

GLAMOUR



GLAMOUR

POLSKA

świętujemy
20 lat
GLAMOUR

KOBIETY
I MĘŻCZYZNA
ROKU
GLAMOUR
2023

HELENA
ENGLERT
KAROLINA
FERENSTEIN-
KRAŚKO
MARTA
NIEDŹWIECKA
NATALIA
PRZYBYSZ
MAŁGORZATA
ROZENEK-MAJDAN
MACIEJ STUHR

10 LAT
PO DEBIUCIE
NA OKŁADCE GLAMOUR
ZUZANA
KOŁODZIEJCZAK
IDĘ PO SZCZĘŚCIE
NA WŁASNYCH ZASADACH

Mediakit 2024



BurdaMedia
Polska

Glamour – only brand for girls and about girls!

GLAMOUR is an answer to all needs of contemporary young women. It shows them how to function in a fast-changing world, how to build social relationships, how to constantly develop and invest in themselves. It regularly delivers its readers information from the areas of fashion and beauty, popculture, business and finance, sex and healthy lifestyle.

GLAMOUR

13 k sales
480,9 k readership

3,5 mln PV (10.2023)
2 mln UU (10.2023)



173 k fans (11.2023)



143 k followers (11.2023)



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GLAMOUR

International magazine about fashion, beauty, pop culture, relationships and love



In Glamour, we value diversity, we support girls' initiatives, we write about the most important issues of our readers' generation. We raise important issues regarding relationships, sex, career, finances and psychology. We write in an inclusive girlish language.

We are an expert in the field of fashion, beauty and wellbeing, as well as pop culture - we test trends and novelties to ensure the most reliable knowledge.

Therefore, in addition to the topics mentioned above, issues such as ecology, activism and mental health have permanent places in Glamour.

Glamour covers show celebrities who inspire, set trends, they break stereotypes and are not afraid to talk about important matters.

Katarzyna Dąbrowska
Editor-in-chief GLAMOUR

At Glamour year 2024 is a **year of growth. In the magazine, website and as part of events, we are establishing the Glamor Academy, where we will discuss topics such as **career, finances, mental health, technology, and self-development**.**

GLAMOUR

Glamour.pl tackles topics important for Gen Z and millennials

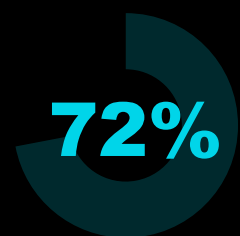
Glamour.pl is a girls' website, aiming at inclusivity, so that every person can feel good in this unique virtual space. We write about fashion, beauty, pop culture, celebrities, love and relationships. We keep up to date to inform about the latest trends, the birth of which we follow both on TikTok and on the streets. Glamour.pl is also a lively social media and numerous original podcasts and interesting video formats.

What distinguishes Glamour.pl and attracts a wide audience is a friendly language, attractive, aesthetic photos and graphics, openness to diversity, support for self-acceptance, current content as well as exclusive materials, addressing socially important issues and sensitivity relevant to gen Z and millennials.

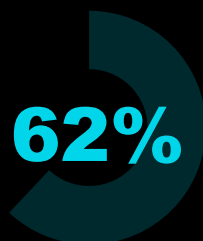
GLAMOUR

A woman of GLAMOUR

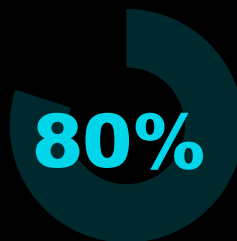
- She is tolerant, has an open mind and understands the diversity of the world;
- Ecology and broadly understood activism are important for her;
- She is interested in trends from the world of fashion and beauty, but also in relationships and the lives of celebrities;
- She spends her free time mostly online, where she looks for inspiration, entertainment and online shopping.



is between
15 and 44 years old



lives in a city



has a secondary or
higher education

**A woman of GLAMOUR is a girl
– regardless of age.**

Source: PBC: CCS, 07.2022-06.2023, n=23 247; realizacja Kantar Polska



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GLAMOUR

What do we write about?



*Burda Media Polska own data

Categories of **fashion, beauty, entertainment, lifestyle, and love and relationships** are important for us. The editors of the magazine and the website keep on track of the most important events, talk to interesting people, make their own selection of trends to provide high-quality content.

In 2024, at Glamour, we will develop video formats and video podcasts. Our flagship formats include: Glamor ECO Talk, Cool Girls Club and 20 minutes of fashion.



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GLAMOUR

A reader of GLAMOUR loves online shopping

E-commerce

A woman of Glamour loves online shopping. On Glamour.pl she can find not only fashion and beauty inspiration, but also move with one click to an online store to quickly make purchases that she will probably show on her social media.

**Every month GLAMOUR.pl
Redirects more than 90 000 visits
to our Partners' online stores.**



GLAMOUR

Integrated 360° approach makes us special

Every year Glamour is linked with events appreciated by the media market and the world of show business:

- **Glamour Woman of the Year plebiscite** – a title given to women who change our world for the better and inspire young generation
- **Glammies** – awards for the best cosmetics on the Polish market
- **Glamour Academy** - cyclical meetings with the editorial staff and experts dedicated to psychology, body positivity, sexology and well-being in general

Production of dedicated content:

- 6 unique podcasts, new video formats in 2024
- Professional photoshoots
- Engaging native content



GLAMOUR

Price list - print

Opening spread	82 957 EUR
Spread	68 064 EUR
II cover	47 851 EUR
III cover	44 660 EUR
IV cover	57 426 EUR
right page	40 404 EUR
left page	38 277 EUR
junior page	34 021 EUR
1/2 of right page	29 128 EUR
1/2 of left page	27 426 EUR
1/3 of right page	24 660 EUR
1/3 of left page	23 383 EUR
1/4 of right page	21 255 EUR
1/4 of left page	19 128 EUR
1/4 of a page (square)	21 255 EUR
island	27 851 EUR

EXTRA CHARGES

Advertisement in first 1/2 of the magazine	15%
Advertisement in first 1/3 of the magazine	30%
Advertisement next to the 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 is to be added to all the prices above



GLAMOUR

Publishing schedule

Issue number	Deadline of materials delivery	First day of sales
2/2024	10.01.2024	25.01.2024
3/2024	07.02.2024	22.02.2024
4/2024	06.03.2024	21.03.2024
5/2024	03.04.2024	18.04.2024
6/2024	07.05.2024	23.05.2024
7-8/2024	05.06.2024	20.06.2024
9/2024	31.07.2024	20.08.2024
10/2024	04.09.2024	19.09.2024
11/2024	09.10.2024	24.10.2024
12/2024-1/2025	20.11.2024	05.12.2024



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EUR: 27 1050 0086 1000 0090 3172 2680
USD: 26 1050 0086 1000 0090 3172 2698

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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

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