

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: 12,99 PLN
- » frequency: monthly
- » readership: 301 ths. (PBC, XI'20 – X'21; CCS)
- » print run: 46 062 pcs. (I'21 – VII'21)
- » distribution (average): 22 348 pcs. (I'21 – VII'21)



VERY GOOD QUALITY PARAMETERS AMONG MEN'S MAGAZINES



- » adExposure – 14,4 the average number of views of the ad by the reader
- » adExposureTime - 8,5 sek. the average number of seconds the ad has been seen by the reader

Source: Survey PBC (XI 2020 – X 2021)

WWW.MENSHEALTH.PL

- » PV (page views): 3 201 187
- » UU (unique users): 641 382

statistics 01.09.2020–30.09.2020 (Google Analytics)

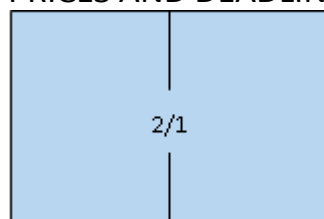
SOCIAL MEDIA



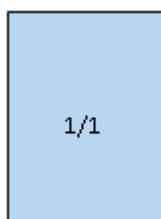
222 114 fans

Data of 11.2020

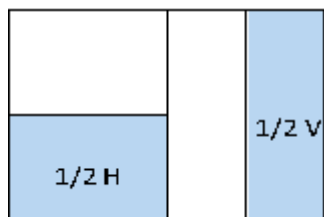
PRICES AND DEADLINES 2021



420 x 280 mm
4c 237 600 PLN (Advertising)
4c 295 680 PLN (Advertorial)



210 x 280 mm
4c 145 200 PLN (Advertising)
4c 190 080 PLN (Advertorial)



1/2 H – 210 x 135 mm
1/2 V – 100 x 280 mm
4c 105 600 PLN (Advertising)
4c 137 280 PLN (Advertorial)

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

issue	orders	materials	publication
02/2022	2021-12-24	2021-12-31	2022-01-21
03/2022	2022-01-21	2022-01-28	2022-02-18
04/2022	2022-02-18	2022-02-25	2022-03-18
05/2022	2022-03-25	2022-04-01	2022-04-22
06/2022	2022-04-22	2022-04-29	2022-05-20
07/2022	2022-05-20	2022-05-27	2022-06-17
08/2022	2022-06-24	2022-07-01	2022-07-22
09/2022	2022-07-22	2022-07-29	2022-08-19
10/2022	2022-08-26	2022-09-02	2022-09-23
11/2022	2022-09-23	2022-09-30	2022-10-21
12/2022	2022-10-21	2022-10-28	2022-11-18
01/2023	2022-11-18	2022-11-25	2022-12-16

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MH Reader	feature
Average age	34 years old
sex – man	88,4%
university education	40,8%
respondent's net monthly income 3000+ (PLN)	43,8%
cities 50 000+	38,2%
speaks more than one foreign language well or fluently	37,1%

CONSUMENT

owns a car (in the household)	87,6%
car purchase intention (next 24 months)	56,5%
buys perfumes or toilet waters for himself (last 3 months)	54,6%
buys cosmetics for face and body care (last 30 days)	79,0%
buys clothes, shoes and accessories for himself (last 30 days)	63,6%
spend on clothes – more than 100 zł (last 30 days)	46,2%

Source: Polskie Badania Czytelniectwa X'19 –IX'20 (CCS)

