

проект россия / project russia

professional journals
for architects and
interior designers
in Russia

проект классика проект international

A-Fond Publishers

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2007

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Advertising in the professional press

The A-Fond publishing house was founded in 1995 with the aim to inform architects, designers and construction engineers on the developments in their professional field. Its first and main publication is **PROJECT RUSSIA** - a bi-lingual journal on Russian architecture and design. During the 10 years of its existence, PROJECT RUSSIA has become the leading journal in the field and is read by virtually all architects and designers in Russia.

In 2001, the development of the market has led to the founding of two new journals:

PROJECT CLASSIC is a magazine about classics in architecture and design. The journal is set up to enhance the status of classical themes - to bring the taste of the public for classical design on a higher level by addressing professional architects and designers.

Distribution

The journals are meant for professionals working in the field of design of buildings, interiors and the urban environment. They are distributed with the aim to reach people who make choices on materials and products to be used in construction, finishing and refurbishment. In the course of its existence, our publishing house has built up a unique database. All subscribers receive a questionnaire which they are asked to fill out and send back. Thus the database contains data about the professional status of the subscribers, their working place, the amount and volume of realized buildings, the kind of products they are interested in etc. Advertisers have the possibility to use PROJECT RUSSIA's databases depending on the volume of their advertisement contract.

PROJECT RUSSIA only concerns Russian architecture. **PROJECT International** is meant to inform professional architects and designers about developments abroad. The journal shows the latest projects, buildings and items designed by the world's leading architects and designers. The journal is distributed exclusively among the paid subscribers of PROJECT RUSSIA.

Together, these three journals not only cover the whole area of architecture and design (local and global, contemporary and historical), but also offers a great variation of advertisement possibilities:

PROJECT RUSSIA, with the highest circulation and the broadest reach among professional architects and designers, covers the whole area from construction materials to furniture. There is a strict division between editorial and advertisement pages.

PROJECT CLASSIC focuses on classical architecture and design and is especially suitable for firms offering products in this area, such as 'classic' collections of interior fittings and furniture. There are ample possibilities for combining editorial content and information on design products.

PROJECT International shows the latest in architecture and design and offers advertisement possibilities for design brands to publish their collections in 8-16 page inserts.

	PROJECT RUSSIA	PROJECT CLASSIC
Paid Subscriptions (mostly licensed architects and interior designers)	4000	1700
Free distribution		
Chief city architects	200	
Union of architects	300	300
Interior design firms	200	1500
Municipal authorities	100	
Union of Designers members	450	450
Subscribers are attracted by free distribution among new target groups		
diploma students	1000	1000
Single issues		
on exhibitions	400	500
via bookstores (Moscow)	550	1350
via regional representatives	800	1200
Foreign distribution	1400	
Marketing purposes	600	1500
Total	10.000	10.000

Regional journals

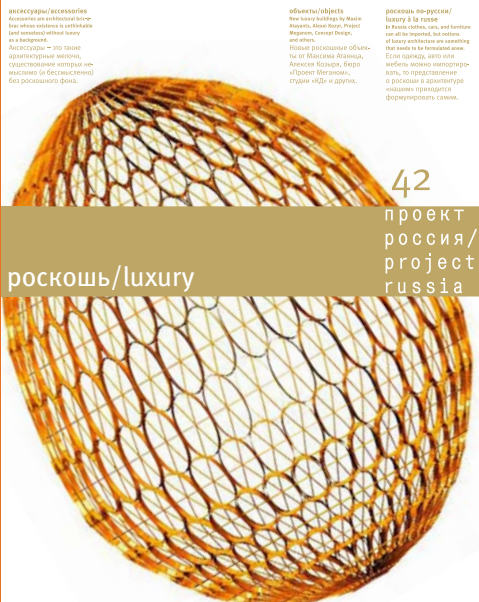
PROJECT RUSSIA has partnerships with various regional architectural journals. As a result, we can offer you the possibility to promote your products to a regional audience.

ПРО/ПРОЕКТ СИБИРЬ PROJECT SIBERIA. Located in the capital of Siberia Novosibirsk, this journal is distributed from Vladivostok to the Ural.

АСС/ПРОЕКТ ВОЛГА PROJECT VOLGA. The journal ASS has been published in Samara for over 8 years. Four years ago, it has changed its name to PROJECT VOLGA and covers the whole Volga region - one of the most prosperous of Russia.

ПРОЕКТ БАЙКАЛ PROJECT BAIKAL. A new magazine dedicated to the architecture of Siberia is distributed from Vladivostok to the Ural. The headquarters is located in Irkutsk.

If you are interested in advertising in these or other Russian regions, please contact our office and we can give you details on circulation and advertisement prices.



проект россия / project russia

Russia's leading professional architectural journal

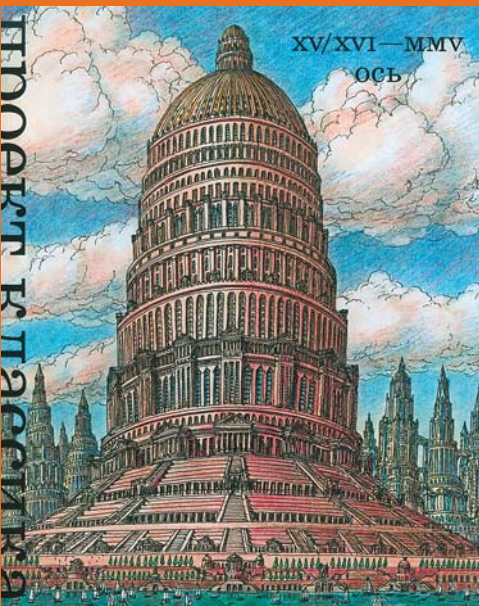
periodicity 4 times per year
 volume over 200 pages
 format 225 X 280 mm
 printing 1/1, 2/2 and 4/4
 paper mc, 135 g/m²
 offset 120 g/m²
 circulation 10.000 copies

Advertising Prices for 2007

Sections	News	Interior/ Technology
1/1	3.300 Euro	2.900 Euro
1/2	1.800 Euro	
1/4	1.000 Euro	
2/1	6.000 Euro	5.150 Euro
3/4 Article + 1/4 Ad	n/a	2.100 Euro
1/2 Article + 1/2 Ad	n/a	2.500 Euro
1/1 Article + 1/1 Ad	n/a	4.000 Euro

The journal includes reports on projects and buildings from all over Russia, articles on theoretical, historical and technological subjects, but also information on the developing market of building products and materials.

Discounts for more issues
 2x: -10% 3x: -15% 4x: -20%



проект классика

periodicity 4 times per year
 volume 160 pages
 format 225 X 280 mm
 printing 4/4
 paper mc, 135 g/m²
 circulation 8.000 copies

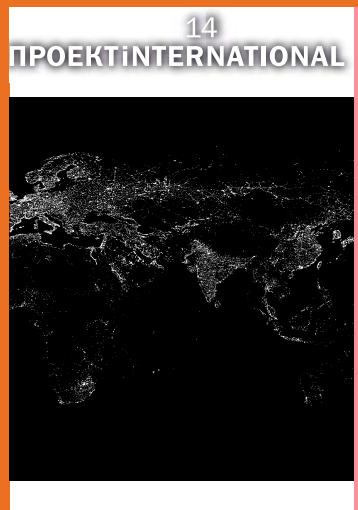
An object advertised in **PROJECT CLASSIC** associated with tours of Europe, with the architecture of Rome and Paris, with Raphael and Michelangelo, Le Corbusier and Wright. History, culture and tradition become the legend of the advertised object.

In Russia, there are dozens of glossies on interior and design. None of them are about classics. Actually, classic is a unique brand. It is associated with prestige, tradition and high culture. The aim of **PROJECT CLASSIC** as an advertising tool is to show the real cultural context in which an object of classical culture exists today.

Advertising Prices for 2007

1/1	2.500 Euro
1/2	1.350 Euro
1/3	1.000 Euro
2/1	4.200 Euro

Discounts for more issues
 2x: -10% 3x: -15% 4x: -20%



проект international

periodicity 3 times per year
 volume over 200 pages
 format 170 X 240 mm
 printing 1/1 and 4/4
 paper half-mat mc, 135 + 170 g/m²
 offset 120 g/m²
 circulation 4.000 copies

the editorial pages. In every issue, there are no more than 10 producers. Catalogues are published with the following package:
 - logo of the firm on the cover
 - a 8 or 16 page section
 - an extra print run of the section for cost-price with the possibility to use PROJECT RUSSIA's database for direct mail.

PROJECT International is a Russian language review on foreign architecture and design, showing the latest works of the worlds most famous architects and designers. **PROJECT International** is distributed exclusively among the subscribers to PROJECT RUSSIA and diploma students.

Advertising Prices for 2007

8 page section	3.200 Euro
16 page section	4.800 Euro

Advertising
 For the participation of advertisers in **PROJECT International**, the design section features the collections of leading producers in the form of catalogues of 8 or 16 pages. Design is based on

Costs for extra print run in Euro

copies	500	1000	2000	5000
8 page	340	360	490	820
16 page	465	500	690	1310

In the second half of 2006, **Ukrainian** and **Chinese** editions are planned.