

ЛИЛИТ

lilit

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



TOTAL READERS
(COVER MAX, TNS 2019)
74 000/4,75%

AVERAGE READERS
PER ISSUE (COVER, TNS 2019)
27 000/1,73%

SUBSCRIBERS
(APTUVENI) 3000

PRINT RUN
15 000



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, ESTONIA, LITHUANIA.

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 LILIT /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.

TOTAL READERS
(COVER MAX, TNS 2019)
106 000/6,8%

AVERAGE READERS
PER ISSUE (COVER, TNS 2019)
41 000/2,6%

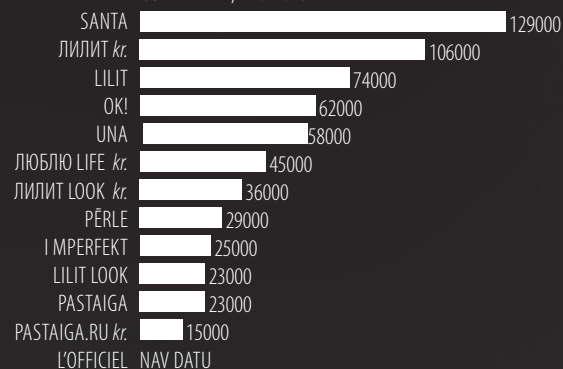
SUBSCRIBERS
(APTUVENI) 3000

PRINT RUN
14 000

WOMEN'S MAGAZINES

READERSHIP

COVER MAX, TNS 2019



SIEVIEŠU GLANCĒTO ŽURNĀLU

READERSHIP IN RIGA,

COVER MAX, TNS 2019



POWER OF LILIT

Distribution: **LATVIA,
LITHUANIA, ESTONIA**

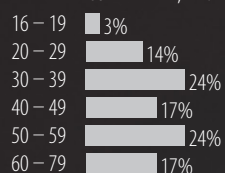
Worldwide: **AppStore**
and **Google Play**

Facebook followers: **17.3k**

LILIT

AGE

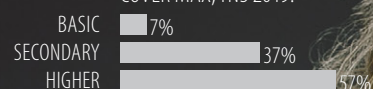
COVER MAX, TNS 2019.



LILIT

EDUCATION

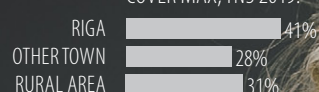
COVER MAX, TNS 2019.



LILIT

SETTLEMENT TYPE

COVER MAX, TNS 2019.



LILIT

INDIVIDUAL INCOME

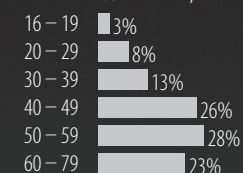
COVER MAX, TNS 2019.



ЛИЛИТ

AGE

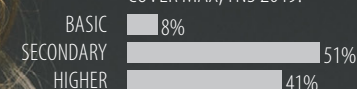
COVER MAX, TNS 2019.



ЛИЛИТ

EDUCATION

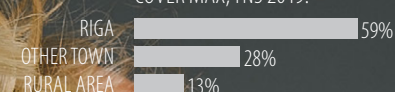
COVER MAX, TNS 2019.



ЛИЛИТ

SETTLEMENT TYPE

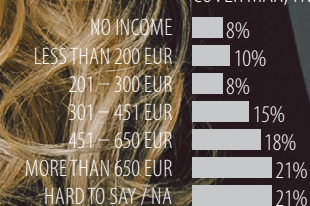
COVER MAX, TNS 2019.



ЛИЛИТ

INDIVIDUAL INCOME

COVER MAX, TNS 2019.





FAMOUS PEOPLE AND SUCCESS STORIES

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

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.



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.

Full information for advertisers www.lilita.lv

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.

MAGAZINE ADVERTISING RATES

	Ad format	Lilit	Лилит	Lilit +Лилит
1st DP	458x297	3180	3280	
2 nd -5 th 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

VOLUME DISCOUNTS

2x	10%
4x	15%
6x	20%
8x	25%
10x	30%
12x	35%
18x	40%
24x	45%
Ad agencies	15%

INSERTING PRODUCT SAMPLES

thickness	price in case of partial print run	price in case of full print run
<3 mm	0,09	0,06
>3 mm	0,17	0,14

GLUED-IN OR BINDED PRINTED ADVERTISING –

€ 0,07 copy plus rate card price

DEADLINES

	Advertisement booking deadline	On sale
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Lilit

#01	20.12.2019.	08.01.2020.
#02	24.01.2020.	05.02.2020.
#03	18.02.2020.	04.03.2020.
#04	20.03.2020.	01.04.2020.
#05	17.04.2020.	30.04.2020.
#06	18.05.2020.	29.05.2020.
#07	19.06.2020.	01.07.2020.
#08	17.07.2020.	31.07.2020.
#09	21.08.2020.	02.09.2020.
#10	18.09.2020.	02.10.2020.
#11	16.10.2020.	30.10.2020.
#12	20.11.2020.	03.12.2020.

Лилит

#01	20.12.2019.	10.01.2020.
#02	24.01.2020.	07.02.2020.
#03	25.02.2020.	11.03.2020.
#04	27.03.2020.	09.04.2020.
#05	24.04.2020.	08.05.2020.
#06	29.05.2020.	10.06.2020.
#07	26.06.2020.	08.07.2020.
#08	24.07.2020.	07.08.2020.
#09	28.08.2020.	09.09.2020.
#10	25.09.2020.	08.10.2020.
#11	27.10.2020.	11.11.2020.
#12	24.11.2020.	09.12.2020.

INSERTING OF PRINTED AD MATERIAL

Price according to weight in case of booking
of an ad in the same magazine

weight <20 g	price, € 0,06
20 – 35 g	0,11
35 – 50 g	0,14
50 – 65 g	0,17
65 – 80 g	0,20
80 – 95 g	0,23
95 – 110 g	0,26
110 – 125 g	0,28
125 – 140 g	0,31
140 – 155 g	0,34
155 – 170 g	0,37
170 – 185 g	0,40
185 – 200 g	0,43
200 – 215 g	0,46

Printed materials are inserted next to the inside back cover.
Gluing of the material to the ad or inserting on a specific page
+0.02/copy

TOP 30 ADVERTISERS

Baltic Beach Hotel
 Burberry
 Chanel
 City
 Dior
 Douglas
 Elkor Plaza
 Emporio Armani
 Grenardi
 Guerlain
 Jaguar
 Kinetics
 La prairie
 Lancome
 Loreal Paris
 Madara
 Mango
 Massimo Dutti
 Max Mara Weekend
 Mercedes
 Mols
 Rado
 Riga Plaza
 Sandro
 Shiseido
 Stollar
 Tissot
 Versace
 Vichy
 VW

Price does not include 21% VAT.