

*You are
Simply
the Best*

MEDIA KIT 2017

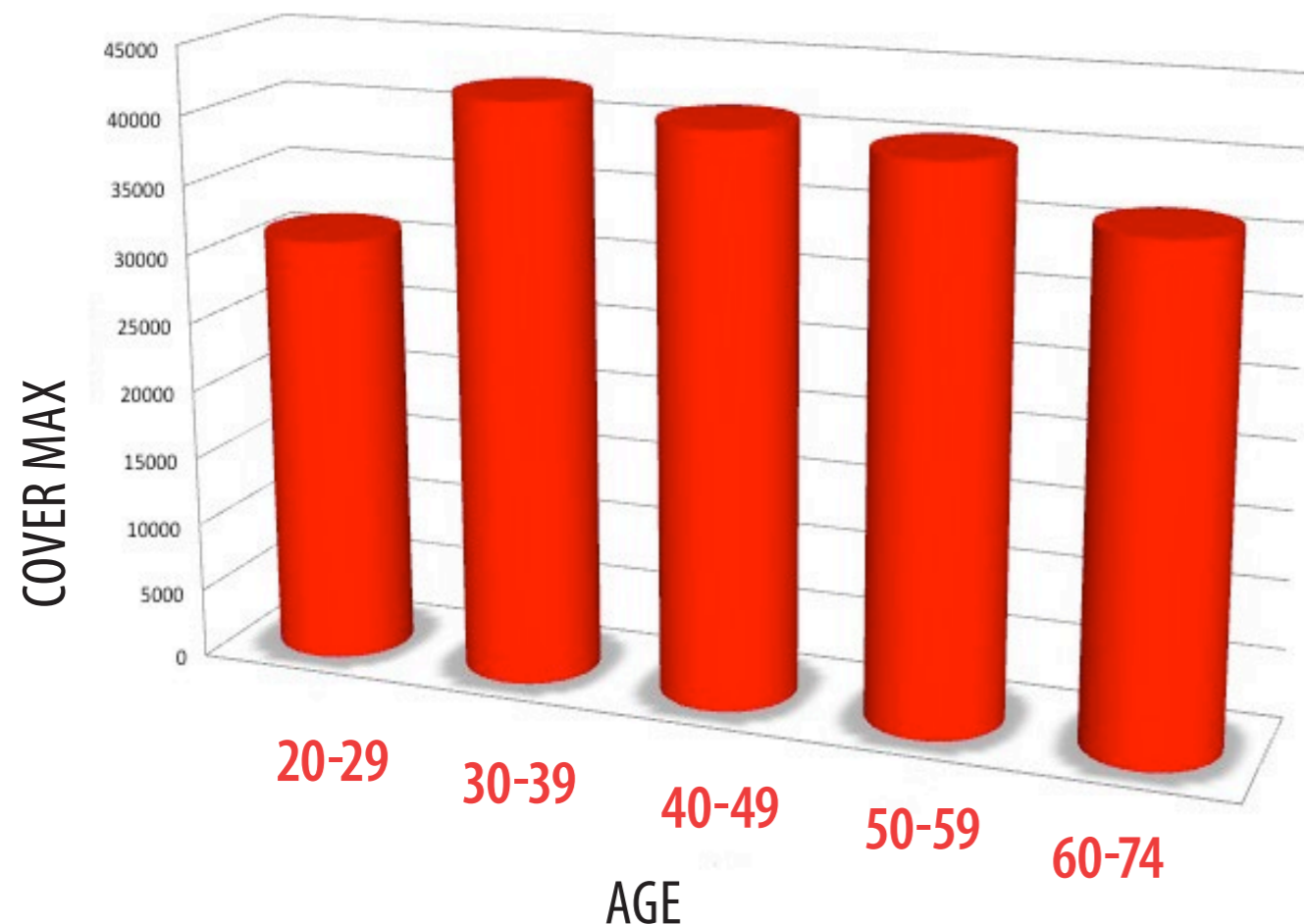
M M M M T i i i i t

L I F E S T Y L E M A G A Z I N E I N L A T V I A

COMBINED READERSHIP OF TWO MAGAZINES

	Cover max (.000)	Cover max (%)
Total	193	12%
Higher education	79	19%
Settlement Riga	90	17%
Family socio-economic status A, B or C1	104	15%
Individual income high and very high	49	13%
Responsible for shopping, yes	179	13%

READERS BY AGE



All you need is



ЛИЛИТ/LILIT IS THE **ONLY HIGH CIRCULATION LIFESTYLE MAGAZINE PUBLISHED IN TWO SEPARATE EDITIONS** –

ONE IN LATVIAN AND ONE IN RUSSIAN LANGUAGE
TARGETING URBAN HIGH INCOME HIGH SELF-ESTEEM WOMEN
FROM BOTH ETHNIC HALVES OF THE POPULATION IN LATVIA.

THE PHILOSOPHY OF ЛИЛИТ /LILIT AND ITS MAIN MESSAGE IS:
THE MOST IMPORTANT IN YOUR LIFE IS YOURSELF.

WITH SUCH MESSAGE IN HER MIND EVERY ЛИЛИТ /LILIT WOMAN
INVESTS MONEY, TIME AND EFFORT IN RAISING THE QUALITY OF HER PERSONAL LIFE.
SHE WORKS ON PROVING HERSELF AND DEVELOPING HER POTENTIAL,
SHE CARES OF HER EMOTIONAL AND MATERIAL COMFORT.



Famous people and success stories

EXPERIENCE OF THE HEROES OF THIS RUBRIC INSPIRES AND GUIDES TO SUCCESSFUL AND BURSTING LIFE.

Broaden horizons

THE WORLD IS VARIED; EXPEDITIONS TO OTHER COUNTRIES, TRAVELLING IN TIME, IN CULTURE AND EVEN IN ANOTHER DIMENSION UP TO THE DEEP INSIDE OF YOUR OWN SOUL ENRICHES WITH NEW EXPERIENCES AND OPENS MINDS.



Relationship rules

NOTHING IS GRANTED; IF YOU WANT TO BE HAPPY AND SUCCESSFUL YOU HAVE TO KNOW THE RULES OF DEVELOPING HARMONIC RELATIONSHIP WITH YOURSELF, YOUR LOVER MAN AND THE SOCIETY AROUND YOU.



Fashion and beauty

HIGH SELF-ESTEEM OF THE ЛИЛИТ /LILIT WOMAN REQUIRES LOOKING GOOD. SHE FOLLOWS THE HOTTEST TRENDS IN FASHION AND BEAUTY BECAUSE SHE IS A WOMAN! AND SHE LOVES HERSELF.

MMT / lilit

Ad format	Size	Lilit	Лилит	Lilit+Лилит
1st DP	458x297	3180	3280	
2nd-5th DP	458x297	2780	2880	
DP	458x297	2380	2680	3980
3rd cover	229x297	2880	2880	
4th (Back) cover	229x297	2980	3280	
SP next to content	229x297	2280	2280	
SP next to editor's letter	229x297	2280	2280	
SP in first 5 ad pages after content	229x297	1980	1980	
SP in first half of the book	229x297	1780	1880	2900
SP in second half of the book	229x297	1580	1680	2600
1/2 DP	458x148	1780	1880	
1/3 page	77x297	780	880	
2/3 page	141x297	1180	1380	
1/2 page	196x136	780	880	
1/2 page in editorial	229x148	880	980	
Junior page	141x183	890	990	
1/2 page in ad block	96x276	580	680	980
1/2 page in ad block	196x136	580	680	980
1/4 page in ad block	196x66	290	340	480
1/4 page in ad block	96x136	290	340	480
1/8 page in ad block	96x66	90	180	265
Styling photoshoot	4xDP	3900	3900	4900

Full information for advertisers
www.lilita.lv

TOP 20 ADVERTISERS

Elkor Plaza

LANCOME

Dior

Chanel

L'Oreal Paris

Nivea

Nissan

H&M

Frey Wille

Emporio Armani

Hyundai

L'Oreal Proffesional

Burberry

Lexus

Massimo Dutti

Missoni

Schwarzkopf

Sandro

Douglas

Riga Plaza

