

PERSONAL ADVISOR FOR MEN



Men's Health is the magazine for the active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better.

Every month, we provide our audience with actionable and interactive content that they can put to immediate use, content that helps them be healthier, smarter, fashionable, more confident at work and more successful in their relationships.

BASIC DATA

- » copy price: 10,99 PLN
- » frequency: monthly
- » readership: 571 thous (PBC, X 2017 - III 2018; CCS)
- » print run: 76 858 pcs. (I- XII 2017; ZKDP)
- » copy sales: 36 105 pcs. (I- XII 2017; ZKDP)

THE BEST-SELLING MEN'S MAGAZINE IN POLAND



WWW.MENSHEALTH.PL

- » PV (page views): 5 555 382
- » UU (unique users): 618 910
- statistics 1.01.2018–31.01.2018 (Google Analytics)

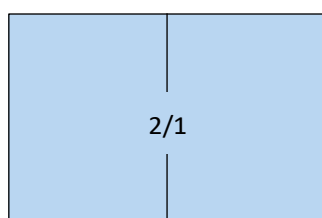
SOCIAL MEDIA

233 761 fans

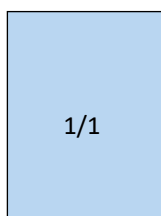
1 944 fans

Data of 10.2018

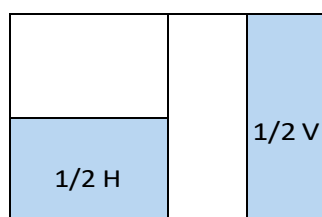
PRICES AND DEADLINES 2018



4c 180 000 PLN



210 x 280 mm
4c 110 000 PLN



1/2 H – 210 x 135 mm
1/2 V – 100 x 280 mm
4c 58 000 PLN

Ad rates in PLN (VAT not included). More ad formats upon request.

issue	orders	materials	publication
02/2018	2017-12-22	2017-12-29	2018-01-19
03/2018	2018-01-19	2018-01-26	2018-02-16
04/2018	2018-02-16	2018-02-23	2018-03-16
05/2018	2018-03-16	2018-03-23	2018-04-13
06/2018	2018-04-20	2018-04-27	2018-05-18
07/2018	2018-05-18	2018-05-25	2018-06-15
08/2018	2018-06-15	2018-06-22	2018-07-13
09/2018	2018-07-20	2018-07-27	2018-08-17
10/2018	2018-08-17	2018-08-24	2018-09-14
11/2018	2018-09-21	2018-09-28	2018-10-19
12/2018	2018-10-19	2018-10-26	2018-11-16
01/2019	2018-11-16	2018-11-23	2018-12-14

PERSONAL ADVISOR FOR MEN

MH reader	feature
average age	34 years old
sex – man	97,4%
education university	48,7%*
respondent's net monthly income 2500+ (PLN)	70,9%*
manager, company owners, specialists	29,0%
cities 50 000+	54,6%*
speaks one language fluently	43,1%*
Consument:	
owns one car	56,4%*
car purchase intention (next 24 months)	15,1%
jeans purchase (last 12 months)	62,7%*
men's clothing purchase (last 12 months)	63,9%*
Free time:	
Cinema (last 12 months)	57,7%
goes on holiday (last 12 months)	58,4%*
meeting with friends	35,3%
sport activities	34,0%*
Opinions:	
designer labels improve a person's image	42,0%
trusts an expert	45,1%*
it is to keep up with the latest fashions	32,1%*



* the highest factor rate within men's magazine segment.
Source: Target Group Index - Polskie Badania Czytelnictwa VII 2017–XII 2017 (SCPW)