

# ΣΥΝΘΕΣΕΙΣ

The most successful magazine for architecture, interior decoration and design

ΟΤΙ ΠΙΟ ΝΕΟ ΣΤΗΝ ΚΥΠΡΟ ΚΑΙ ΤΟΝ ΚΟΣΜΟ • ΑΡΧΙΤΕΚΤΟΝΙΚΗ, ΔΙΑΚΟΣΜΗΣΗ, ΝΤΙΖΑΪΝ

## ΣΥΝΘΕΣΕΙΣ

ΤΑ ΠΙΟ ΩΡΑΙΑ ΣΠΙΤΙΑ ΣΤΟΝ ΚΟΣΜΟ

Αρχιτεκτονική στην Κύπρο σήμερα  
Πέντε νέες κατοικίες  
Καινούργιες τάσεις στις οικοδομές/Φυσικά υλικά

Ανακαινίσεις/Αναπαλαιώσεις  
Το φιλί της ζωής σε κατοικίες και διαμερίσματα

Τζάκια νέας γενιάς  
Μοντέρνα χαλιά  
Ατμοσφαιρικός φωτισμός μέσα κι έξω

Χειμερινές αγορές  
Χρώματα και υφές που θα απογειώσουν τους χώρους σας

Διακόσμηση: Ιδέες που φέρνουν τα Χριστούγεννα

σπίτια όλο ζεστασιά

Magazine ID  
**First published:** 1988. **Frequency:** Monthly  
**Contents:** Architecture, Interior Decoration, Design.  
**Target Group:** Adults 25-54 (Primary group), ABC1 s/e class.

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“ Whatever happens in the world of architecture, interior decoration and design features in the pages of SYNTHESES. Impressive spaces and creations, people who determine the aesthetic world here and abroad, are presented in every issue in a carefully prepared publication produced by an experienced team of journalists and special associates. Another regular feature in the magazine is a market guide which focuses on a different part of the house each time – the living room, the dining room, bedrooms, kitchen, bathrooms, the garden – so that readers can make their own choice based on their needs, taste and budget. First published in 1988, it has built up a loyal, demanding readership which has been following it every month now for the past 25 years. With a high circulation and readership and a large number of subscribers, SYNTHESES tops readers’ preference with 50% or one in two of those who read architecture and interior design magazines in Cyprus. Also distributed with SYNTHESES during the year are specialised supplements with dedicated features. ”

SYNTHESES circulates every two months with Phileleftheros’ Saturday issue – the leading newspaper in both readership and circulation figures- at a special price and is later available at the newsstands.

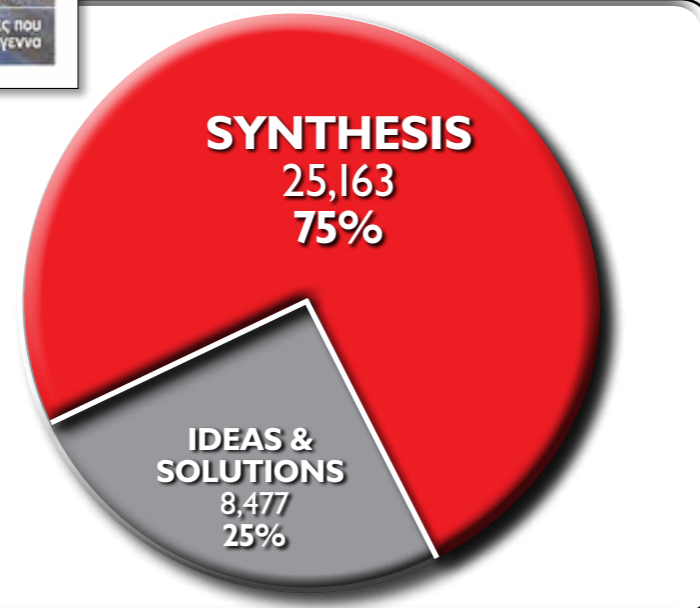
# ΣΥΝΘΕΣΕΙΣ

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SYNTHESIS is first by far in readers' preference, with **25,163 readers** during January 2017 based on figures of RAI CONSULTANTS.



It has the highest readership share, with 75% of readers choosing SYNTHESIS from among the two magazines of its type. The difference between it and the second-ranked magazine (Ideas & Solutions) is 200%.



READERSHIP / SHARE

The main core of SYNTHESIS readers is made up of men and women of the higher and highest socioeconomic class, **aged 25 to 44** who want to stay abreast of the latest trends in interior design and the more impressive architectural creations.

### AGE GROUP

13-17	3,995
18-24 --	
25-34	6,073
35-44	5,748
45-54	2,890
55-64	5,545
65+	912

### SOCIAL CLASS

AB	8,212
CI	5,051

### GENDER

WOMEN	14,074
MEN	11,090

### AREA

URBAN	18,541
RURAL	6,623

C2	8,673
DE	3,227

The cost to reach 1,000 readers with SYNTHESIS is only €44.71. The corresponding cost for Ideas & Solutions is €117.97 (164% more expensive).

### ECONOMETRIC ANALYSIS OF ADVERTISING RETURN

Publication	Readers	Cost of full page ad (€)	CPM (€)	Net difference in cost (€)	Additional cost (%)
SYNTHESIS	25,163	€1,125	€44.71		
Ideas & Solutions	8,477	€1,000	€117.97	+€73.26	+164%

# ΣΥΝΘΕΣΕΙΣ

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With a high circulation and readership and a large number of subscribers, **SYNTHESIS** is first by far among architectural and interior decoration magazines in Cyprus.



## PRICE LIST

ADVERTISEMENT	PRICE (€)
Full page 4 colour Category A (right up to page 51)	1,250.00
Full page 4 colour Category A (right up from page 51 up to presentation of homes)	1,125.00
Front page	1,300.00
Inside front cover and front page	2,150.00
Spread A	1,900.00
Spread B	1,850.00
Spread C	1,800.00
Spread D	1,750.00
Double page	1,700.00
Half double page	1,125.00
Half page	650.00

**Special positions**  
Selection of a special page or spot carries a 15% surcharge on the price and is available if possible and at the discretion of the publication.

COVERS	PRICE (€)
Inside front cover	1,300.00
Inside back cover	1,125.00
Back cover	2,150.00

**Size**  
21x28 cm for full page and 42x28 cm for double page (both with 5 mm bleed).

VAT is not included

### Contact

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