

MONTHLY



Readership:
480 260 people¹⁾
Circulation:
131 400 copies
Sales:
67 470 copies²⁾



Website: wysokieobcasy.pl
UU 2 890 00; PV 6 600 00³⁾

Social media:



Instagram WOE: 25 900 followers
Instagram Wysokie Obcasy: 113 000 followers



FB WOE: 19 000 likes
FB Wysokie Obcasy: 318 000 likes⁴⁾



MAGAZINE

Wysokie Obcasy Extra is **an exclusive magazine for ambitious, curious, and fulfilled women**. We present personalities from the world of culture and science. We reach for topics that keep the modern world from New York to Tokyo on its toes, but we do not shun the local perspective.

In the magazine, we deal with topics important to modern women, raise social issues, and bring closer the profiles of inspiring women. We write beautifully about important things and wisely about trivial things.

We are up to date with cultural events, we promote creators and new talents.

THE READER:⁵⁾

Women aged 35-54, residents of large and medium-sized cities, extensively educated, wealthy. They have families but they don't forget about themselves. They prioritize their own development. They enjoy a stable work and material situation. 55% of our readers are women of a higher socio-professional status. They are modern, open, savvy, fulfilled, and independent. They are successful, looking for authorities and ambitious content. They value their time, carefully choose the media they want to use. They are attractive consumers.

Their looks are their assets. They value quality, take care of themselves, spend more on shopping than an average Polish woman.

THE USER of wysokieobcasy.pl:⁶⁾

The majority of users are women over 25 years of age. Like the readers of Wysokie Obcasy Extra, they are extensively educated and live in large cities. On the website, they search for current information, a sense of community and exchange of thoughts. They value it for lifestyle content and content related to family and professional life.

CHOOSE US, BECAUSE:

- ▶ WOE is in the top 3 Polish luxury magazines.
- ▶ WOE was the only one among luxury magazines to record the highest increase in sales y / y by as much as 5.5%, while the market of luxury magazines mostly recorded declines⁷⁾
- ▶ We have low co-readership with other magazines; by bypassing us, you miss 200,000 rich wallets of our readers.
- ▶ Use our potential for a 360 degrees campaign.

DID YOU KNOW:

- ▶ 2 times a year **we organize a shopping campaign, in which we publish discount coupons for stores**
- ▶ Together with Wysokie Obcasy, we support the personal and professional aspirations of Polish women. With them in mind, we've created **Instytut Dobrego Życia**
- ▶ For readers interested in personal development we have prepared **4 e-learning online courses**, eg. public speaking, mindfulness

CONTACT:

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fb.com/grupawyborcza

PRICE LIST SCHEDULE 2020

| | |
|--|---------|
| IV cover page | 189 800 |
| II cover page | 159 800 |
| III cover page | 132 800 |
| <hr/> | |
| 2/1 double spread opening the issue (2nd cover page + third page) | 267 200 |
| 2/1 double spread opening the issue | 236 200 |
| 2/1 double spread | 206 800 |
| 1/1 the first right opening page | 154 200 |
| 1/1 the second right opening page | 147 800 |
| <hr/> | |
| 1/1 right page | 129 800 |
| 1/1 left page | 119 200 |
| 2/3 of a page | 104 200 |
| 1/2 of a page | 86 200 |
| 1/3 of a page | 64 800 |



last update 17. 12.2020
offer for business

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: grupawyborcza@agora.pl).

| ISSUE | PUBLICATION DATE | DEADLINE FOR SUBMITTING | | |
|----------------|------------------|-------------------------------------|-----------------|-----------|
| | | Orders and materials for processing | ready materials | inserts |
| 1/January | 17.12.2020 | 24.11.2020 | 1.12.2020 | 4.12.2020 |
| 2/February | 21.01 | 29.12.2020 | 5.01 | 8.01 |
| 3/March | 18.02 | 26.01 | 2.02 | 5.02 |
| 4/April | 18.03 | 23.02 | 2.03 | 5.03 |
| 5/May | 15.04 | 23.03 | 30.03 | 2.04 |
| 6/June | 20.05 | 27.04 | 4.05 | 7.05 |
| 7/July | 17.06 | 25.05 | 31.05 | 2.06 |
| 8/August | 15.07 | 22.06 | 29.06 | 2.07 |
| 9/September | 19.08 | 27.07 | 3.08 | 6.08 |
| 10/October | 16.09 | 24.08 | 31.08 | 3.09 |
| 11/November | 21.10 | 28.09 | 5.10 | 8.10 |
| 12/December | 18.11 | 26.10 | 2.11 | 5.11 |
| 1/January 2022 | 16.12 | 23.11 | 30.11 | 3.12 |

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.

FORMATS ADVERTISEMENTS



Press



1
PAGE

218 x 275 + bleed
183 x 229 in a frame



2/3
PAGE

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



1/2
PAGE

104 x 275 + bleed
89 x 229 in a frame



1/2
PAGE

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



1/3
PAGE

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



1/3
PAGE

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