

**ARCHIPROFI.RU is the web portal of the professional community**

of the best Russian architects, designers and decorators, as well as a popular competition platform for young professionals.

**ARCHIPROFI.RU brings together on one platform**

architecture & interior design professionals and their clients, as well as production, trade and service companies in the interior and constructions industries and end consumers of interior and construction products.

**ARCHIPROFI.RU is the main media platform and the general media partner**

for all the projects of the Council of Experts in Interior Design and Architectural Environment | CEID.RU.



**ARCHIPROFI.RU features personal profiles\* and the most complete portfolios** created by architects, interior designers and decorators to be demonstrated to potential clients and customers

[Go to Profiles](#) →

**ARCHIPROFI.RU is a 'Client- Performer' e-tendering platform** for placing project orders or searching for contractors

[Go to Tenders](#) →

**ARCHIPROFI.RU is a broadcast platform for industry webinars**, streaming and online events

[Go to Webinars](#) →

*\* Specialists complete self-registrations in the portal database, displaying their real professional contacts, and regularly upload their new projects onto the personal portfolio.*

**ARCHIPROFI**  
PROFESSIONAL NETWORK

**50 812**  
registered users

**14 867**  
professionals

**31 586**  
uploaded projects  
(private houses, apartments,  
restaurants, offices, etc.)

**354 365**  
photos

**8 738**  
published news and articles

Over **500 000**  
pages on the website

Updated to May 2021

**ARCHIPROFI.RU is an informational digest**

of current trends and news with 4 magazines focusing on the most in-demand fields for professionals:

- The architecture of public buildings and structures and public interiors
- Private housing and landscapes
- Residential interiors in the middle-up segment
- Elite residential interiors

[Go to Digest](#) →

**ARCHIPROFI.RU is the online venue**

for the annual NATIONAL CHAMPIONSHIP IN RESIDENTIAL INTERIOR DESIGN and the **popular** CHOOSING THE BEST **competition platform** for young professionals

[Go to Championship](#) →

**ARCHIPROFI.RU is the place to submit applications** for the leading

Russian professional awards in the field of architecture and design:

- MODERN HOME Award
- PREMIUM LIVING Award
- BEST PUBLIC SPACE Award
- BEST HOUSE Award

[Go to Awards](#) →

**ARCHIPROFI**  
PROFESSIONAL NETWORK

**60 161**

unique visitors per month

**294 332**

page views monthly

**15 040**

unique visitors per week

**73 583**

page views weekly

Source: Yandex, Metrica, January 2020

## AUDIENCE

### PROFESSIONALS:

architects, designers, decorators, stylists, artists, photographers and other professionals in interior design and related industries

### COMPANIES:

architectural and design firms, manufacturers of interior and construction products, service companies, suppliers and contractors

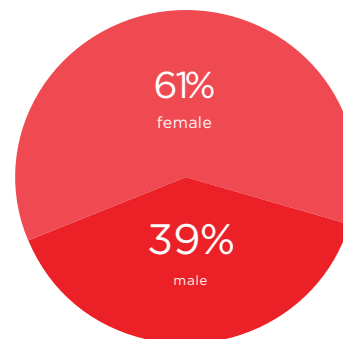
### CUSTOMERS:

- ✓ wealthy customers looking for professionals to handle interior projects
- ✓ end consumers looking for ideas and materials for residential space improvement

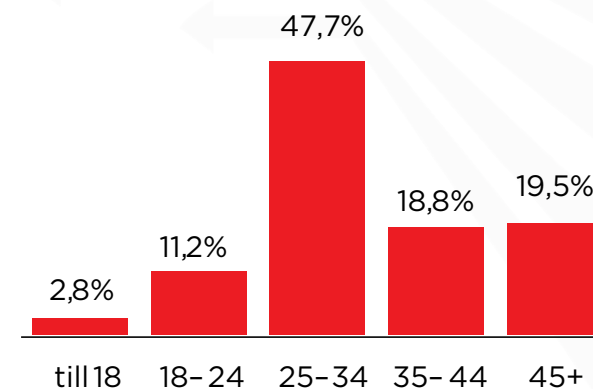
## VISITS BY REGION IN RUSSIA



## GENDER



## AGE



## 5 AREAS OF BUILDING EFFECTIVE RELATIONSHIPS WITH ARCHITECTS, DESIGNERS, AND DECORATORS AT ARCHIPROFI.RU

### ADVERTISING

- ✓ **Banner advertising** on ARCHIPROFI.RU  
*Cost is on request*
- ✓ **Promotion and advertising within the contests of the National Championship in Residential Interior Design**  
*Cost is on request*

### EDITORIAL & ADVERTORIAL

- ✓ **Information support** for your news, products, technologies, and services: on the Portal, in Emails, and on Social Media  
*Cost is on request*
- ✓ **Editorial content** that draws the audience's attention to your brand, products and services  
*Articles, PR-support packages, and comprehensive annual programs*  
*Cost is on request*

### ONLINE INTERACTIVITY

- ✓ **Live brand broadcasts** (webinars, workshops, lectures, public talks) and live interactions with the audience  
*Cost is on request*
- ✓ **Organizing and holding your own monobrand competition** for a professional audience on the CHOOSING THE BEST competition platform  
*Cost is on request*

### HIGHLIGHTED EVENTS

- ✓ **Integrating your brand into ARCHIPRAKTIKA educational events** for students and young professionals  
*Individual rates*
- ✓ **Integrating your brand into the sessions of the BEST DESIGN DAYS regional project**  
*Individual rates*

### NATIONAL PROFESSIONAL AWARDS

- ✓ **Integrating your brand into the National professional Awards:**
  - **BEST PUBLIC SPACE**  
*Professional Design Award*
  - **BEST HOUSE**  
*Professional Design Award*
  - **MODERN HOME**  
*Professional Design Award*
  - **PREMIUM LIVING**  
*Professional Design Award*  
*Cost is on request*

# ARCHIPROFI

PROFESSIONAL NETWORK

We work for you!

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**MULTI-CHANNEL PROMOTION** OF INTERIOR AND CONSTRUCTION PRODUCT BRANDS  
**AMONG THE PROFESSIONAL COMMUNITY** OF ARCHITECTS, DESIGNERS, AND DECORATORS