

SPECIAL OFFER

on 20th anniversary of CopesLietas



It was back in 1998 when the first issue of fishing magazine Copes Lietas was published. The publication received moral and financial support from company Salmo in the first years. It is the only from public and private structures independent angling media in Latvia today. The key purpose of the magazine from its first issue has been to make angling more popular as a hobby in Latvia. This target stays unchanged after 20 years, too.

Angling has grown in huge steps both on amateur and professional levels during those years. Numerous impressive trophies on the bank and medals from international angling events have been brought.

The editorial team of Copes Lietas consists of high-class experts in their fields. They extensively present their own success and share their knowledge and experience with thousands of angling enthusiasts. Copes Lietas is not just a magazine

available in modern print and app formats. The brand includes calendars, booklets with depth maps of the lakes of Latvia, hooks and knots guides, numerous competitions actively involving readers, on-line forum for discussions among anglers and a portal with latest news. With a couple of clicks anglers can post their pictures and videos on a modern mobile version or ask questions to any of experts making Copes Lietas a true social network with tens of thousands of users.



CopesLietas will celebrate its 20th anniversary with a very special edition of the magazine. With this unique publication we would like to look back in the history of angling and also in the future of it as well. The anniversary edition will show how an angling magazine in Latvia might look in the next years. Plus all the usual hot summer topics in predator, carp, feeder, fly and other types of fishing:

The format:

- At least 96 pages, lacquer cover and perfect binding
- Promotional copies mailed to all angling shops across Latvia.
- Additional advertising on radio, TV, print and on-line
- Total circulation 50% more compared to a regular issue

For all ages and genders of anglers the anniversary edition will be of top value, it will be treated with care and kept on shelves for years.

Special Gift TO ADVERTISERS OF THE ANNIVERSARY EDITION:



Book any of the ad formats and receive one of the same size for free!
Regular prices and volume discounts apply

MORE INFORMATION: ADVERTISING DEPARTMENT
MAGAZINE PUBLISHING HOUSE LILITA. WWW.LILITA.LV

29 000

Average number of readers per issue (Cover, TNS Latvia)

57 000

Total number of readers of last 6 issues (Cover Max, TNS Latvia)

45 000

Number of unique visitors per month of copeslietas.lv (Google Analytics)

2.3 MILJ

Number of Pageviews per month of copeslietas.lv (Google Analytics)

35%

Share of traffic from mobile devices of copeslietas.lv (Google Analytics)