

# LILIT LOOK IS A NEW FASHION AND LIFESTYLE GLOSSY MAGAZINE LAUNCHED IN THE SPRING OF 2017

Now, with its second edition **Lilit Look** becomes regular — published **2x year**. **WHY IS IT NEW?**

**REGULARITY.** Professional designers, make-up artists, fashion experts, photographers and bloggers tend to read fashion magazines every month and not just one of them. A modern Latvian woman in today's world is too busy for such schedule; therefore **Lilit Look** is published two times a year, fully dedicated to the specific season and on-sale for more than 2 months.

**DISTRIBUTION.** Born 25 years ago Lilit is the most popular women's glossy brand in Latvia, it is successfully published in Latvian and Russian languages. **Lilit Look** is also published in both languages and distributed in a package with whole circulations of Latvian and Russian editions of Lilit respectively. On top of that the Latvian edition of Lilit Look is sold in retail separately as well. As a result, the total print run of **Lilit Look** is 40 000 copies reaching more than 100 000 readers.

**ACCESSIBILITY.** The content of Lilit **Look** is hot to the season but it is affordable for the reader of **Lilit**, too. The magazine is inspiring and useful at the same time giving concrete suggestions like a personal stylist.

**CONTENT.** Similar to **Lilit**, **Lilit Look** is a magazine for people who like to read. Interviews with celebrities, industry news, travel reports combined with high quality fashion shoots and shopping suggestions is the right combination for a demanding reader.

**FULL SPECTER.** Beauty, gadgets, interior and even cars are must-have topics for a modern fashion magazine. Helping to find the right combination of all aspects of a «look» the magazine discovers trends of the current season in each of them.

**PUBLICATION DATE.** **Lilit Look** autumn/winter edition will hit the shelves on September 27th (Latvian language edition) and October 6th (Russian language edition). Distributed in full circulation, both to subscribers and retail. Total circulation 40 000 copies.

## SOME TOPICS:

- The choice of Paris: IQ reinforced seasonal knitwear of Baiba Ripa.
- The perfect ritual of autumn/winter face and body care for beauty, style and health.
- UTHAS hats - enhance your style with fashion accessories.
- Architecture of fashion — pick your fruits, reorder your life space and bod

## ADVERTISING PRICE LIST

	look Latvian	look Russian	Lilit Look Latvian +Russian
<b>Editorial part</b>			
1 <sup>st</sup> DP	1980	1980	2970
2 <sup>nd</sup> — 5 <sup>th</sup> DP	1780	1780	2670
DP	1340	1340	2010
Inside back (3 <sup>rd</sup> ) cover	1440	1440	2160
Back (4 <sup>th</sup> ) cover	1980	1980	2970
SP next to content	1140	1140	1710
SP in the 1 <sup>st</sup> half of magazine	940	940	1410
SP in the 2 <sup>nd</sup> half of magazine	840	840	1260
1/2 DP	940	940	1410
1/3 page	440	440	660
2/3 page	690	690	1035
1/2 page in a box	440	440	660
1/2 page	490	490	735
junior page	495	495	742,5
<b>Add block</b>			
1/2 page	340	340	510
1/4 page	170	170	255
1/8 page	90	90	135

Existing volume and agency discounts apply.  
Deadline for booking and advertising material 18.09.2017.  
(Latvian language) and 24.09.2017. (Russian language)  
More information [www.lilita.lv](http://www.lilita.lv)

# AUTUMN WINTER 2017 look

FASHION  
AND LIFESTYLE  
MAGAZINE

