

# **COSMOPOLITAN**

**THE  
BEST-SELLING WOMEN  
GLOSSY  
MAGAZINE  
IN THE WORLD!**

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**FUN FEARLESS FEMALE**

**MEDIA KIT 2016 ROMANIA**

# MISSION STATEMENT

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COSMOPOLITAN is your sexy life stylist. It empowers the lives of millions of fun, fearless women who want to be the best they can be 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.



# COSMOPOLITAN

fun motivating  
fearless  
female  
lascivious \* inspiring

LOVE & RELATIONSHIPS

men positive

uplifting confident

friendly REAL  
YOUiverse

Flirty  
FABULOUS MUST-READ

ENTHUSIASTIC entertaining  
Sexy  
authentic

Intimate Glossy

empowering relevant  
beautiful  
girlfriendly PRACTICAL

THE BEST-SELLING YOUNG WOMEN'S MAGAZINE IN THE WORLD.

# COSMOPOLITAN

The best-selling magazine in its category, Cosmo has

64

international editions, it is published in

35

languages

and it is distributed in over

100

countries, making it one of the most

dynamic brands on the planet with more than

45

million monthly readers!



A woman with blonde hair in a ponytail, wearing a silver sequined dress, looking over her shoulder.

# COSMOPOLITAN ROMANIA

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**LAUNCH**  
1999

**CIRCULATION**  
Around **9.000** copies sold  
every month!

**Readership**  
COSMOPOLITAN has **83,000** readers  
per issue: the highest readership  
of all women magazines!

Source: BRAT, January - June 2015;  
National Readership Survey  
January 2014 - August 2015

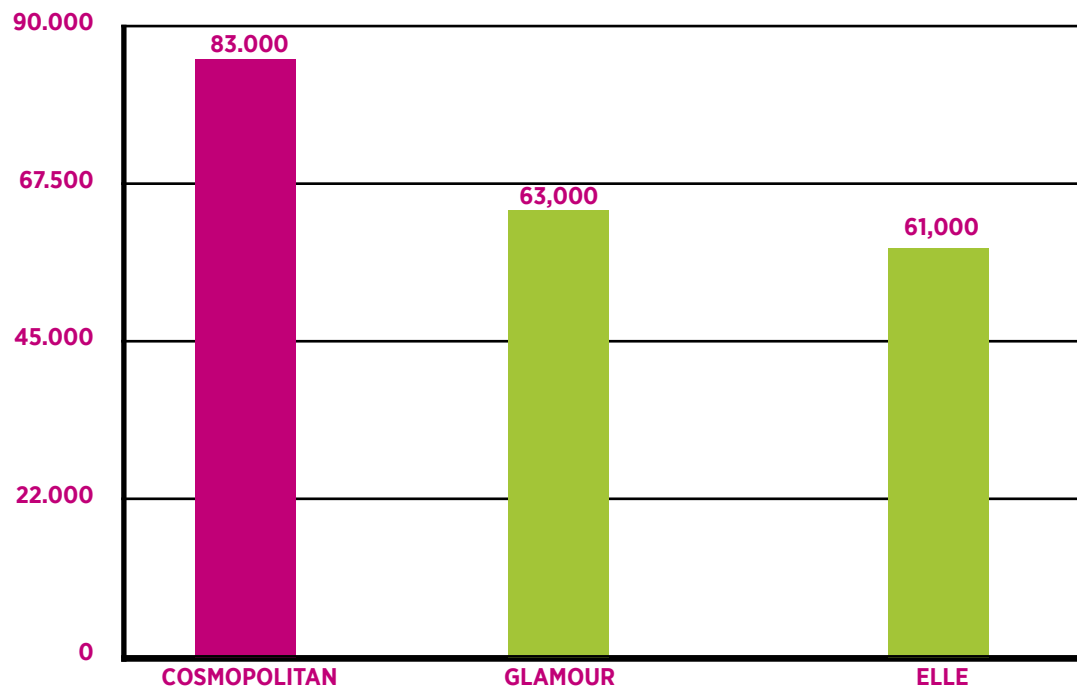


# READER PROFILE

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## REACH A PRICELESS CONSUMER WITH COSMOPOLITAN

**Women: 114,000**  
**Age 19 – 44 years old: 102,000**  
**Education – high & medium: 113,000**  
**Main shopper in the family: 91,000**  
**Live in large cities: 83,000**  
**High Social Status: 60,000**  
**Household income – high & medium: 100,000**



**COSMOPOLITAN  
ROMANIA  
HAS  
THE HIGHEST  
NUMBER OF  
READERS!**





# READER PROFILE

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## REACH A PRICELESS CONSUMER WITH COSMOPOLITAN

- Young women, active, independent, with a higher social status, mid & high income, mid & high education, from large cities (over 200k inhabitants).
- Women who want to be trendy. How they are perceived by their peers matters a great deal: they want to stand out, to be aware of the latest news in fashion / beauty / lifestyle. They want to show their success to others, they have self-confidence and charisma.
- They consider themselves trendsetters, they are open to new experiences.
- They go out (shopping, cinema, sport, dining, etc) and have a positive outlook on the future.

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

# READER PROFILE

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1. Cosmo readers 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.





# READER PROFILE

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2. Cosmo readers 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.



# READER PROFILE

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3. Cosmo readers 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.



# COSMOPOLITAN

**This year, COSMOPOLITAN ROMANIA will be 17!**

It's not a young age for a magazine, in fact, COSMO is one of the first magazines on this market. Nevertheless, COSMO's fun and fearless themes and its dedicated approach on all women's issues is evergreen. Support Cosmopolitan and our initiatives and together let's make a difference in 2016.

## (JUST) 3 REASONS TO BE WITH COSMO IN 2016

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

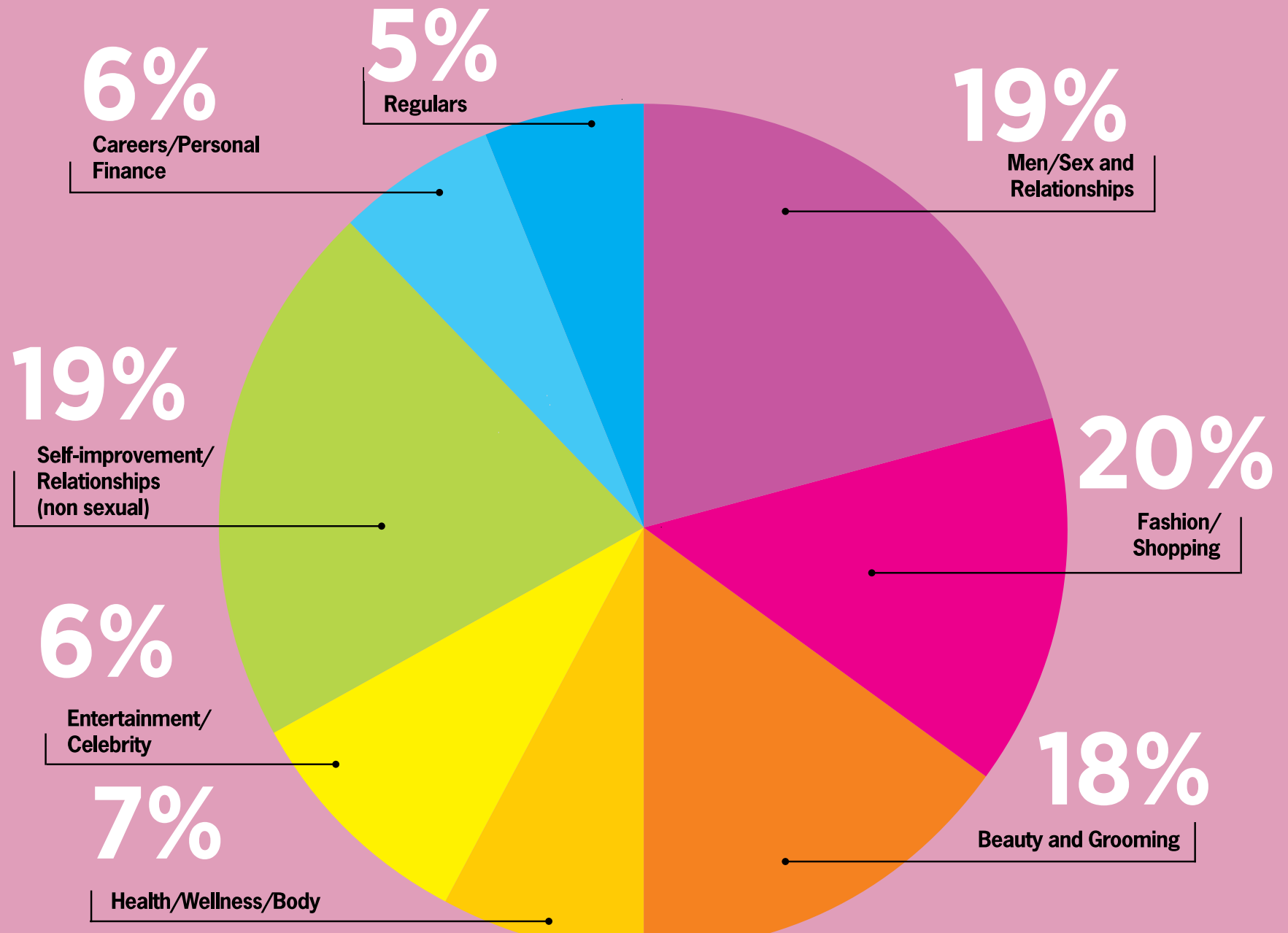
**Young women love and trust COSMO as their best girl friend, the one that anticipates their needs (no matter if it's about beauty, fashion, health, career or love and relationship). If COSMO recommends your products, our readers will want to try them.**

3

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

# EDITORIAL PILLARS

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# COSMOPOLITAN



## EDITORIAL CALENDAR

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

**FREQUENCY:** monthly  
**COVER PRICE:** 8.99 LEI  
**PAPER:** Cover: R4 gloss 170 gsm;  
 Interior: Uno Web Bright 65 gsm  
**VOLUME:** 146 + 4 PAGES

FORMAT	SIZE	RATE CARD	CHARGES FOR SPECIAL POSITIONING:
1/1 page	205 x 276 mm	6.700 Euro	<p>„Special positioning“            = the guarantee of a secured positioning at a certain page/in a certain section; non standard format; consecutive pages, stable positioning: +15%</p> <p><b>LAYOUT TAX:</b>            10% from RC 1/1 page (net price)</p>
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	205 x 70 mm	2.900 Euro	
1/3 page	205 x 93 mm	3.700 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	

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.

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



PRINT

ONLINE



# COSMOPOLITAN

## DEADLINES

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### PRODUCTION SCHEDULE 2016

ISSUE	Deadline for orders	Deadline for orders	First day of sale
February	Friday, January 08, 2016	Thursday, January 14, 2016	Tuesday, January 26, 2016
March	Friday, January 08, 2016	Thursday, February 11, 2016	Tuesday, February 23, 2016
April	Friday, March 11, 2016	Thursday, March 17, 2016	Tuesday, March 29, 2016
May	Friday, April 08, 2016	Thursday, April 14, 2016	Tuesday, April 26, 2016
June	Friday, April 08, 2016	Thursday, May 19, 2016	Tuesday, May 31, 2016
July	Friday, April 08, 2016	Thursday, June 16, 2016	Tuesday, June 28, 2016
August	Friday, April 08, 2016	Thursday, July 14, 2016	Tuesday, July 26, 2016
Septembrie	Friday, August 12, 2016	Thursday, August 18, 2016	Tuesday, August 30, 2016
October	Friday, August 12, 2016	Thursday, September 15, 2016	Tuesday, September 27, 2016
November	Friday, August 12, 2016	Thursday, October 13, 2016	Tuesday, October 25, 2016
December	Friday, November 11, 2016	Thursday, November 17, 2016	Tuesday, November 29, 2016
January	Friday, December 02, 2016	Thursday, December 08, 2016	Tuesday, December 20, 2016



# DIGITAL



WEBSITE

[www.cosmopolitan.ro](http://www.cosmopolitan.ro)

250,000 unique visitors



FACEBOOK

[Facebook.com/www.cosmopolitan.ro](https://www.facebook.com/cosmopolitan.ro)

146,721 fans;  
127,245 post reach



INSTAGRAM

@CosmopolitanRomania



IPAD

ECHIOSC



TWITTER

#cosmopolitan.ro



YOUTUBE CHANNEL

[www.youtube.com/user/CosmopolitanRomania](https://www.youtube.com/user/CosmopolitanRomania)



WHATSAPP GROUP

0722 329 227

200 contacts; exclusive content sent directly to subscribers

# PRINT



# EVENTS

COSMOPOLITAN ANNIVERSARY PARTY



SUCCESSFUL READER EVENTS



MONTHLY PRINT CONTESTS

PREMIU luna decembrie



COSMOPOLITAN DAILY NEWSLETTER  
10,300 subscribers



COSMO BLOGGERS COMPETITION



COSMO MAN







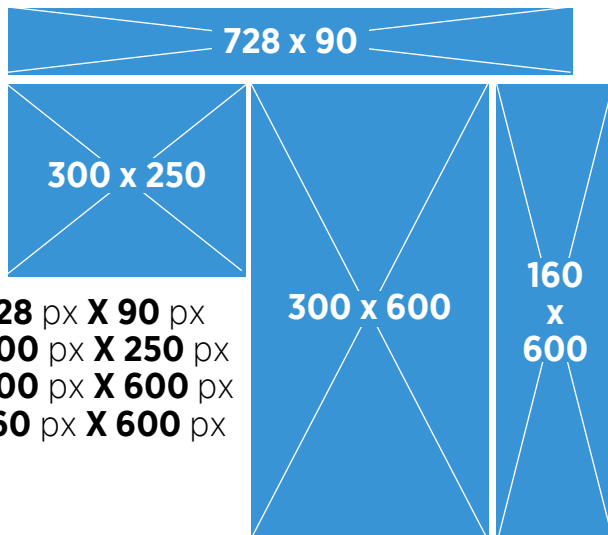
# COSMOPOLITAN

## DIGITAL

Website: [www.cosmopolitan.ro](http://www.cosmopolitan.ro)  
 Monthly Page Impressions: 397,409  
 Monthly Unique Visitors: 250,000

+

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



728 px X 90 px  
 300 px X 250 px  
 300 px X 600 px  
 160 px X 600 px

**IPAD**  
 ECHIOSC

**TWITTER**  
 #cosmopolitan.ro



**FACEBOOK**  
 Facebook.com/www.cosmopolitan.ro

**INSTAGRAM**  
 @CosmopolitanRomania

# COSMOPOLITAN

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## WOMAN GLOSSY



## MAN GLOSSY



## FAMILY CLUSTER



## SPECIAL INTEREST

