

MEBELNY BIZNES

- Magazine Profile / date-line and unique competitive advantages
- Relative Market Share / advertising market share among the industry publications in Russia
- Editorial Content
- Readership
- Distribution Channels
- Distribution Area
- Prices for various ad placement options
- Requirements for submitted material
- Issue Schedule and deadlines for 2019
- Advertisers and Partners
- Contact Details



MEBELNY BIZNES

The industry media all over the world have the same mission: to favour business development; and our magazine completely devotes itself to it. We are proud to say that almost all of the period, Russian furniture industry was in its making, we did our best to help it in this process. Moreover, we have succeeded in doing so!

- **Professional journalists:** skilled, highly educated and competent editorial staff well experienced in the market.
- **Reflecting the whole market chain:** industry and production, product design, marketing and competition, distribution and retail, equipment, materials and components.
- The only specialized magazine in Russia having a separate and well-developed section devoted to **furniture trade**.
- Mebelny Biznes leads the way in Russia in terms of **advertising market share** (see: [market positions](#)).
- The only b2b magazine on the Russian furniture market having **10 issues a year**.
- Russian member of the **International Alliance of Furnishing Publications**, an association of the foremost specialized publication of the furniture industry from 20 countries of the world, with the highest level of editorial content and services, as well as the largest market share of advertising pie in the corresponding countries.

Established in 2001

10 issues a year (except of January and July)

10.000 copies per issue
(see: [readership](#))

230 x 300 mm, full color, matted

80-100 pages

Distribution: Russia, near & far abroad
(see: [distribution channels](#) and [distribution area](#))

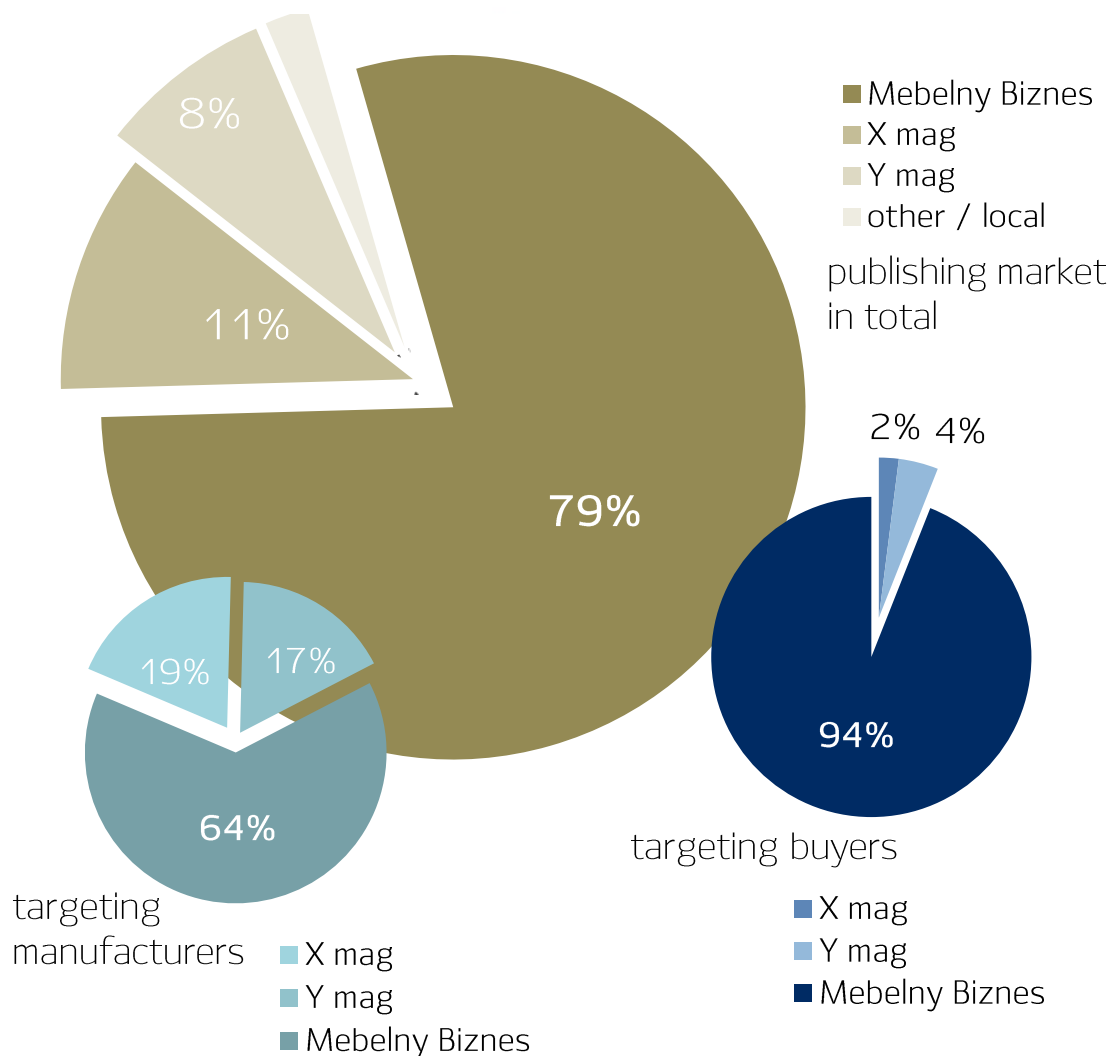


Mebelny Biznes has become a highly rated source of information for trade specialists and manufacturers all over the country, with up-to-date and practical data on Russian furniture market.

Magazine suggests a wide range of topics:

- latest industry updates
- international market reviews
- recent partnership and competition cases
- furniture market researches and forecasts
- machinery, supplies, raw materials market overview
- trends in furniture design
- furniture exhibitions announcements and reports





Mebelny Biznes holds leading positions* among all the information & analytical professional publications on the Russian furniture market, also in terms of advertising market share.

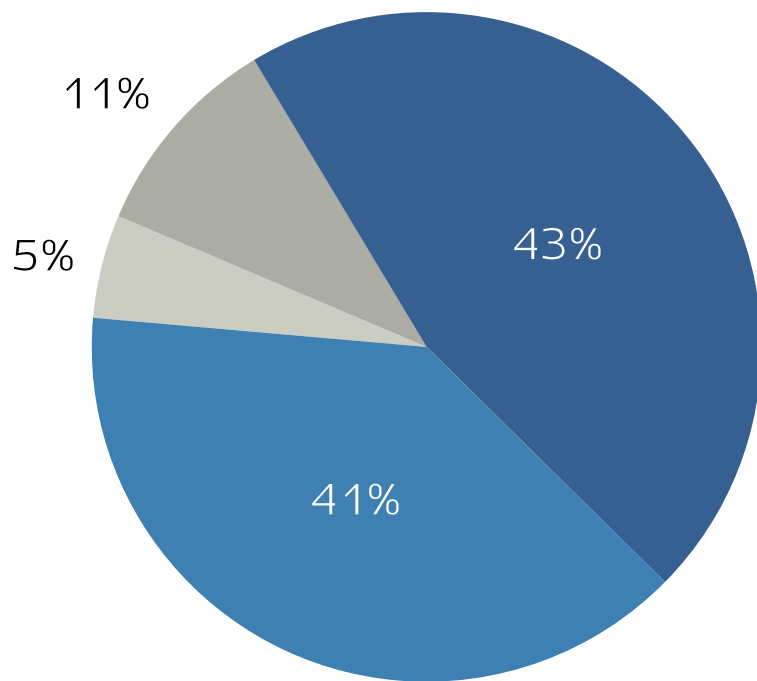
Mebelny Biznes covers
79% of the entire advertising market,
94% of advertising targeting furniture trade
64% of advertising targeting furniture manufacturers

* Based on the number of advertising pages, as well as advertorials, published in 2018:

- taking into account Russian publications with the volume of more than 50 pages, targeting strictly furniture industry professionals, non-catalogue type - with the share of editorial (non-commercial) content of minimum 50%
- calculation has been made on the basis of magazines' issues available as of mid-December 2018

MEBELNY BIZNES

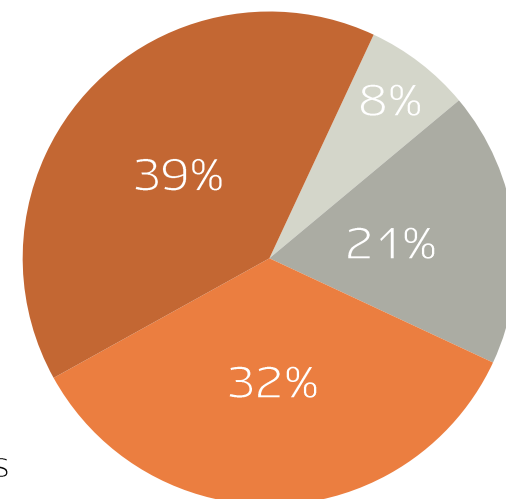
* figures as of the end of 2018



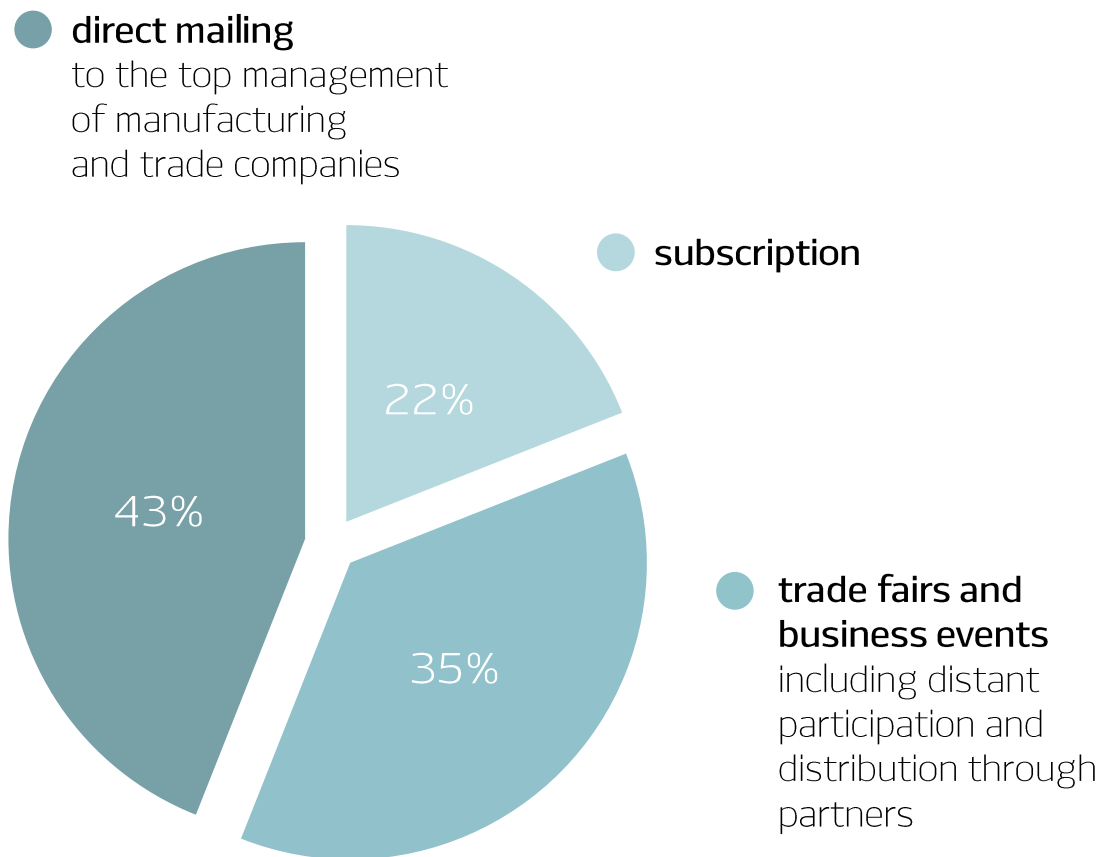
- **furniture manufacturers**
home furniture, incl. cabinet and upholstered furniture, office & contract sectors, outdoor, etc.
- **retailers / distributors**
leading trade companies, wholesalers and retailers, trade networks, dealers, contract buyers, importers

- **suppliers** of materials, components, equipment
- **other:** designers, architects, authorities, universities, exhibition companies, etc.

- designers, engineers
- CMO, specialists
- heads of sales
- CEO, owners, shareholders



MEBELNY BIZNES



The percentage of readers *
receiving Mebelny Biznes magazine
by paid subscription,
is a rather high figure in comparison
with other industries.

We use **direct marketing** as a tool
to reach the heads of manufacturing and retailing
companies, both in print and electronically.
The mailing list is constantly updated.

* figures as of the end of 2018

Distribution Department
podpiska@promebel.com
+7 (495) 646 75 09



■ Abroad - 3%	■ Far East - 3%
■ North Caucasus - 5%	■ South - 12%
■ Ural - 11%	■ Siberia - 12%
■ North-West - 10%	■ Volga region - 12%
■ Moscow, Center - 32%	

The magazine's distribution chart* corresponds to the level of furniture business activity in various regions of Russia.

For example, approximately 3/4 of the entire domestic furniture production is generated by Central, Volga and North-Western federal districts. These regions are leading in retail furniture sales as well.

* figures as of the end of 2018

Distribution Department
podpiska@promebel.com
+7 (495) 646 75 09

Volume / Type of placement		Size (mm)	Price (EUR) *
1 st (front) cover		206 x 240	4.900 €
2 nd cover		230 x 300	2.900 €
3 rd cover		230 x 300	2.500 €
4 th (back) cover		230 x 300	4.100 €
Thick insert, double-sided		230 x 300 x 2p.	4.400 €
Thick insert, one-sided		230 x 300	2.500 €
1/1 **		230 x 300	1.950 €
1/2	vertical through **	108,5 x 300	1.150 €
	vertical	93,5 x 246	1.100 €
	horizontal	190 x 134	1.100 €
1/3	vertical through **	76 x 300	650 €
	vertical	61 x 254	650 €
	horizontal	190 x 84	650 €
1/4	vertical	94 x 125	480 €
	horizontal	190 x 64	480 €
Special heading "hits & novelties" *** at the Sale Space section		230 x 300	1.300 €
		460 x 300	2.400 €
Special heading "hot products" *** at the Closer to Business section		190 x 117	550 €
		93 x 250	550 €
Trend book annual edition, thick insert ***		one-sided	1.670 €

* Prices are valid only for ready-for-print materials.

** Please consider adding an extra of 5 mm on each side for cutting. Some minor changes are possible due to position features.

*** Also consider formatting special headings according to our standards. The pre-made artworks are not acceptable for special headings.

Basic discounts:

5% — for 3 issues placement,
10% — for 5 issues,
20% — for 10 issues.

Artem V. Vasiliev

Head of Development & Foreign Relations

artem.vasiliev@promebel.com

+7 (495) 646 75 09

Only *.tiff, *.eps, *.ai are acceptable.

Illustrations in CorelDraw are not acceptable.

Illustrations in PDF are not acceptable.

TIFF — CMYK, 350 dpi, without LZW compression.

EPS — preview — 8 bits/pixel or JPEG, Encoding — Binary, compsite (DCS OFF).

All fonts must be in curves (Text to Curves, Create Outline).

All images must be included to the file and verified (see above: TIFF).

Total ink — not more than 320%.

Please, **do not set crop marks**.

No additional channels (Path and Alpha Channel).

No multipage files.

Files that are not satisfying these requirements may be converted by us.

However, the magazine takes no responsibility for any distortion or defects appeared as a result of such conversion.

A printout copy (full color or black & white) is desirable.

You may use an **editorial FTP-server** (access details are available on request) to transfer all the materials.

The magazine is not responsible and cannot guarantee a correct, qualitative printing of your material if it doesn't satisfy all these requirements.

Dear advertisers,

Please kindly check all the **technical requirements** before sending your printing material to us.

For the correct sizes of the artwork needed, please check the previous page (see: [rate card](#)).

Please be aware that some of the artwork sizes, including a standard 1/1 page, require additional 5 mm from each side for cutting.

Dmitry Bragin

art director, head of layout department

dmibra@promebel.com

+7 (495) 646 75 09

MEBELNY BIZNES

Issue	Publication date expectancy *	Deadline for all press and ad materials	Exhibitions in Russia
1 (176)	February 2 nd decade	05.02.2019	
2 (177)	March 2 nd decade	06.03.2019	UMIDS / Krasnodar RosBuild / Moscow MosBuild / Moscow
3 (178)	April 2 nd decade	09.04.2019	
4 (179)	May 2 nd decade	07.05.2019	
5 (180)	June 3 rd decade	11.06.2019	
6 (181)	August 3 rd decade	06.08.2019	
7 (182)	September 3 rd decade	03.09.2019	Salone del Mobile.Milano Moscow
8 (183)	October 3 rd decade	03.10.2019	
9 (184)	November 3 rd decade	05.11.2019	Mebel / Moscow Woodex / Moscow
10 (185)	December 3 rd decade — January 2020	10.12.2019	

* The publication date expectancy can be changed within the mentioned decade.

The editorial staff informs advertisers and information partners of the changes occurred.

MEBELNY BIZNES

Furniture manufacturers & sellers:



MEBELNY BIZNES

Materials, components & equipment suppliers:



Information partners:



Trade fairs & show organizers:



MEBELNY BIZNES

Artem V. Vasiliev

Head of Development & Foreign Relations

artem.vasiliev@promebel.com

Maria Gagloeva

Head of Commercial Department

reclama@promebel.com

+7 (495) 646 75 09

www.promebel.com