

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 partner-ship, 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 succeed phenomenally in the most competitive newspaper market in the world – USA. Nowadays

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

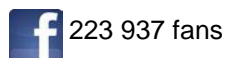
BASIC DATA

- » copy price: 7,99 PLN
 - » print run: 74 772 pcs.*
 - » copy sales: 35 880 pcs.*
 - » size: 210 x 280 mm
 - » ridership: 463 ths. **
 - » distribution: nationwide
- *source: ZKDP I – XII'18
** source: PBC I – XII'18 (CCS)

WWW.WOMENSHEALTH.PL

- » PV (page views): 2 553 733
 - » UU (unique users): 416 087
- statistics 01.01.2019–31.01.2019 (Google Analytics)

SOCIAL MEDIA



Data of 04.2019

PRICES AND DEADLINES 2019

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
03/2019	2019-01-11	2019-01-18	2019-02-08
04/2019	2019-02-08	2019-02-15	2019-03-08
05/2019	2019-03-15	2019-03-22	2019-04-12
06/2019	2019-04-12	2019-04-19	2019-05-10
7-8/2019	2019-05-17	2019-05-24	2019-06-14
09/2019	2019-07-12	2019-07-19	2019-08-09
10/2019	2019-08-16	2019-08-23	2019-09-13
11/2019	2019-09-13	2019-09-20	2019-10-11
12/2019	2019-10-11	2019-10-18	2019-11-08
1-2/2020	2019-11-08	2019-11-15	2019-12-06

Women's Health



Women's Health reader

	feature
average age	33
sex - woman	87,4%
education university	47,1%
respondent's net monthly income 2751+ (netto)	56,7%
manager, company owners, specialists	29,6%
cities 50 000+	59,5%*
languages knowledge - 1	47,3%*

Consument:

she spends money for cosmetics for face and body (+100 PLN last 30 days)	18,1%**
women's clothing purchase (last 12 months)	64,5%
feminine underwear purchase (last 12 months)	57,1%
shoes purchase (last 12 months)	65,4%
car purchase intention (next 24 months)	18,6%*

Free time

sport activities	22,9%
meeting with friends	52,0%
goes on holiday (last 12 months)	64,8%

Opinions

she spends a lot of money on toiletries and cosmetics for personal use	33,9%
she enjoys shopping for clothes	52,5%
asks people for advice before buying new things	45,9%*
it is to keep up with the latest fashions	37,2%

* the highest factor rate within luxury women's magazine segment.
Source: Target Group Index - Polskie Badania Czytelnictwa I - XII 2018 (SCPW)

** Polskie Badania Czytelnictwa I - XII 2018 (SCPW)