

# GLAMOUR

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Mediakit  
**2018**

# 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: **51 008** copies

Readership: **799 543**

## Reader's profile:

**96%** of women

Average age: **32** years old

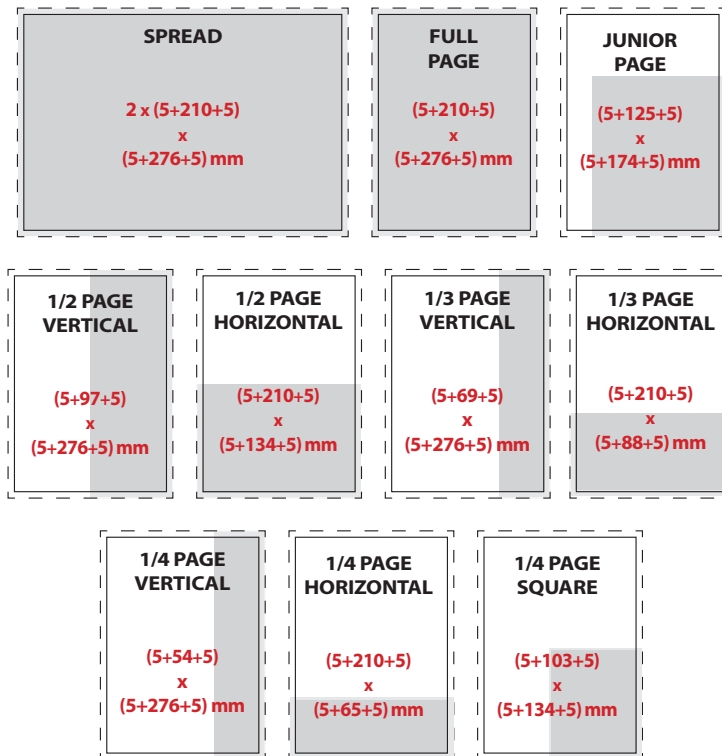
Secondary and higher education: **82%**,

Household income above 3000 pln: **78%**,

Place of residence: towns of more than 100 000 residents: **29%**

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## Formats and price list



Applicable from issue 4/2018

<b>opening spread</b>	182 900 PLN
<b>spread</b>	150 900 PLN
<b>II cover</b>	105 900 PLN
<b>III cover</b>	98 900 PLN
<b>IV cover</b>	127 900 PLN
<b>right page</b>	89 900 PLN
<b>left page</b>	84 900 PLN
<b>junior page</b>	74 900 PLN
<b>1/2 right page</b>	64 900 PLN
<b>1/2 left page</b>	59 900 PLN
<b>1/3 right page</b>	54 900 PLN
<b>1/3 left page</b>	50 900 PLN
<b>1/4 right page</b>	46 900 PLN
<b>1/4 left page</b>	40 900 PLN

### 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

issue number	the first day of sales	deadline of submitting materials
3/2018	15.02.2018	31.01.2018
4/2018	15.03.2018	28.02.2018
5/2018	19.04.2018	04.04.2018
6/2018	17.05.2018	02.05.2018
7/2018	21.06.2018	06.06.2018
8/2018	19.07.2018	04.07.2018
9/2018	16.08.2018	01.08.2018
10/2018	20.09.2018	05.09.2018
11/2018	18.10.2018	03.10.2018
12/2018	15.11.2018	31.10.2018
1-2/2019	13.12.2018	28.11.2018

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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

<b>Preparing of materials (technical specification summary)</b>	<b>Color space:</b> CMYK
	Vector graphics – texts converted to curves
	<b>Total ink limit (TIL):</b> 320%
	<b>ICC profiles:</b> covers: ISO Coated v2_300 (ECI) inside pages: PSO LWC Improved (ECI)
	<b>Bleeds:</b> min. 5 mm; minimal proximity of all elements from trim edge: 5 mm and from the spine: 10 mm
	<b>The spread's image should have 6 mm of doubling</b>

**ICC profiles are available on ftp.burdamedia.pl in DOWNLOAD folder.** The table above is a summary of Technical Specification available on www.burdamedia.pl or 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:** lukasz.lewandowski@burdamedia.pl

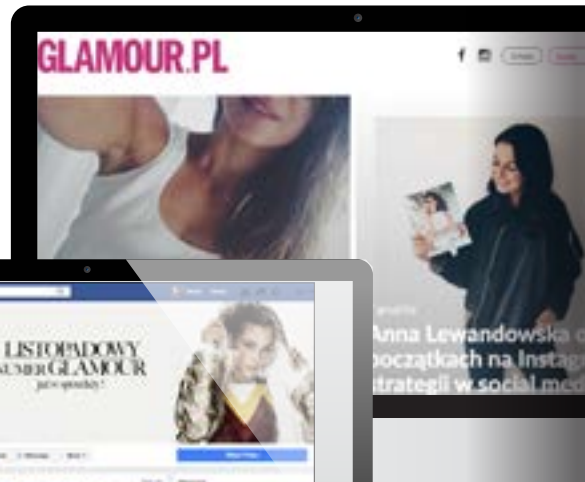
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The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by companies of Burda Media Group are stated in Bylaws of Advertising and Announcements Orders available at **www.burdamedia.pl**

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## 360° Communication

**glamour.pl**  
**3 138 650** page views  
**452 375** unique users  
(10.2017)



**facebook**  
**178 729** fans  
(figures for 10.2017)



**Glamour**  
**47 001** sales  
**799 543** readers  
(10.2017)



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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)

**BURDA PUBLISHING POLSKA SP. Z O.O.**

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02-674 Warszawa  
NIP: 897-14-11-483

**Bank account:**

PLN: 76 1140 1977 0000 4186 6900 1001  
EUR: 85 1140 1977 0000 4186 6900 1033  
USD: 96 1140 1977 0000 4186 6900 1029

**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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