

MEDIA KIT 2026



QUICK FACTS

Published by: Magazine publishing house Lilita

Published since: 2005

Published: monthly

Format: 80-144 pages, 220x297mm, glossy paper, premium quality printing



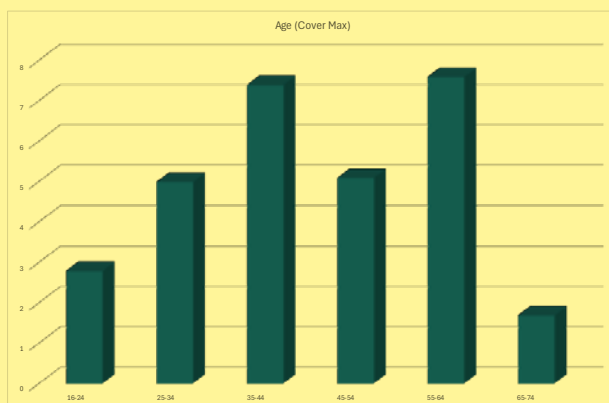
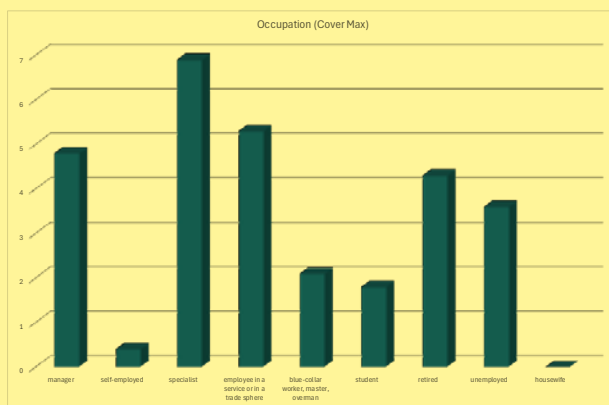
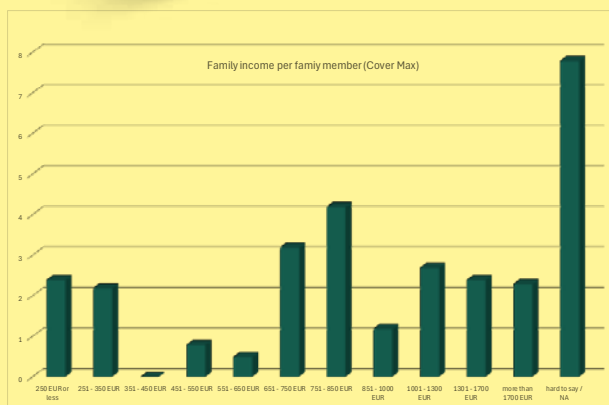
Editor in Chief:
Kristīne Rudzinska

Print run: 14 000

Distribution: subscribers (3000), Retail (10000), Free copies (1000)

Total readers: 30509 (Cover Max), 12350 (Cover). Source: FIFTY5BLUE (Kantar) 2025

READERS PROFILE



Lilita is a premium glossy magazine for Latvian women. Its name and concept come from the ancient legend of Lilith. She used to be Adam's first wife, but she liked to be independent, so she left the Paradise and only then Ieva was made from Adam's rib.

Today it is modern to build your own life, not just flow down the stream and watch the world around changing. Being modern means to improve yourself constantly, your life and the environment around. To discover the essence of female being is the way of improvement. To understand your man is the way for long and strong relationship. Constant care of your look and mind is the way to start such relationship.

A modern female needs a modern magazine. Lilita combines entertainment, beauty, fashion and health aspects of the modern world with centuries-old relationship tips including even some magic. All of this in a modern printing with exclusive interviews with famous Latvian celebrities and global A-class stars. The magazine combines experience of 20 years of editorial work and international magazine publishing. Lilita now has become a bible of a modern female.

The reader of Lilita in her thirties or forties might be a manager or a blue-collar, a caring wife and mother or maybe she is single. She can be active in her business life, or she could spend her entire day in beauty salons and fitness centres. What makes them all similar is a clear vision of what and why they are doing. The reader of Lilita is always ready for a fatal eyesight, rapid change of her life or career. Before that she lives today and uses all what the modern life offers. She clearly understands that the life does not end with the marriage or the first child - she still cares a lot of herself, her relationships and career. She digs deeper and deeper in self-improvement which makes her very confident and optimistic about the future.



SPECIAL ISSUES



Lilit Beauty Awards

LBA is the largest and most trusted selection of the best products in beauty industry. Done by professional jury and readers combined, this annual

event is a buying guide for any women in Latvia, showing the most innovative, creative and desirable beauty products in 4 main categories with more than 60 nominations in each. The Gala ceremony is held at the end of the year, while the winners published in the January issue.

Month	Main topic
January	WINNERS OF LILIT BEAUTY AWARDS
April	ANNIVERSARY ISSUE, LILITA CELEBRATES 21 YEARS OF PUBLISHING
May	START OF SUMMER SEASON, SPECIAL SKIN CARE
August	LAUNCH OF VOTING FOR THE READERS' KISS IN LILIT BEAUTY AWARDS
December	CHRISTMAS ISSUE, TRADITIONAL LILITA'S GUIDE OF CHRISTMAS PRESENTS FOR HER BELOVED ONES



lilita

AMT

COPESLIETAS

**latvijas
arhitektūra**

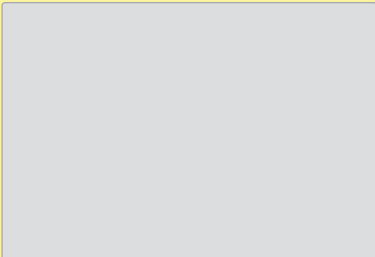
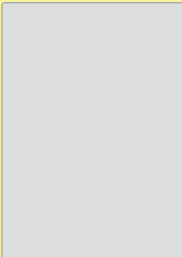
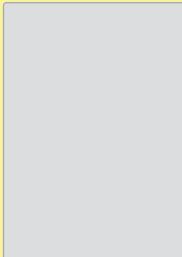
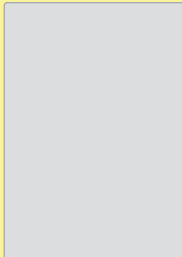
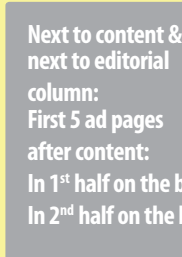
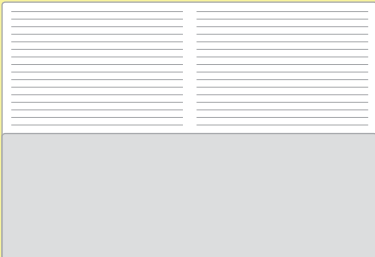
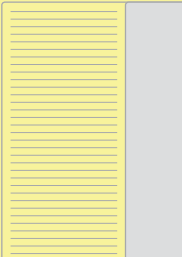
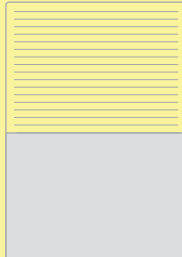
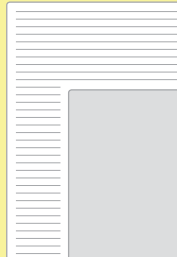
geo

**NEZINĀMĀ
VESTURE**

Nezināma
**KARA
VESTURE**

**BalticBusiness
Quarterly**

Editorial part

						Next to content & next to editorial column: € 1480 First 5 ad pages after content: € 1380 In 1st half on the book: € 1180 In 2nd half on the book: € 980
1 st spread	2 nd -5 th spread	spread	3 rd cover	4 th cover	single page	
€ 1980	€ 1780	€ 1680	€ 1580	€ 1980	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 x 297 mm	
						
1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page	
€ 980	€ 580	€ 780	€ 480	€ 580	€ 690	
440 x 148 mm	73 x 297 mm	135 x 297 mm	188 x 136 mm	220 x 148 mm	135 x 183 mm	

Advertisement section

Discounts

					Volume discounts: <table><tr><td>2x 10%</td><td>10x 30%</td></tr><tr><td>4x 15%</td><td>12x 35%</td></tr><tr><td>6x 20%</td><td>18x 40%</td></tr><tr><td>8x 25%</td><td>24x 45%</td></tr></table> Ad agencies: 15% • Prices do not include 21% VAT. • Advertisement design on agreement. • Check the technical requirements before submission (design). • Booking and submission deadlines can change. • 1/2 page and Junior page can be placed only in the 2nd part of the book.	2x 10%	10x 30%	4x 15%	12x 35%	6x 20%	18x 40%	8x 25%	24x 45%
2x 10%	10x 30%												
4x 15%	12x 35%												
6x 20%	18x 40%												
8x 25%	24x 45%												
1/8 page	1/4 page	1/4 page	1/2 page	1/2 page									
€ 150	€ 250	€ 250	€ 450	€ 450									
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm									

Publishing schedule and deadlines for material delivery are here
<http://lilita.lv/en/advertising/deadlines/>



TECHNICAL REQUIREMENTS

SUBMISSION OF READY ADS

Please submit advertising artwork only in **PDF, AI, or TIFF** formats.

The finished advertising artwork must be sent:

- via **failiem.lv** or **wetransfer.com**, with a notification sent to **reklama@lilita.lv**
- or directly to **reklama@lilita.lv**, indicating the following information:
 - the magazine for which the advertisement is intended
 - the client / campaign name
 - contact details of the artwork creator (phone / email)

ADVERTISEMENT SIZE

- When preparing the advertisement, please follow the ad dimensions specified for the particular magazine.
- For full-page ads or double-page spreads, a 5 mm bleed on each side is mandatory.
- For 2/3 page, 1/3 page, and 1/2 page ad formats, a 5 mm bleed on each side is also required.

ADVERTISEMENT PREPARATION

When preparing advertising materials in PDF and AI formats:

- Only CMYK color mode is permitted.
- All text in advertising artwork must be converted to outlines.
- Recommended CMYK color profile: ISO Coated_v2_300_eci.icc

When preparing advertising materials in TIFF format:

- Only CMYK color mode is permitted.
- The TIFF advertising artwork must have a resolution of 300 dpi.
- Paths and Alpha Channels must not be saved in TIFF advertising files.

Important! When preparing double-page spread advertisements, it is recommended not to place text or fine design elements in the center of the spread, as these may be lost in the magazine binding (spine).

SIZE OF ADVERTISEMENT

- | | |
|---|--|
| ● Лилит, Lilita
page size 220 x 297 mm
bleed size 230 x 307 mm | ● geo, Baltic Bussines Quartely
page size 213 x 270 mm
bleed size 223 x 280 mm |
| ● Latvijas Architektūra
page size 229 x 297 mm
bleed size 239 x 307 mm | ● Nezināmā Vēsture, Nezināmā Kara Vēsture
page size 210 x 297 mm
bleed sizes 220 x 307 mm |
| ● Copes Lietas
page size 210 x 297 mm
bleed size 220 x 307 mm | |

FOR QUESTIONS CALL +371 29110309