

Avanti

MONTHLY



Circulation:
146 000 copies

Sales:
78 000 copies¹⁾

Readership:
1 256 000 readers²⁾



Website: Avanti24.pl
UU 1 108.553; PV 4 255 623



Instagram: **14 800 followers⁴⁾**



FB: **139 000 likes**



THE READER:

The Avanti reader is a well-groomed woman aged 20-45 (73%, Affinity Index 150). Fashionable and confident, she is a fashion expert among her friends. In the magazine, she looks for information on trends, inspirations, ready stylizations, and new products.²⁾

An attractive consumer - she spends more on clothes, shoes, accessories, and cosmetics than an average Polish woman or readers of competing magazines. She is a regular customer of shopping centers and shops online more often than an average Polish woman.

CHOOSE US, BECAUSE:

- ▶ We effectively encourage shopping – our clients confirm that readers are more willing to buy products advertised in Avanti
- ▶ We influence the readers' shopping preferences - for 87% of surveyed women, Avanti is the source of inspiration and knowledge about fashion and trends as well as beauty and care.⁵⁾

DID YOU KNOW THAT:

- ▶ We organize **Plebiscyt Top Avanti** – in which the jury, readers of the Avanti magazine, choose brands that are leaders in their industries.
- ▶ Together with clothing brands, we promote selected collections, produce shooting sessions, videos, "making of" clips, prepare advertisements and backstage materials.
- ▶ We meet live with our readers at styling workshops and consultations.
- ▶ Twice a year, together with Logo and Wysokie Obcasy Extra magazines, we organize a shopping campaign with discount coupons. Thanks to this, in the spring of 2019, we sold nearly 120,000 copies, thus assuming the first position among all premium magazines.

CONTACT:

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MAGAZINE

"Avanti - idziemy na zakupy" is the only shopping magazine in Poland - invariably in the TOP 3 premium magazines.

For 14 years, it has been the best shopping, fashion, and beauty adviser for Polish women.

The magazine promotes democratic and accessible fashion. It inspires and tells the readers how to transfer trends from international catwalks to their own closets.

Exclusively for their readers, Avanti's stylists search stores and online resources to find the most interesting and proven solutions. Resultantly, Avanti becomes an expert and purchasing advisor

- it suggests how to stay on top of the latest trends, play with fashion, and make great purchases.

Avanti

PRICE LIST

SCHEDULE 2020

IV cover page	176 800
II cover page	150 200
III cover page	114 800
<hr/>	
2/1 double spread opening the issue (2nd cover page + first page)	255 600
2/1 double spread	198 600
<hr/>	
1/1 right page	119 800
1/1 left page	106 800
1/2 of a page	78 800
1/3 of a page	57 200
1/4 of a page	41 200



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	24.01	08.01	09.01	14.01
3/March	28.02	12.02	13.02	18.02
4/April	27.03	11.03	12.03	17.03
5/May	28.04	08.04	09.04	16.04
6/June	29.05	13.05	14.05	19.05
7/July	26.06	9.06	10.06	16.06
8/August	28.07	10.07	13.07	16.07
9/September	25.08	05.08	06.08	13.08
10/October	25.09	09.09	10.09	15.09
11/November	23.10	07.10	08.10	13.10
12/December	27.11	10.11	12.11	17.11
1/January'21	22.12	02.12	03.12	10.12

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FORMATS ADVERTISEMENTS



grupa wyborcza
BIURO REKLAMY

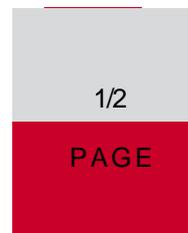
Press



213/274 + 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