

VIVA!



nr-14 (733) 24 LIPCA 2025

DWUTYGODNIK

VIVA!



DZIEDZICTWO SŁAWY
EWA RUBINSTEIN
O DORASTANIU
W CIENIU
GENIALNEGO OJCA

ŚLADAMI
KULTOWYCH SERIALI
TAJLANDIA
Z „BIAŁEGO
LOTOSU”

SAMA,
NIE SAMOTNA!

Tylko w VIVIE!

Foanna Krupa

O ŻYCIU PO ROZWODZIE,
MĄDROŚCI DOJRZAŁEJ KOBIETY,
MIŁOŚCI DO CÓRECZKI ASI
I GOTOWANIU, KTÓRE BYWA...
NAJLEPSZĄ TERAPIĄ

**BEATA SABAŁA-
ZIELINSKA**

GÓRY UCZĄ
POKORY

**MIROSLAW
ZBROJEWICZ**

ZALICZAM
ZWROTY AKCJI

Mediakit 2026



VIVA! over 25 years of emotions!

Exceptional personas, the strongest interviews, honest confessions of stars and reports about people. The best photo sessions. Relations from events, festivals and galas. Professional journalism, courage, style, class and world level. VIVA! It sees trends, it is modern and accompanies its readers, users and characters. It creates Polish show business.

VIVA!

2 441 355 Total Reach 360°

VIVA!.pl

3,2 mln PV
1,5 mln RU



312 k followers



129 k followers



**BurdaMedia
Polska**

VIVA!



For over 25 years we have been creating emotional interviews with celebrities, unique photo sessions, moving reportages. Fashion, beauty and lifestyle are also important to us.

VIVA! is the first and only exclusive „people” magazine on the Polish market today, which is a reliable source of information about celebrities and culture. It moves, surprises, sometimes shocks. It is complemented by beautiful, large photos made by the best Polish and world photographers.

Viva.pl is not only an online extension of the well-known magazine, but a response to the needs and expectations of the modern reader or user. Viva.pl is news from the life of celebrities, exclusive interviews, reports and love stories of contemporary and former celebrities, reportage films, music videos and video interviews. Original fashion and beauty content, trends in lifestyle, cuisine, celebrity interiors, extraordinary travels, wonders of the world, as well as hot, controversial topics for discussion. The quote "VIVA! this whole world" perfectly corresponds with the idea of the brand.

Katarzyna Przybyszewska-Ortonowska
editor in-chief VIVA! i viva.pl

VIVA!

A woman of VIVA!

- 25-64 years old
- Educated, professionally active
- Living in a big city
- Financially independent

71%

are aged
25-64

84%

have higher or
secondary education

71%

live in cities

She is inspired by news from the great world of fashion and beauty. She values culture, unique interviews, beautiful photos, reports, reports from great global and domestic events and festivals.

Source: Mediapanel October 2025



BurdaMedia
Polska

VIVA!

What makes us special?

The VIVA! PEPOLE POWER poll was created to reward exceptional individuals, to draw attention to important issues and, above all, to their initiators and creators. It aims to appreciate and promote successes, demonstrate that people still have POWER and emphasize that always and everywhere THE MOST IMPORTANT IS HUMAN.

To meet the expectations of customers, we organize a plebiscite for the best cosmetics of the year VIVA! BEST FOR BEAUTY.

We also started cooperation with the largest Polish travel agency ITAKA by creating a premium catalog VIVA!&ITAKA.

Twice we also publish VIVA! FASHION - an exclusive magazine about fashion and trends.



VIVA!

Price list

Opening spread	196 977 EUR
Spread	188 023 EUR
II cover	117 674 EUR
III cover	70 349 EUR
IV cover	130 465 EUR
1/1 page right	98 488 EUR
1/1 page left	82 628 EUR
junior page right	92 093 EUR
junior page left	83 140 EUR
1/2 right page	71 628 EUR
1/2 left page	60 116 EUR
1/3 right page	53 721 EUR
1/3 left page	45 279 EUR
1/4 right page	43 488 EUR
1/4 left page	37 605 EUR
island	56 279 EUR

EXTRA CHARGES

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 marerial	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



VIVA!

Publishing schedule

Number of Issue	Deadline of submitting Materials	First day of sales
1/2026	05.01.2026	15.01.2026
2/2026	20.01.2026	29.01.2026
3/2026	03.02.2026	12.02.2026
4/2026	17.02.2026	26.02.2026
5/2026	03.03.2026	12.03.2026
6/2026	17.03.2026	26.03.2026
7/2026	27.03.2026	09.04.2026
8/2026	14.04.2026	23.04.2026
9/2026	12.04.2026	07.05.2026
10/2026	12.05.2026	21.05.2026
11/2026	25.05.2026	03.06.2026
12/2026	09.06.2026	18.06.2026
13/2026	23.06.2026	02.07.2026
14/2026	14.07.2026	23.07.2026
15/2026	28.07.2026	06.08.2026
16/2026	18.08.2026	27.08.2026
17/2026	01.09.2026	10.09.2026
18/2026	15.09.2026	24.09.2026
19/2026	29.09.2026	08.10.2026
20/2026	13.10.2026	22.10.2026
21/2026	26.10.2026	05.11.2026
22/2026	09.11.2026	19.11.2026
23/2026	24.11.2026	03.12.2026
24/2026	08.12.2026	17.12.2026



VIVA!

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

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: biweekly

Territorial scope: nationwide

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