

# GLAMOUR



## Mediakit 2016

# GLAMOUR

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## A word of introduction



**GLAMOUR** is an upmarket magazine for young women. It positions itself as an international expert in fashion, beauty and an interactive guide to modern way of living. It presents and creates trends. It inspires and prepares proposals for shopping.

**GLAMOUR** follows the hottest social events, publishes interviews with interesting people and presents a subjective cultural events.

Stylists of **GLAMOUR** comment on the newest trends from international shows and fashion on the street. They also test and recommend best selected cosmetic novelties and beauty salons.

**GLAMOUR** readers are offered a great doze of information about work, finance, diets, healthy lifestyle and psychology.

Anna Jurgaś  
editor-in-chief

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## Magazine's content



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Sales: **69 980** copies

Readership: **959 000**

## Reader's profile:

**91%** of women

Average age: **33** years old

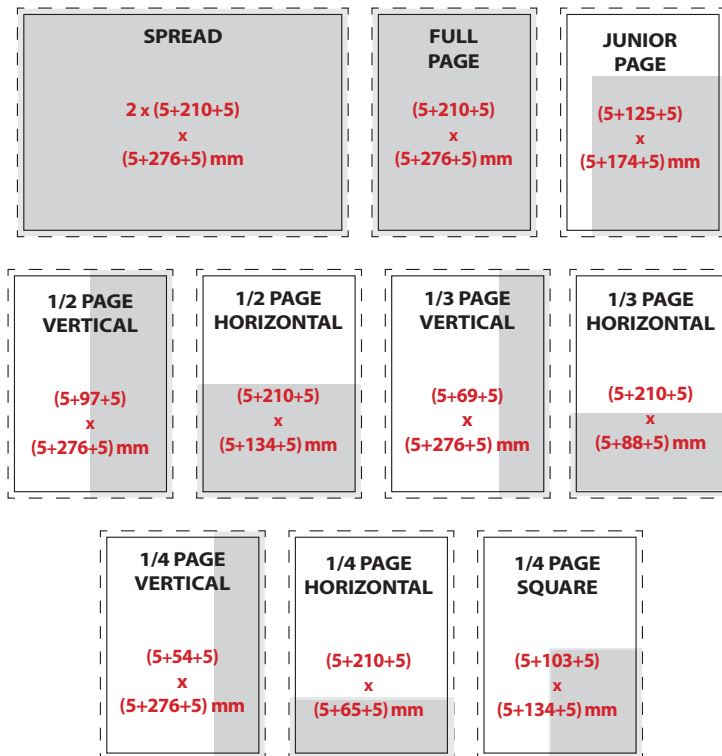
Secondary and higher education: **82%**,

Household income above 3000 pln: **70%**,

Place of residence: towns of more than 100 000 residents: **31%**

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## Formats and price list



Applicable from issue 4/2016

<b>opening spread</b>	37 200 €
<b>spread</b>	30 700 €
<b>II cover</b>	21 420 €
<b>III cover</b>	20 000 €
<b>IV cover</b>	26 000 €
<b>right page</b>	18 320 €
<b>left page</b>	17 150 €
<b>junior page</b>	15 250 €
<b>1/2 right page</b>	13 100 €
<b>1/2 left page</b>	12 200 €
<b>1/3 right page</b>	11 200 €
<b>1/3 left page</b>	10 250 €
<b>1/4 right page</b>	9 500 €
<b>1/4 left page</b>	8 320 €

### SURCHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected editorial material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax value is to be added to all the prices above.

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## Publishing schedule

<b>Issue number</b>	<b>Deadline of submitting materials</b>	<b>The first day of sales</b>
2/2016	04.01.2015	21.01.2016
3/2016	02.02.2016	18.02.2016
4/2016	01.03.2016	17.03.2016
5/2016	05.04.2016	21.04.2016
6/2016	02.05.2016	19.05.2016
7/2016	06.06.2016	23.06.2016
8/2016	05.07.2016	21.07.2016
9/2016	02.08.2016	18.08.2016
10/2016	06.09.2016	22.09.2016
11/2016	04.10.2016	20.10.2016
12/2016-1/2017	07.11.2016	09.12.2016

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## Technical data and terms of acceptance of advertising orders

<b>Net format</b>	210x276 mm
<b>Files</b>	<b>PDF 1.3 version</b>
<b>Data storage</b>	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
<b>Print</b>	offset
<b>Binding method:</b>	perfect bound

### Preparing of materials (technical specification summary)

#### Color space: CMYK

Vector graphics – texts converted to curves

#### Total ink limit (TIL):

covers: 320%  
inside pages: 320%

#### ICC profiles:

covers: DonnelleyCoated\_v1U  
inside pages: DonnelleyCoated\_v1U

**Bleeds:** min. 5 mm; minimal proximity of all elements from trim edge: 5 mm and from the spine: 10 mm

**The spread's image should have 6 mm of doubling**

**ICC profiles are available on [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in DOWNLOAD folder.** The table above is a summary of Technical Specification available on [www.burdamedia.pl](http://www.burdamedia.pl) or [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in DOWNLOAD folder. In case of discrepancies the full Technical Specification content should be followed. **Should you have any technical question, please contact:** Jerzy Bojanowski, tel. +48 22 360 38 65, e-mail: [jerzy.bojanowski@burdamedia.pl](mailto:jerzy.bojanowski@burdamedia.pl)

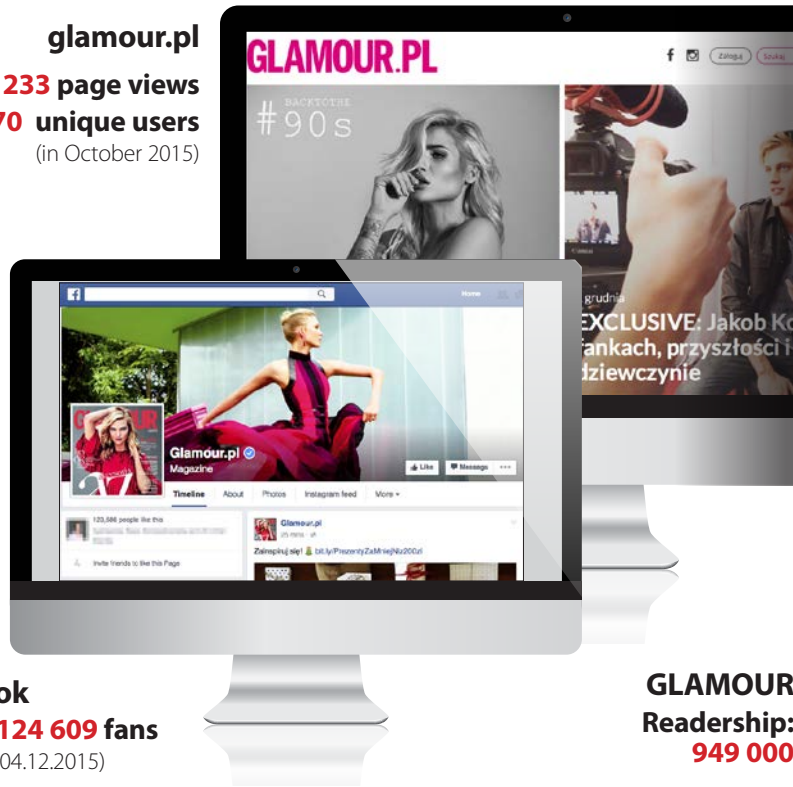
The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by Burda Media Polska Sp. z o.o. [limited liability company] as well as Companies of Burda Media Group, i.e. Burda Communications Sp. z o.o. [limited liability company], Burda Publishing Polska Sp. z o.o. [limited liability company, limited partnership], Burda GL Polska Sp. z o.o. [limited liability company] as well as Burda NG Polska Sp. z o.o. [limited liability company, limited partnership], are stated in Bylaws of Advertising and Announcements Orders available at [www.burdamedia.pl](http://www.burdamedia.pl)



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## 360° communication

glamour.pl  
**1 125 233** page views  
**147 270** unique users  
(in October 2015)



Facebook  
fanpage **124 609** fans  
(figures for 04.12.2015)

GLAMOUR  
Readership:  
**949 000**





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## Why the Press?

**1 Press engages** – while reading we concentrate. Therefore, we can easily take our mind off things. It is a kind of relaxation we yearn for.

**2 Press builds credibility** – through constant contact with our readers we know how to advise and make our readers trust us. It is the special bond and trust between the reader and the magazine that is created on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.

**3 Press enhances brand awareness** – thanks to immense possibilities of presenting a product in press, the enhanced content of advertisements does not only allow the reader to get to know the product better but also strengthens its image.

**4 Press reaches target groups** – on the basis of wide variety of topics, consumer and readership research, it is easy to create target groups and introduce products in accordance with a group's needs.

**5 Press is creative** – except a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glues inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

**6 Press builds intimacy** – as the research show, most women associate reading with relax and intimacy. This is what clearly improves perceiving the message of an advertisement. Moreover, a magazine always engages into a discussion; what's new, what's interesting, what worth recommending.

**7 Press does not irritate** – the research show that TV audience is irritated by the amount of emitted commercials. 80 percent\* of respondents considered commercials to be the most irritating whereas advertisement in press is regarded to be irritating by only 8 percent\*.

\*Source: PRO Media House presentation, on the basis of the research by Demoskop



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## Contact details

[www.burdamedia.pl](http://www.burdamedia.pl)

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ul. Marynarska 115  
02-674 Warszawa  
NIP: 101-00-01-332

**Bank account:**

mBank  
91 1140 1977 0000 3057 5100 1001

**Payment date:**

after the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

**Periodicity:** monthly

**Territorial scope:** nationwide

**ISSN:** 1730-2781



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