

MONTHLY

WYSOKIE OBCASY EXTRA



Circulation:
124.700 copies

Sales:
70.900 copies¹⁾

Readership:
397.000 people²⁾**



wysokieobcasy.pl
UU 1.831.102; PV 3.411.270³⁾



Instagram: **8.750** followers,
FB: **10.900** likes⁴⁾



Wysokie Obcasy Extra is also available in expanded digital version for smartphones and tablets with iOS and Android systems.



MAGAZINE

Wysokie Obcasy Extra is an exclusive magazine for ambitious women who are curious about the world and fulfilled, who are more interested in the lives of interesting people than celebrities. On our pages you will find unusual people who represent culture, science, society. We discuss topics trending from New York to Tokyo. Our readers value both their careers and family lives, and therefore subjects related to work, personal development, psychology, and sex are a major part of the magazine. It discusses topics that are important to modern women, it touches upon social issues, and talks about women who inspire others. We stay up to date with cultural events, we promote creators and new talents.



READERS²⁾

Women aged 25-49 years, who live in big and medium-sized cities, are well-educated, and well-off. They have families but they do not neglect themselves. They remember about their personal development. They are aware of their worth, have stable job and stable financial situation. 55% of our readers are women with higher socio-professional status. They are modern, open, and world-savvy, fulfilled, and independent. They are successful, they look for authorities and ambitious content. They value their time and they carefully select the media they wish to use. They are attractive consumers. Their appearance is their calling card. They value quality, they look after themselves, they spend more when shopping than the average Polish woman.

TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ WOE is in the top 5 of Polish luxury magazines.
- ▶ We have low co-readership with other magazines. By ignoring us you ignore 200 000 thick wallets of our readers.
- ▶ Our brand is present on 3 platforms. Use this potential for 360 degrees campaigns.

Users of Wysokieobcasy.pl⁵⁾:

Most users are women. Just like the readers of Wysokie Obcasy Extra they well educated and they live in big cities. They use the website to find current information, a sense of community, and a place to exchange their thoughts. They value the website for its lifestyle content and texts related to family and professional life.

DID YOU KNOW:

- ▶ Wysokie Obcasy Extra has permanent outdoor campaigns throughout Poland.
- ▶ Each year it is visibly present at the Olsztyn Green Festival.
- ▶ It acts as the accompanying partner during the Women's Voices concert tour in 10 Polish cities.
- ▶ We support life and professional aspirations of Polish women. Just for them we have created the Good Life Institute and the WO Praca monthly.

KATARZYNA OBIDOWSKA

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2019

PRICE LIST

Press

SCHEDULE

IV cover page	149 200
II cover page	126 200
III cover page	105 200

2/1 double spread opening the issue (2nd cover page + first page)	209 800
2/1 second opening double spread	185 800
2/1 double spread	162 800
1/1 the first right opening page	121 800
1/1 the second right opening page	116 800

1/1 right page	102 800
1/1 left page	94 200
2/3 of a page	82 200
1/2 of a page	67 800
1/3 of a page (horizontal)	50 800



Prices in PLN without VAT.

Surcharges: 15% for indicated spot,
15% for consecutive advertisements (on consecutive pages).

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).

ISSUE	PUBLICATION DATE	DEDLINE FOR SUBMITTING		
		orders and materials for processing	ready materials	inserts
2/February	17.01	21.12	28.12	04.01
3/March	21.02	29.01	05.02	08.02
4/April	21.03	26.02	05.03	08.03
5/May	18.04	26.03	02.04	05.04
6/June	23.05	30.04	07.05	10.05
7/July	18.06	24.05	31.05	05.06
8/August	18.07	25.06	02.07	05.07
9/September	22.08	30.07	06.08	09.08
10/October	23.09	30.08	06.09	10.09
11/November	17.10	24.09	01.10	04.10
12/December	21.11	29.10	05.11	06.11
1/January'20	19.12	26.11	03.12	06.12

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.

Last update:
20 July 2019

2019

MAGAZYNY
AGORA

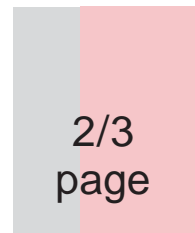
Press

FORMATS



1
page

218/275 + bleed
183/229 in a frame



2/3
page

135,5/275 + bleed
120,5/229 in a frame



1/2
page

104/275 + bleed
89/229 in a frame



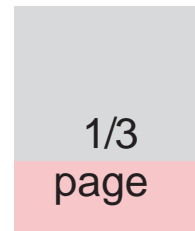
1/2
page

218/135,4 + bleed
183/112,4 in a frame



1/3
page

73,4/275 + bleed
58,4/229 in a frame



1/3
page

218/96,5 + bleed
183/73,5 in a frame

WYSOKIE OBCASY EXTRA

FORMATS ADVERTISEMENTS

Last update:
20 July 2019

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.