



Publishing house Beautiful houses press
Swimming pool and sauna magazine

Brief information

The magazine **Swimming pool and sauna** one of leading Russian magazine devoted to swimming pools, hot tub spas, wellness and spa equipment and design. It is a paradise of feature articles, high-quality photography and valuable information for the owners of swimming pools, spas, hot tubs and for hoteliers who is going to build a wellness zone. Each issue has about 30 various swimming pools and saunas including plans with explications and interiors from the best world known architects and designers.

Swimming pool and sauna exists since 1999 and inform the readers about new trends and technologies in wellness and Spa industry. Here you can find wide range of contemporary swimming pools, saunas, infrared cabins and many others. Target-group – designers, architects, building companies, professional people, installers and house-owners. Our magazine **Swimming pool and sauna** can help your company to promote your products on the Russian market as well to find new distributors and clients throughout the Russia.

Contents of the magazine:

- Swimming pools** – detailed presentation of swimming pools designed by Russian and foreign companies, including explication and description, aquaparks, technical features, digests about new products and innovative technogies, features devoted to Russian and foreign exhibitions
- Wellness** – realized projects, technical features, Spa hotels presentation, wellness zones, whirlpool, exhibitions overview
- Round-table discussion** – the interview with representatives of manufacturing companies
- Bath houses** – projects, technical features, news, summary tables with technical details
- Saunas** – projects, technical features, news, summary tables with technical details
- Infra-red cabins** – round-table discussion, news, technical features, summary tables with technical details

Locality of circulation: **Russia, the CIS &Baltic Republics**

Circulations: 27 000 copies
Volume: 144 pages
Format: 220x290
Frequency: 6 time a year
Price of a copy: 4 Euro

Distribution:

- Subscription – 1,5 %
- Addressed dispatch – 1,5 %
- Retail – 97%:
 - press stalls – 10,8 %
 - malls, supermarkets, stores – 76,2%
 - specialized Fairs and Exhibitions – 8 %
 - public events – 2 %

General Advertising Rates

Format	Price in Euro
1/8	200
1/4	350
1/2	600
1/1	1000
1/1 article with contacts	800
2/1	1600
2/1 article with contacts	1200
Pages 3, 5, 7	1400
1 st spread – 2 cover page + 3 page (spread) or 4+5 page (spread)	4500 2500
II cover pages	2500
III cover pages	2 000
IV pages of cover	4000

Timetable 2017

№	Material Due	Ship Date
№ 1 (92)	November 11 (2016)	January 11 (2017)
№ 2 (93)	January 20	March 10
№ 3 (94)	March 17	May 11
№ 4 (95)	May 19	July 11
№ 5 (96)	July 14	September 12
№ 6 (97)	September 15	November 14

Advertising quantity	2	3	4 +
Discount	15%	20%	25%

Please pay attention that you have to pay additionally 18 % of VAT if you indicate Russian contacts in the advertisement!

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