

QUARTERLY

WYSOKIE OBCASY PRACA



Editor-in-chief: **Joanna Mosiej-Sitek**

Circulation:
33 000 copies

Sales:
17 172 copies¹⁾



This magazine is also available in the digital edition of Wysokie Obcasy Extra in its expanded version for smartphones and tablets with iOS and Android systems.



MAGAZINE

Wysokie Obcasy Praca is a magazine about passions, life, psychology, science, and technologies. It is required reading for women who put themselves first and who want to grow both socially and professionally. Its purpose is to inspire women and help them to fulfil their career goals without sacrificing their personal lives. It is our way of addressing the readers' needs and the trends dictated by the market.



TARGET GROUP:

This magazine is addressed to women aged 25 and more years

who are professionally active and who live in big and medium-sized cities, well-educated, with high income. It is a title for ambitious and exacting women who prioritise professional and personal development..

TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ It is a unique magazine in the scale of the market, because the readers who reach for it are willing to invest in themselves.
- ▶ It is the perfect product for employer branding – an opportunity to build and reinforce the brand of an attractive employer, and also a space to communicate with a group of ambitious, aware, and challenge-ready women.
- ▶ The magazine's content subscribes ideally to the work-life balance trend, which is one of the most important social trends of the 21st century.

DID YOU KNOW:

- ▶ Each issue remains available for purchase for 3 months.
- ▶ Together with the Wysokie Obcasy brand we support the life and professional aspirations of Polish women. We have established the Good Life Institute for them.

KATARZYNA OBIDOWSKA

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2019

WYSOKIE OBCASY
PRACA PRICE LIST, SCHEDULE

PRICE LIST

Press

SCHEDULE

4 th cover page	29 800
1/1 page	24 800
1/2 of a page	13 800
1/3 of a page	9 800
1/4 of a page*	5 800



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

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders and materials for processing	ready materials	inserts
1/19	28.02.2019	01.02.2019	08.02.2019	14.02.2019
2/19	30.04.2019	07.04.2019	14.04.2019	16.04.2019
3/19	27.06.2019	04.06.2019	11.06.2019	13.06.2019
4/19	29.08.2019	06.08.2019	13.08.2019	14.08.2019
5/19	31.10.2019	08.10.2019	15.10.2019	17.10.2019

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

WYSOKIE OBCASY
PRACA FORMATS ADVERTISEMENTS

MAGAZYNY
AGORA



Press

FORMATS



1
page

205x270 + bleed*



1/2
page

205x133 + bleed*



1/2
page

100x270 + bleed*



1/3
page

205x87,3 + bleed*



1/3
page

65,8x270 + bleed*



1/4
page

100 x 133 + bleed*
82,8 x 101,6 in a frame**

Last update:
17.10.2018

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.

** Format available only on boutique pages.