

FUN FEARLESS FUTURE

COSMOPOLITAN

THE
BEST-SELLING
WOMEN GLOSSY
MAGAZINE
IN THE WORLD

MEDIA KIT
2017 **ROMANIA**

2017 MISSION STATEMENT

COSMOPOLITAN

is your sexy life stylist. It empowers the lives of millions of fun, fearless women who want to be the best in every aspect of their lives.

COSMOPOLITAN

inspires with sound opinions on relationships and personal development. We are a savvy source of tips on fashion and beauty, we actively support a healthy lifestyle and always keep an eye on what's happening on the pop culture scene. We provide information on just about anything a fun, fearless woman would want to know more about.



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MISS
CONGENIALITY...



COSMOPOLITAN

has **40** global printed editions, it is published in **35** languages and distributed in over **100** countries. With nearly **40** million readers in print and more than **50** million unique visitors digitaly every month, Cosmopolitan is one of the most dynamic brands in the world.

COSMOPOLITAN ROMANIA

LAUNCHED:

September, 1999

CIRCULATION:

Around **16,000** copies
printed every month*

READERSHIP:

COSMOPOLITAN Romania
has **74,000** readers per issue:
the highest readership
of all women magazines*

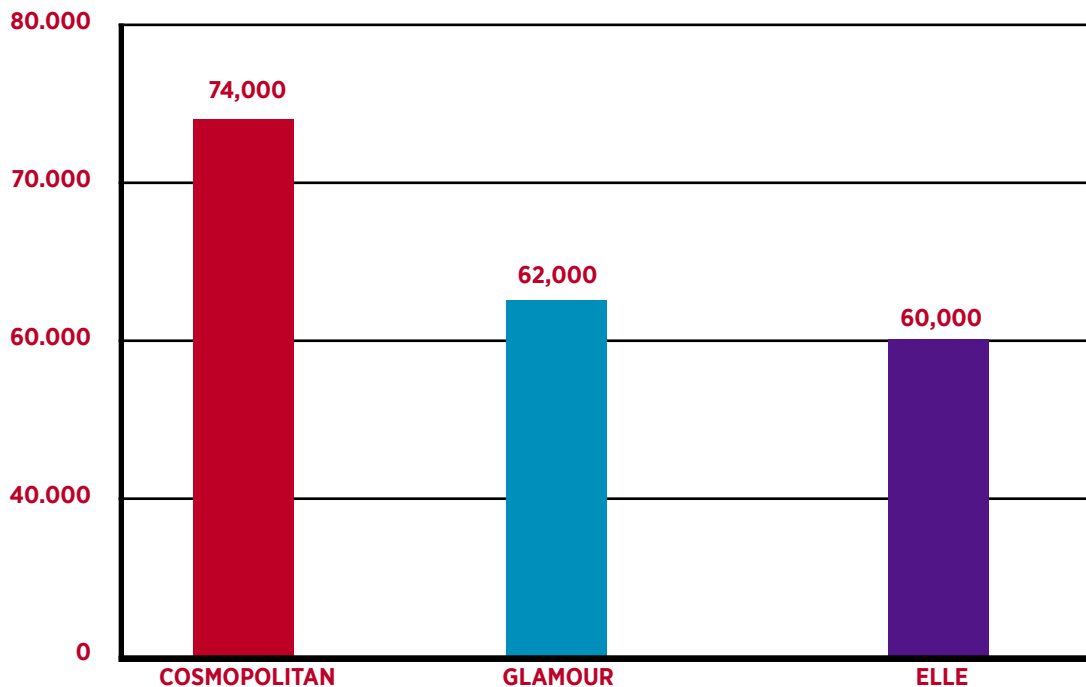
***Source:** BRAT, January - June 2016;
National Readership Survey,
February 2015 - August 2016



COSMOPOLITAN DEMOGRAPHIC PROFILE 2017

- Women: **58.000 (78%)**
- Age 19 - 44 years old: **55.000 (75%)**
- Education - high & medium: **60.000 (82%)**
- Main shopper in the family: **91.000**
- Still in school: **20.000 (27%)**
- Main shopper in the family: **62.000 (84%)**
- Main income earner: **38.000 (52%)**
- Live in large cities: **44.000 (60%)**
- High Social Status: **33.000 (44%)**
- Household income - high & medium: **100.000**

**REACH PRICELESS CONSUMERES ONLY WITH COSMOPOLITAN:
EXCLUSIVE READERSHIP 55.000**



Source: National Readership Survey January 2014 - August 2015

COSMOPOLITAN READER PROFILE 2017

- Young women, active, independent, with a higher social status, mid & high income, mid & high education, from large cities (over 200k inhabitants).
- Our readers like being trendy and keeping informed with the latest news in fashion, beauty & lifestyle. They seek and aspire to professional success and social recognition, they cultivate their self-confidence and charisma.
- #CosmoGirls consider themselves trendsetters and enjoy a rich social life - activities include shopping, movie-going, dining, sports, etc.
- They are open to new experiences and have a positive outlook on the future.

Please check the next slides for a more detailed analysis of the reader's profile.



COSMOPOLITAN READER PROFILE 2017

1. #CosmoGirls take pride in being up-to-date with the latest cosmetic launches. They want to be trendy, but personal looks and selfcare is also a means to achieving self-confidence.



2. #CosmoGirls invest in their clothes and appearance; they feel their personal image is important. They value personal style, its uniqueness, and expect to be admired for it.



3. #CosmoGirls are opened to new experiences and consider themselves trendsetters and influencers among their peers. They live active lives: they like going out, but they also value sport activities.



In 2017, COSMOPOLITAN ROMANIA will be 18!

It's not a young age for a magazine, in fact, COSMO is one of the first magazines on Romanian market. Nevertheless, COSMO's fun and fearless themes and its dedicated approach to all women's issues is ever-green. Support Cosmopolitan and our initiatives and together let's make a difference in 2017.

Just 3 reasons to CHOOSE COSMO IN 2017:

1 It's fashionable, it's clever, it's complex, it's fun – wouldn't you rather associate your brands with something like this?

2 Young women love and trust COSMO as their #bff, the girlfriend that anticipates their needs (no matter if it's about beauty, fashion, health, career or love and relationship). If COSMO recommends your products, our readers will want to try them.

3 We do things differently, so people speak about our events and projects for a long time.



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COSMOPOLITAN

EDITORIAL CALENDAR 2017

COVER ISSUE	EDITORIAL THEME
FEBRUARY	St. Valentine's Day/ Sexy Lingerie/Love your shape
MARCH	Innovation / Spring Trends Sneak Peak
APRIL	Fashion - Colors of the Season / Beauty Trends
MAY	Month of Beauty / Fitness your way to a Gorgeous Body
JUNE	Hot Summer Beach Looks / Sports Issue
JULY	It's a Festive Summer / Outdoor Festival Looks
AUGUST	The Travel Issue / What to Pack & Where to Go
SEPTEMBER	The Street Style Special / Seasonal Transition Issue
OCTOBER	Passion for Fashion /Career Special & Budget Planning
NOVEMBER	Pamper Yourself: Cosy & Warm Fashion /Indoor Treats
DECEMBER	Gift Guide / Shinning Stars (charity pr. of the year)
JANUARY	Getting Back Into Shape /New Year, New Beginning

COSMOPOLITAN CORE DATA 2017

FREQUENCY: monthly

COVER PRICE: 8,99 lei

PAPER:

Cover: R4 gloss 170 gsm;

Interior: Uno Web Bright 65 gsm

VOLUME: 144 + 4 pages

PRINT FORMAT	SIZE	RATE CARD
1/1 page	205 x 276 mm	6.700 Euro
2/1 page (spread)	410 x 276 mm	13.400 Euro
Opening spread	410 x 276 mm	16.100 Euro
1/2 page	205 x 135 mm	4.500 Euro
1/4 page stripe	205 x 70 mm	2.900 Euro
1/3 page stripe	205 x 93 mm	3.700 Euro
1/4 page box	70 x 70 mm	2.900 Euro
Cover 2	205 x 276 mm	9.400 Euro
Cover 3	205 x 276 mm	8.000 Euro
Cover 4	205 x 276 mm	9.800 Euro

CHARGES FOR SPECIAL POSITIONING:

„Special positioning” = the guarantee of a secured positioning at a certain page/in a certain section; non standard format; consecutive pages, stable positioning: +15%

LAYOUT TAX: 10% from RC 1/1 page (net price)

Please add 5 mm bleed to all sizes. Materials should be delivered in the following formats: .TIFF or .EPS, 300 dpi resolution, CMYK, trim marks included. We accept cromalin, CD/DVD, FTP.



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COSMOPOLITAN CLOSING DATES 2017

ISSUE	Orders	Printhouse	First day of sale
February	1/16/17	1/19/17	1/31/17
March	2/13/17	2/16/17	2/28/17
April	3/13/17	3/16/17	3/28/17
May	4/10/17	4/13/17	4/25/17
June	5/15/17	5/18/17	5/30/17
July	6/14/17	6/15/17	6/27/17
August	7/10/17	7/13/17	7/27/17
Septembrie	8/14/17	8/17/17	8/29/17
October	9/11/17	9/14/17	9/26/17
November	10/9/17	10/12/17	10/26/17
December	11/13/17	11/16/17	11/28/17
January	12/4/17	12/7/17	12/21/17

COSMOPOLITAN 2017 BRAND ECOSYSTEM

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PRINT



COSMOPOLITAN



COSMOPOLITAN MAN

DIGITAL



WEBSITE

cosmopolitan.ro

357k page impressions



FACEBOOK

facebook.com/www.cosmopolitan.ro

159k fans; 120k avr. post reach



INSTAGRAM

@CosmopolitanRomania

24,1k followers



IPAD

magzter.com/RO/Burda-Romania/Cosmopolitan



TWITTER

#cosmopolitan.ro



YOUTUBE CHANNEL

youtube.com/user/CosmopolitanRomania



SNAPCHAT

cosmopolitanro

BLOGGERS COMPETITION



DAILY NEWSLETTER

10,3k subscribers



COSMOPOLITAN ANNIVERSARY PARTY



EVENTS

BRINGING READERS TOGETHER



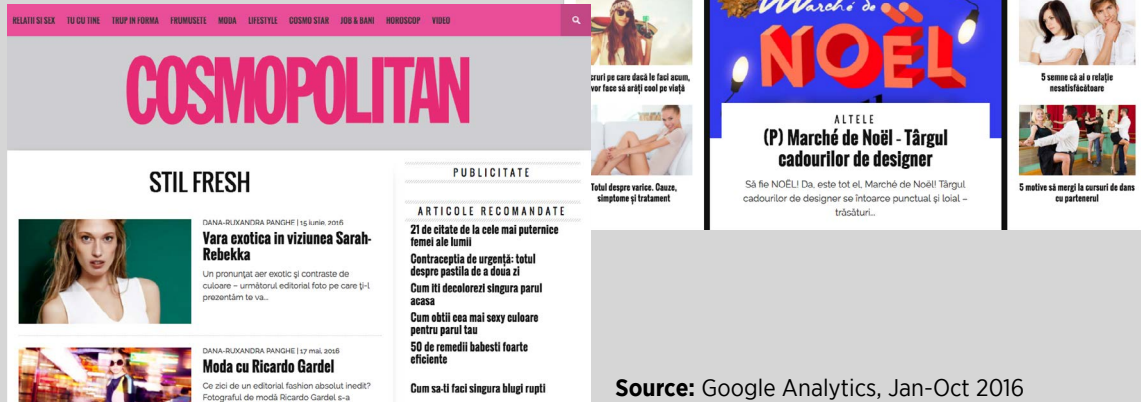
COSMOPOLITAN
Bikini Party

MONTHLY PRINT CONTESTS



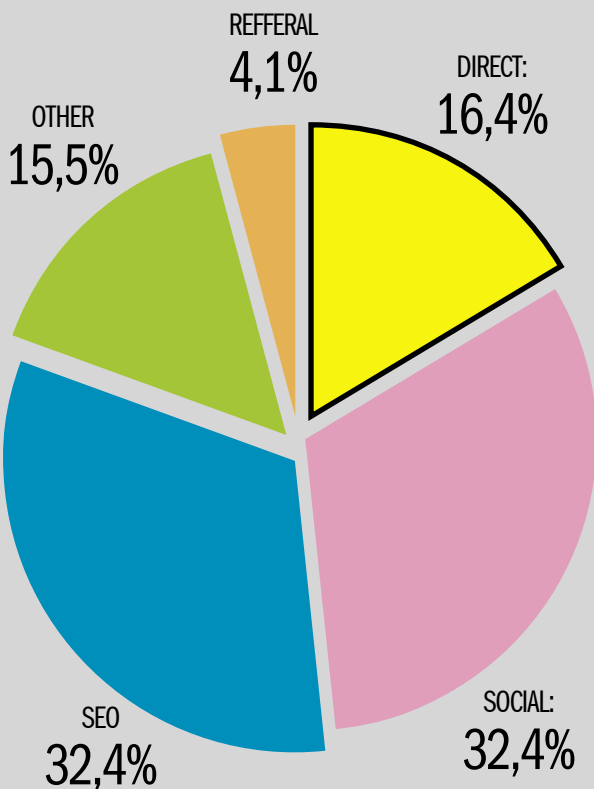
COSMOPOLITAN 2017 DIGITAL

Website: **cosmopolitan.ro**
 Monthly page impressions: **357k**
 Monthly unique visitors: **106k**



Source: Google Analytics, Jan-Oct 2016

TRAFFIC SOURCES:

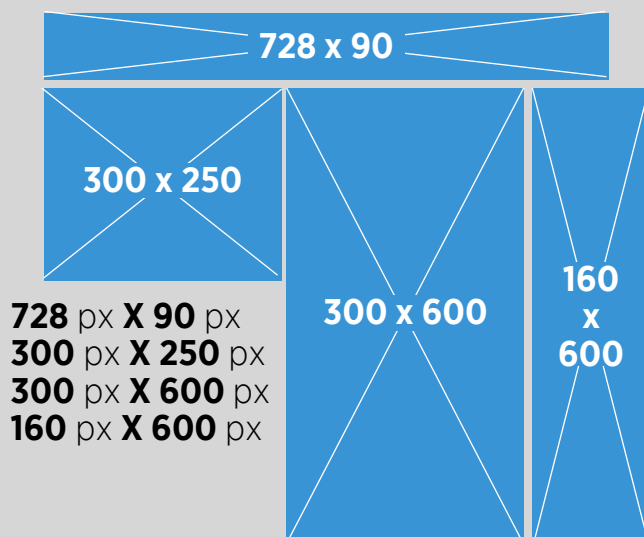


Source: Google Analytics, Jan-Oct 2016

ADVERTISE HERE...

ONLINE FORMAT	RATE CARD
Advertorial	300 Euro
Facebook Post	100 Euro
Newsletter Insert	650 Euro
Direct Mailing	1.300 Euro
Ratecard / format (Eur)/CPM	19 Euro

Media: banners
 (.jpg, .gif, .png, .swf)



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FLORENTINA PĂUNA-LAUDĂ
Group Advertising Director
+40 727 089 275
florentina.pauna@burda.ro

MARIA BURNEA
Advertising Sales Manager
+40 744 334 601
maria.burnea@burda.ro

Bd. Decebal Nr. 25-29,
Olympia Tower, sector 3,
cod poștal 030964, București
Tel: +40 372 10 60 00
Fax: +40 372 10 60 55