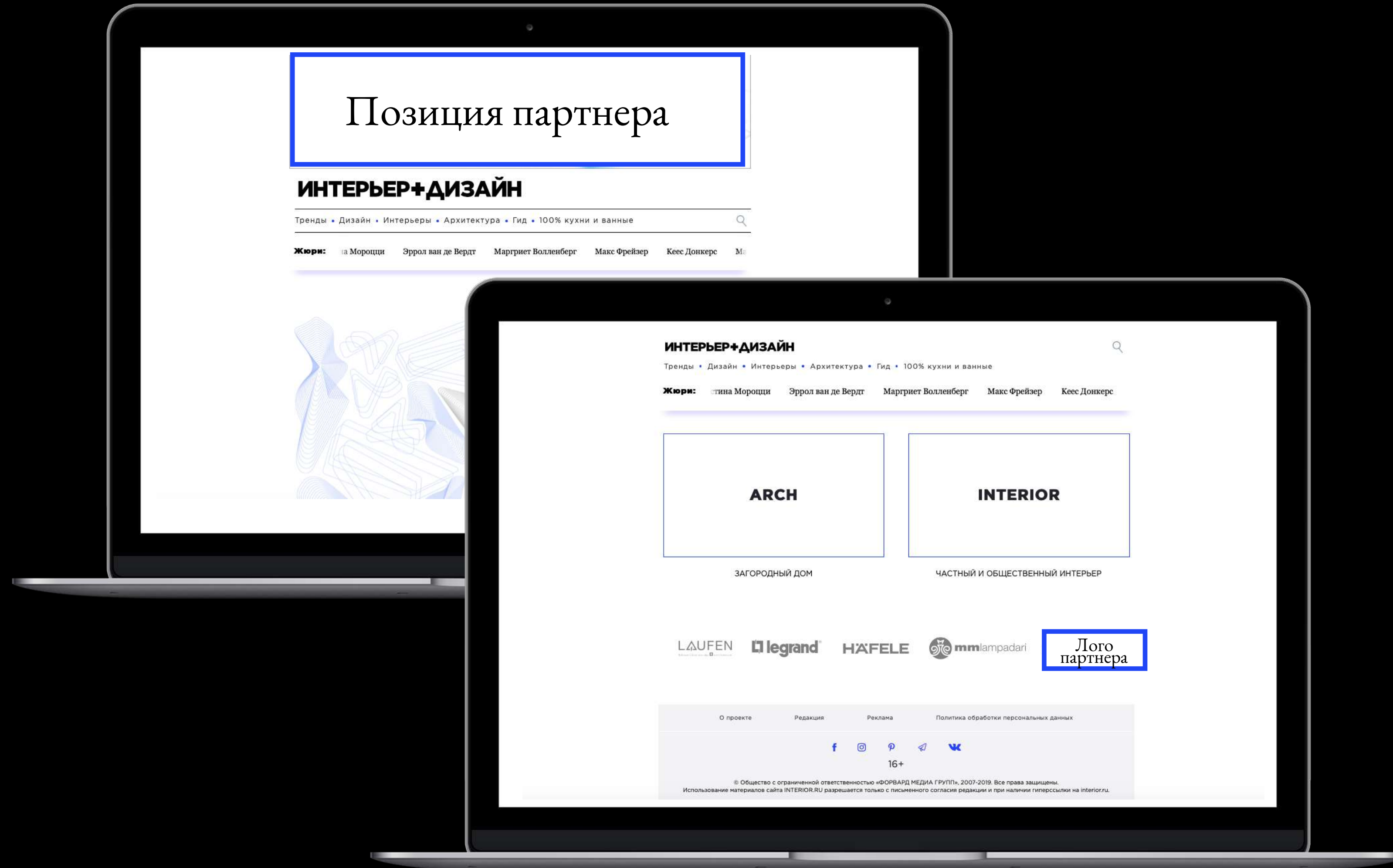
## Offline

- 1) Partner integration on the website - pop-up, interactive with guests, logo2
- 2) Special nomination from a project partner

\*Special packages offered for partners, consist of several options. Costs and number of integrations are available on request.



# ADVERTISING OPPORTUNITIES



## Online

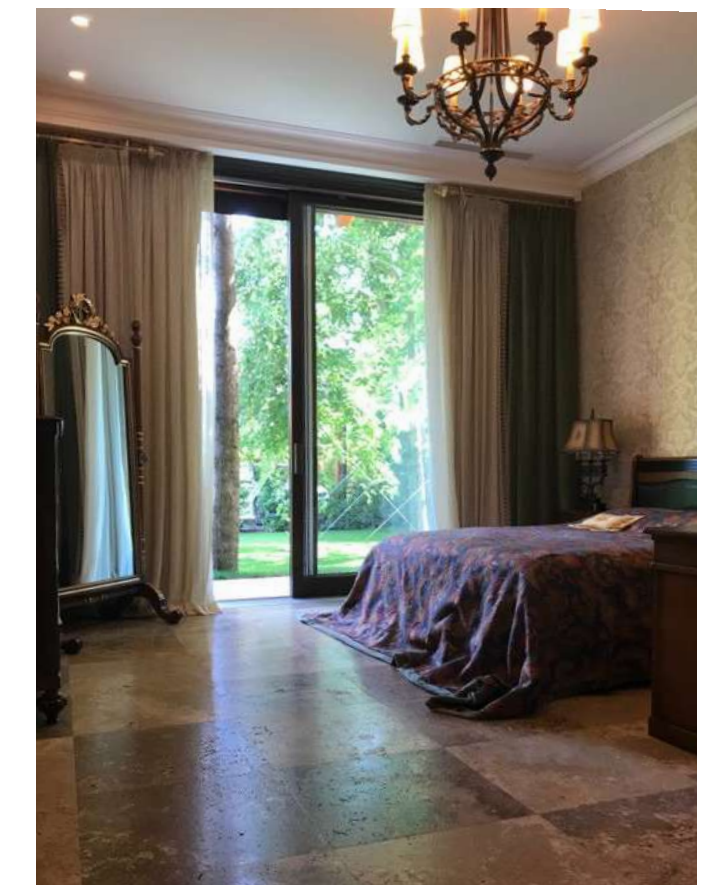
- 1) Sponsorship: the project support in social networks and materials dedicated to the award.
- 2) Branding of the project page and the premium sections.
- 3) News about the partners' products.

\*Special packages offered for partners, consist of several options. Costs and number of integrations are available on request.



# 100 YEARS OF EUROPEAN DESIGN

“100 Years of European Design” project is both an online platform and exhibition at the Center for Fashion and Design of the Museum of Decorative Arts with an exposition of 50 cult objects of European design and collection design, selected by the curators of private galleries.







# 100 YEARS OF EUROPEAN DESIGN

— is

## Educational program

lectures by industry experts,  
master classes

## Special events

private dinners, educational  
lectures and immersive performances  
during the exhibition

## Participants

the participants of the exhibition will  
be real brands-icons of design,  
eminent galleries of collection design,  
design schools, auction houses

## Digital

special section on INTERIOR.RU  
website about the awards



III.

# ADVERTISING OPPORTUNITIES





## Online

- 1) Project sponsorship - support in social networks and materials dedicated to the award.
- 2) Branding of the exhibition page.
- 3) Special projects for a partner at the exhibition

## Offline

- 1) Logo placement on press wall
- 2) Branding of tickets, billboards
- 3) Sponsor's pop-up store at the exhibition
- 4) Special brand events at the venue

\* Actual price is indicated in the price list or sent on request

A dimly lit living room with a modern aesthetic. In the center is a light-colored sofa with several pillows. In front of it is a low coffee table with stacks of books and decorative objects. To the left, a round side table holds a large dark sphere and other items. The wall is dark and features several framed pieces of art, including line drawings and a photograph of a man in sunglasses. A tall, dried plant stands to the left of the sofa.

# THANK YOU

• 2019 •