

WEEKLY

WYSOKIE OBCASY



Saturday circulation of Gazeta Wyborcza:

177.800 copies¹⁾

Saturday sales of Gazeta Wyborcza:

125.600 copies¹⁾

Readership of Wysokie Obcasy:

499.000²⁾



wysokieobcasy.pl

UU 1.831.102; PV 5.163.563³⁾



Instagram: **59.300** followers,

FB: **292.800** likes⁴⁾

MAGAZINE

Wysokie Obcasy is a supplement magazine to the Saturday issue of Gazeta Wyborcza. It is read by women who are looking for original content, who are ambitious, curious about the world, and socially involved.

The magazine gives them the feeling of being a part of the women's community in which one can find inspiration to fulfil one's dreams and plans.

The world is full of women who do truly unusual things. We write about them, stressing that one needn't be perfect to be able to act. Our readers find both their careers and their families important. Therefore, a large part of this magazine is dedicated to subjects related to personal growth, psychology, sex, health, and ecology. Twice a year we release trend editions dedicated to fashion and design (increased page count, varnished cover, increased promotion).



READERS²⁾

Women aged 25-49 years, with very good education, who live in big and medium-sized cities. They are professionally active, well off, with stable professional and financial situation. Out of all readers of women's premium magazines they hold the highest corporate positions the most frequently. However, their own successes do not cause them shut the world out. They are open to others, interested in the world, and not just the clean, perfect versions of it.

TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ We are read by women you will not reach with advertisements published in other media. They value their time and attention. With us, they will see you.
- ▶ Women's power is an important social trend that is dear to Polish women. Make use of their trust in us.
- ▶ It is a brand with nearly 20 years of experience in the Polish market, supported by recognisable and important names.

Users of Wysokieobcasy.pl⁵⁾:

Most users are women. Similar to the readers of Wysokie Obcasy Extra they are well educated and 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:

- ▶ Since 2016 we have been holding **the Poll for the Superhero of Wysokie Obcasy.** We describe women whose actions bring changes to their surroundings.
- ▶ Wysokieobcasy.pl is the only lifestyle website in Poland in which users pay for access to content (133 000 paying subscribers on Wyborcza.pl)⁶⁾.
- ▶ 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.

KATARZYNA OBIDOWSKA

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2019

WYSOKIE OBCASY

CENNIK



CENNIK

Press

SCHEDULE

MARCH - JUNE

PREMIUM OFFER

Cover II ² (full page)	69 800
Page 3 ² (full page)	79 800
Page 5 (full page)	67 800
Cover III (full page)	65 800
Cover IV (full page)	84 200
First spread – pages 2 and 3 (2 pages)	111 200
Spread (2 pages)	96 200

STANDARD OFFER

Inner pages (full page)	59 800
Inner pages (1/2 page)	29 800
Inner pages (1/3 page)	20 800
Inner pages (1/4 page)	15 800

CATEGORY OFFER

Inner pages (full page)	20 800
„health” category ^{1,3} (1/2 page)	11 800



¹ Details can be found in the Rules of placing category advertisements in Gazeta Wyborcza

² Advertisements can be placed either on the cover II or on the page 3 in one edition.

³ Agency and agreement discounts are not valid.

Prices in PLN without VAT.

Surcharges: 10% 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).

PUBLICATION DATE	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
2.03.2019	15.02.2019	20.02.2019
9.03.2019	22.02.2019	27.02.2019
16.03.2019	1.03.2019	6.03.2019
23.03.2019	8.03.2019	13.03.2019
30.03.2019	15.03.2019	20.03.2019
06.04.2019	22.03.2019	27.03.2019
13.04.2019	29.03.2019	3.04.2019
20.04.2019	5.04.2019	10.04.2019
27.04.2019	12.04.2019	17.04.2019
4.05.2019	19.04.2019	24.04.2019
11.05.2019	26.04.2019	30.04.2019
18.05.2019	2.05.2019	8.05.2019
25.05.2019	10.05.2019	15.05.2019
01.06.2019	17.05.2019	22.05.2019
8.06.2019	24.05.2019	29.05.2019
15.06.2019	31.05.2019	5.06.2019
22.06.2019	7.06.2019	12.06.2019
29.06.2019	14.06.2019	19.06.2019

Last update:
03.12.2018

OFFER FOR ENTERPRISES

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

SCHEDULE



Press

SCHEDULE

JULY - AUGUST

SEPTEMBER - DECEMBER

PUBLICATION DATE	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
6.07.2019	21.06.2019	26.06.2019
13.07.2019	28.06.2019	3.07.2019
20.07.2019	5.07.2019	10.07.2019
27.07.2019	12.07.2019	17.07.2019
3.08.2019	19.07.2019	24.07.2019
10.08.2019	26.07.2019	31.07.2019
17.08.2019	2.08.2019	7.08.2019
24.08.2019	9.08.2019	14.08.2019
31.08.2019	16.08.2019	21.08.2019

PUBLICATION DATE	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
7.09.2019	23.08.2019	28.08.2019
14.09.2019	30.08.2019	4.09.2019
21.09.2019	6.09.2019	11.09.2019
28.09.2019	13.09.2019	18.09.2019
5.10.2019	20.09.2019	25.09.2019
12.10.2019	27.09.2019	2.10.2019
19.10.2019	4.10.2019	9.10.2019
26.10.2019	11.10.2019	16.10.2019
2.11.2019	18.10.2019	23.10.2019
9.11.2019	25.10.2019	30.10.2019
16.11.2019	31.10.2019	6.11.2019
23.11.2019	8.11.2019	13.11.2019
30.11.2019	15.11.2019	20.11.2019
7.12.2019	22.11.2019	27.11.2019
14.12.2019	29.11.2019	4.12.2019
21.12.2019	6.12.2019	11.12.2019
28.12.2019	13.12.2019	18.12.2019



Last update:
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2019

WYSOKIE OBCASY

FORMATS ADVERTISEMENTS

MAGAZYNY
AGORA



Press

FORMATS

Covers
II, III, IV

Full
page

double page
spread

230/295 Full format
+ 5 mm for bleed

182,3/244,4 in a frame
230 x 295 Full format
+ 5 mm for bleed

460/295 Full format
+ 5 mm for bleed

1/4
page

1/4
page

1/4
page

1/3
page

1/2
page

1/2
page

182,3/58,2 in a frame
230/75,5 Full format
+ 5 mm for bleed

42,6/244,4 in a frame
67/295 Full format
+ 5 mm for bleed

113,5/137,6
Full format
+ 5 mm for bleed

182,3/89,2 in a frame
230/106,6 Full format
+ 5 mm for bleed

182,3/120,3 in a frame
230/137,6 Full format
+ 5 mm for bleed

89,2/244,4 in a frame
113,5/295 Full format
+ 5 mm for bleed

Last update:
19.07.2018

We would like to inform you that owing to paper specificity, it is slightly changing after printing which can cause diminution of printed area.

2019

WYSOKIE OBCASY

FORMATS ADVERTISEMENTS

MAGAZYNY
AGORA



Prasa

FORMATY



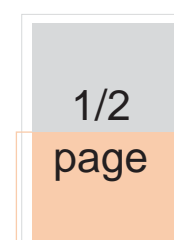
Full
page

205/271,6
in a frame



1/2
page

100,5/271,6
in a frame



1/2
page

205/133,8
in a frame



1/4
page

205/64,9
in a frame



1/4
page

48,3/271,6
in a frame



1/4
page

100,5/133,8
in a frame

ostatnia aktualizacja
19.07.2019

oferta dla przedsiębiorców

Uprzejmie informujemy, że ze względu na swoją specyfikę papier po zadrukowaniu nieznacznie zmienia się, co może spowodować zmniejszenie pola zadruku.