

ПОТОМУ ЧТО МЫ — ЖЕНЩИНЫ! ★

Домашний Очаг

Domashny Ochag / Good housekeeping
The Russian's most popular Women's Magazine



MARKET POSITION:

Domashny Ochag (Good Housekeeping) has an overall audited readership of more than 1.5 million and offers a unique opportunity to reach Russian women. This title is unquestionably the most popular title in the women's monthly magazine market for the 25-44 of age with high incomes.

		Good housekeeping
Circulation	(Publisher Stat. Sept. 2009)	280,000
Readership	(NRS Moscow May – October 2009)	1,078,977

EDITORIAL PROFILE:

Good housekeeping success is due to its very broad editorial profile. Each month it mixes practical reports and general interest articles. It gives in depth information on beauty, health, gardening and cooking with the contribution of professionals as nutritionists, teachers, and lawyers... It also reports on children, society, tourism, rights and employment. Its attraction lies in its ability to respond to women's traditional and modern expectations through quality articles and clear layout. Approximately 300 pages per issue enable the title to offer a wide range of promotional possibilities.

ADVERTISING RATES 2014:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

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