

wysokie obcasy

WEEKLY



Readership¹⁾
323 000 people
Circulation:
133 000 copies
Sales:
78 100 copies²⁾



Website: wysokieobcasy.pl
UU 3 342 000; PV 8 541 000³⁾



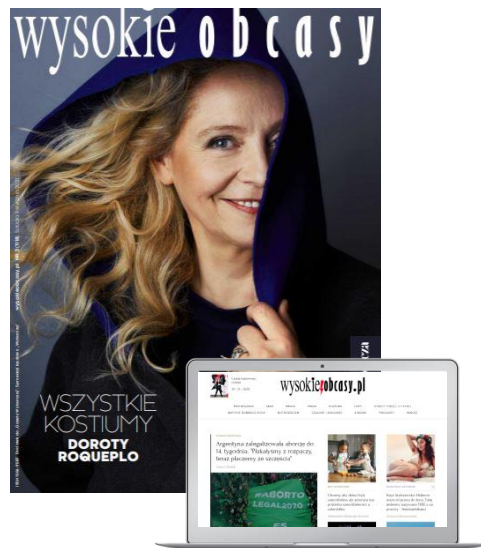
Instagram: 111 000 followers⁴⁾



FB: 318 000 likes



Wysokieobcasy.pl is the only lifestyle website in Poland on which users pay for access to content



THE READER:¹⁾

Women over 40 years of age, very well educated, residents of large and medium cities. They are professionally active, wealthy, and have a stable professional and material situation. Of all readers of the women's premium press, they most often work on higher positions. Their own successes do not separate them from the world. They are open to others, they are interested in the world, not only in its glam version.

THE USER wysokieobcasy.pl:⁵⁾

The majority of users are women. They are younger than magazine readers (age 25+), but like them, they are extensively educated. Unlike print readers, they are not only residents of large cities, but also smaller towns.

On the website, they look for current information, a sense of community, and inspiration. They value the website for lifestyle content and content related to professional life.

CHOOSE US, BECAUSE:

- ▶ You cannot reach our readers with advertising in other media. They value their time and attention. They will notice you, only if you are with us.
- ▶ Women's strength is an important social trend close to Polish women's hearts and minds. Take advantage of the trust they place in us.
- ▶ This is a brand with 20 years of experience in the Polish market cooperating with recognizable and important personas.

DID YOU KNOW:

- ▶ Since 2016, we have been organizing a vote for **Superbohaterka Wysokich Obcasów**. We present women whose actions bring changes to the world as we know it.
- ▶ We organize a series of meetings throughout Poland and online events - **Kobiety wiedzą, co robią** - which are a forum for exchanging experiences with invited experts and local leaders [LINK>>](#)

CONTACT:

KATARZYNA OBIDOWSKA

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fb.com/grupawyborcza

MAGAZYN

Wysokie Obcasy is an extra to Saturday's Gazeta Wyborcza. It is read by ambitious, curious, and socially involved women looking for original content. The magazine gives a sense of being a part of the women's community in which you can get inspired to make your dreams and plans come true.

Careers and family life are important to our readers. Therefore, topics related to personal development, psychology, sex and health, and ecology are a major part of the magazine.

PRICE LIST SCHEDULE 2021

PREMIUM OFFER

II cover page*	78 200
3 page	89 200
5 page	75 800
III cover	73 800
IV cover page	94 200
2/1 double spread opening the issue (2nd cover page and third page)	125 200
2/1 double spread	107 600

BASIC OFFER

1/1 page	66 800
1/2 of a page	33 600
1/3 of a page	23 200
1/4 of a page	17 800



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)

* The advertisement can be placed on the cover II or on page 3 in one issue.

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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 1.12.2020
offer for business

JANUARY - JUNE

PUBLICATION DATE	Deadline of submitting	
	orders and materials for processing	ready materials
2.01	14.12.2020	18.12.2020
9.01	21.12.2020	28.12.2020
16.01	31.12.2020	5.01
23.01	8.01	13.01
30.01	15.01	20.01
6.02	22.01	27.01
13.02	29.01	3.02
20.02	5.02	10.02
27.02	12.02	17.02
6.03	19.02	24.02
13.03	26.02	3.03
20.03	5.03	10.03
27.03	12.03	17.03
3.04	19.03	24.03
10.04	26.03	31.03
17.04	2.04	7.04
24.04	9.04	14.04
8.05	23.04	28.04
15.05	30.04	5.05
22.05	7.05	12.05
29.05	14.05	19.05
5.06	21.05	26.05
12.06	28.05	2.06
19.06	4.06	9.06
26.06	11.06	16.06

JULY - DECEMBER

PUBLICATION DATE	Deadline of submitting	
	orders and materials for processing	Ready materials
3.07	18.06	23.06
10.07	25.06	30.06
17.07	2.07	7.07
24.07	9.07	14.07
31.07	16.07	21.07
7.08	23.07	28.07
14.08	30.07	4.08
21.08	6.08	11.08
28.08	13.08	18.08
4.09	20.08	25.08
11.09	27.08	1.09
18.09	3.09	8.09
25.09	10.09	15.09
2.10	17.09	22.09
9.10	24.09	29.09
16.10	1.10	6.10
23.10	8.10	13.10
30.10	15.10	20.10
6.11	22.10	27.10
13.11	29.10	3.11
20.11	5.11	10.11
27.11	12.11	17.11
4.12	19.11	24.11
11.12	26.11	1.12
18.12	3.12	8.12



wysokie obcasy

FORMATS ADVERTISEMENTS



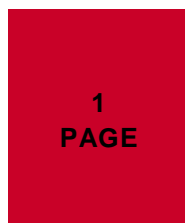
grupa wyborcza
— PEOPLE FIRST. NOT COOKIES. —

Press



**COVER
II, III, IV**

225 x 295 + bleed



**1
PAGE**

225 x 295 + bleed
182,4 x 252,8 in a frame



**1/2
PAGE**

112,5 x 295 + bleed
89,2 x 252,8 in a frame



**1/2
PAGE**

225 x 140,7 + bleed
182,4 x 124,5 in a frame



**1/3
PAGE**

81,4 x 295+ bleed
58,2 x 252,8 in a frame



**1/3
PAGE**

225 x 98 + bleed
182,4 x in a frame



**1/4
PAGE**

66 x 295 + bleed
42,7 x 252,8 in a frame



**1/4
PAGE**

225 x 76,5 + bleed
182,4 x 60,2 in a frame

wysokie obcasy

FORMATS ADVERTISEMENTS LOCAL INSERTS



grupa wyborcza
— PEOPLE FIRST. NOT COOKIES. —

Press



182,4 x 252,8 in a frame



182,4 x 124,5 in a frame



89,2 x 124,5 in a frame