

MONTHLY

# LOGO



Circulation:  
**45 200 copies**  
Sales:  
**19 000 copies<sup>1)</sup>**  
Readership:  
**460 000 people<sup>2)</sup>**



Logo24.pl  
**UU 357 709; PV 602 614<sup>3)</sup>**



Instagram: **1919 followers<sup>4)</sup>**  
FB: **20 886 likes**

## MAGAZINE

**A lifestyle magazine for men** that is distinguished by high quality, interesting and varied content. It is a credible magazine that does not create an idealised world of luxury, but instead paints the picture of how our readers live and what they strive for. Career, fulfilling private life, quality lifestyle are the primary areas of interest. LOGO is treated more as a buddy than a mentor.

## READERS:

**Readers of LOGO are modern and confident men, aged 20-44 years.**

Ambitious and with a zest for life. They want to be up to date with the latest news and trends, but they do not follow them blindly. Private life is just as important to them as their career.

They view their financial situation to be better than that of the average man. They hold high positions in a corporation or run their own company.

## TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ LOGO is an advertiser-friendly magazine, it contains no nudity or violence.
- ▶ It has low co-readership with other magazines for men; by ignoring it you ignore potential customers.
- ▶ It is the only lifestyle magazine for men surveyed. You can be certain what you invest in and whom you reach.

## DID YOU KNOW:

- ▶ We organise the „Best Dressed Poles” Poll, which is a contest combined with a dress code guide for men.
- ▶ In 2018 we organised the Summer LOGO Movie Theatre in Warsaw. Nearly 3 000 people joined us there on warm summer evenings.
- ▶ We carry out numerous partnership projects with our Clients, we prepare sessions, advertorials, and backstage materials.
- ▶ We are experts in the area of men's lifestyle; for example, we run an educational project concerning wristwatches.

JOANNA KOWALCZYK

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2019

LOGO  
PRICE LIST, SCHEDULE

## PRICE LIST

Press

## SCHEDULE

IV cover page	98 200
II cover page	79 200
III cover page	52 200
<hr/>	
2/1 double spread opening the issue (2nd cover page + first page)	119 800
2/1 double spread	102 800
<hr/>	
1/1 right page	65 000
1/2 of the right page	33 800
1/3 of the right page	23 800
1/4 of the right page	20 000



Prices in PLN without VAT.  
 Surcharges: 15% for indicated spot,  
 15% for consecutive advertisements (on consecutive pages)..

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders and materials for processing	ready materials	inserts
2/February	25.01	27.12	28.12	14.01
3/March	28.02	28.01	29.01	15.02
4/April	01.04	24.02	26.02	15.03
5/May	30.04	29.03	01.04	17.04
6/June	31.05	30.04	06.05	20.05
7/July	28.06	29.05	31.05	17.06
8/August	26.07	26.06	28.06	15.07
9/September	30.08	29.07	02.08	19.08
10/October	24.09	24.08	26.08	11.09
11/November	25.10	25.09	27.09	14.10
12/December	22.11	26.10	28.10	12.11
1/January '20	20.12	23.11	25.11	09.12

Last update:  
27.11.2018

OFFER FOR ENTERPRISES

The present price list is not addressed to persons wishing to purchase the services offered for the purposes not associated with conducting business activity. To obtain relevant information such persons ought to contact Agora SA (telephone: 22 555 68 13, e-mail address: reklamaczasopisma@agora.pl).

The schedule concerns printed publications.  
 Cancellations of the orders placed or implementing changes in the advertisements can be done no later than on the date of order placement.

2019

MAGAZYNY  
AGORA

Press

FORMATS

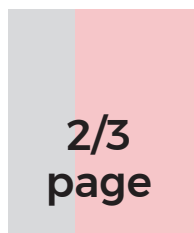


LOGO

FORMATS ADVERTISEMENTS



213/274 + bleed



130/274 + bleed



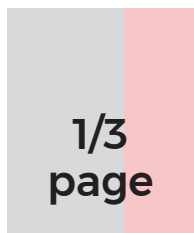
102/274 + bleed  
86,5/236,4 in a frame



213/132 + bleed  
181/114,7 in a frame



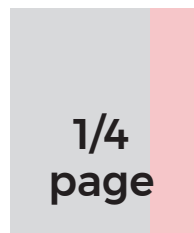
213/85 + bleed  
181/67,8 in a frame



65/274 + bleed  
55/236,4 in a frame



213/62 + bleed  
181/43,8 in a frame



46/274 + bleed  
39/236,4 in a frame



101/127 + bleed

Last update:  
19.07.2018

OFFER FOR ENTERPRISES

The sizes are specified in millimeters. The bleed is 5 mm.

\* Important text or graphic elements should be placed 8 mm from the external trimming line and 8 mm from the back.