

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 them- selves how their life should look like. It's this approach that makes us different than any other brand. Nowadays Women's Health is very well known global brand with 27 local edition in 52 countries.

BASIC DATA

- » copy price: 8,99 PLN
 - » frequency: monthly
 - » readership: 187 ths. **
 - » print run: 54 830 pcs.*
 - » distribution: 27 023 pcs.*
- * average I – VII'21 r.
** source: PBC XI' 20 – X '21 (CCS)



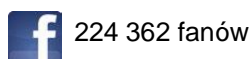
VERY GOOD QUALITY PARAMETERS IN THE LUXURY FEMALE MAGAZINES GROUP

- » **adExposure – 11,3** the average numer of views of the ad by the reader
 - » **adExposureTime - 6,4 sek.** the average number of seconds the ad has been seen by the reader
- Source: Survey PBC (XI'20 – X'21)

WWW.WOMENSHEALTH.PL

- » PV (page views): 2 588 000
 - » UU (unique users): 449 000
- statistics 01.02.2021–28.02.2021 (Google Analytics)

SOCIAL MEDIA



Data of 11.2020

PRICES AND DEADLINES 2021

2/1	420 x 280 mm 4c 261 360 PLN (Ad) 4c 295 680 PLN (Advertorial)
1/1	210 x 280 mm 4c 145 200 PLN (Ad) 4c 189 200 PLN (Advertorial)
1/2 H	1/2 H – 210 x 135 mm
2/1 V	1/2 V – 100 x 280 mm
	4c 105 600 PLN (Ad) 4c 137 280 PLN (Advertorial)

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

issue	orders	materials	publication
03/2022	2022-01-14	2022-01-21	2022-02-11
04/2022	2022-02-11	2022-02-18	2022-03-11
05/2022	2022-03-18	2022-03-25	2022-04-15
06/2022	2022-04-15	2022-04-22	2022-05-13
7-8/2022	2022-05-13	2022-05-20	2022-06-10
09/2022	2022-07-15	2022-07-22	2022-08-12
10/2022	2022-08-19	2022-08-26	2022-09-16
11/2022	2022-09-16	2022-09-23	2022-10-14
12/2022	2022-10-14	2022-10-21	2022-11-10
1-2/2023	2022-11-11	2022-11-18	2022-12-09

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Women's Health reader

feature

average age	30 years old
university education	56,6%*
respondent's net monthly income 2501+ PLN	44,0%
cities 50 000+	38,1%
speaks more than one foreign language well or fluently	28,1%*

Consument:

she spends money for cosmetics for face and body (+100 PLN last 30 days)	27,5%
purchase of clothes, shoes (last 30 days)	80,4%
she spends money for clothes (+100 PLN last 30 days)	62,1%
owns a car (in the household)	89,8%*
car purchase intention (next 24 months)	46,9%*

Free time

goes on holiday (last 12 months)	70,0%
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Interest in topics in the press and on the Internet**

fashion	51,1%
beauty, cosmetics, body care	61,5%
cooking, food preparation	46,4%*
tourism, travel	30,7%

* the highest factor rate within luxury women's magazine segment.

**reads often, very often or always

Source: Polskie Badania Czytelnictwa VII'18 – VI'19 (CCS)