

WOMEN'S HEALTH – THE ONLY LIFESTYLE GUIDE FOR MODERN WOMEN



Women's Health is the most inspiring and motivating lifestyle magazine for modern, active women. It shows beauty and style, sex and partnership, fitness and nutrition. Women's Health provides the set of tools which can be almost immediately applied to make a positive change in life of young ambitious women.

Women's Health is dedicated to women who want to decide for themselves how their life should look like. It's this approach that makes us different than any other brand.

The magazine was created in 2005 and succeeded phenomenally in the most competitive newspaper market in the world – USA. Nowadays

Women's Health is very well known brand with 27 local editions in 52 countries. It is the fastest-growing women's lifestyle magazine.

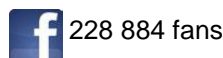
### BASIC DATA

- » copy price: 7,99 PLN
  - » print run: 91 267 pcs.\*
  - » copy sales: 46 640 pcs.\*
  - » size: 210 x 280 mm
  - » ridership: 366 thous. \*\*
  - » distribution: nationwide
- \*source: ZKDP I-XII 2017  
\*\* source: PBC VIII 2017 - I 2018 r. (CCS)

### WWW.WOMENSHEALTH.PL

- » PV (page views): 4 557 592
  - » UU (unique users): 437 176
- statistics 01.01.2018–31.01.2018 (Google Analytics)

### SOCIAL MEDIA



Data of 01.2018

### PRICES AND DEADLINES 2018

2/1	4c 180 000 PLN
1/1	210 x 280 mm 4c 110 000 PLN
1/2 H	1/2 H – 210 x 135 mm 1/2 V – 100 x 280 mm 4c 58 000 PLN
1/2 V	

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

issue	orders	materials	publication
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
7-8/2018	2018-05-18	2018-05-25	2018-06-15
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
1-2/2019	2018-11-16	2018-11-23	2018-12-14

# Women's Health



## Women's Health reader

## feature

average age	30
sex - woman	94,4%
education university	74,7%*
respondent's net monthly income 2501+ (netto)	48,6%
manager, company owners, specialists	38,5%
cities 50 000+	53,0%
languages knowledge - 1	45,0%

## Consument:

she spends money for cosmetics for face and body (+100 PLN last 30 days)	21,1%**
women's clothing purchase (last 12 months)	71,4%
feminine underwear purchase (last 12 months)	66,3%
shoes purchase (last 12 months)	78,0%
car purchase intention (next 24 months)	11,7%

## Free time

sport activities	22,1%
meeting with friends	54,2%
goes on holiday (last 12 months)	47,6%

## Opinions

she spends a lot of money on toiletries and cosmetics for personal use	36,7%
she enjoys shopping for clothes	55,1%
it's a real pleasure to take care of myself	60,4%
it is to keep up with the latest fashions	46,4%

\* the highest factor rate within luxury women's magazine segment.  
Source: Target Group Index - Polskie Badania Czytelnictwa I 2017 - XII 2017 (SCPW)

\*\* Polskie Badania Czytelnictwa I 2017 - XII 2017 (SCPW)