

# RELEASE SCHEDULE

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## SCHEDULES FOR L'OFFICIEL BALTIC / LATVIA, 2020

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>February/March</b>	22nd of January	7th of February	07/02-23/03
<b>April/May</b>	19th of March	6th of April	06/04-25/05
<b>June/July</b>	22nd of May	5th of June	05/06-27/07
<b>August/September</b>	15th of July	6th of August	06/08-24/09
<b>October/November</b>	21th of September	5th of October	05/10-23/11
<b>December/January</b>	26th of November	7th of December	10/12-25/01

## L'OFFICIEL RFW NEWSLETTER

	Deadline for advertising materials	1st day retail
<b>March</b>	1 week prior event	19th of March
<b>October</b>	1 week prior event	25rd of October

## L'OFFICIEL 1000 MODELS

	Deadline for advertising materials	1st day retail
<b>April</b>	19th of April	1/04-02/07
<b>October</b>	25th of September	1/10-31/12

## L'OFFICIEL LIFESTYLE

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>February/March</b>	10th of January	7th of February	07/02-23/03

## L'OFFICIEL WEDDING

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>April/May</b>	12nd of March	6th of April	06/04-24/05

## L'OFFICIEL KIDS

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>June/July</b>	13rd of May	5th of June	05/06-27/07

## L'OFFICIEL HOMMES

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>August/September</b>	10th of July	6th of August	06/08-24/09

## L'OFFICIEL LIFESTYLE

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>October/November</b>	14th of September	11th of October	11/10-23/11

## L'OFFICIEL BEAUTY

	Deadline for advertising materials	1st day retail	Retail distribution in Baltics
<b>December/January</b>	9th of November	7th of December	7/12-25/01

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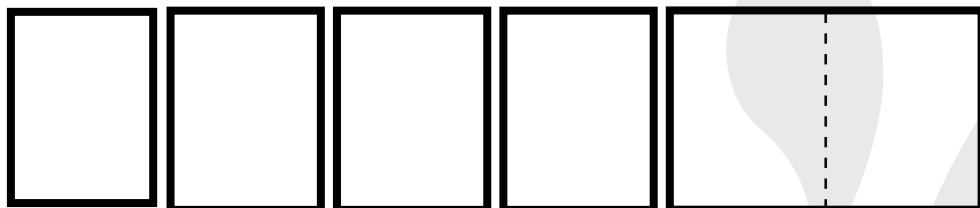
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	<b>Deadline for advertising materials</b>	<b>1st day retail</b>	<b>Retail distribution in Baltics</b>
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# PRINT

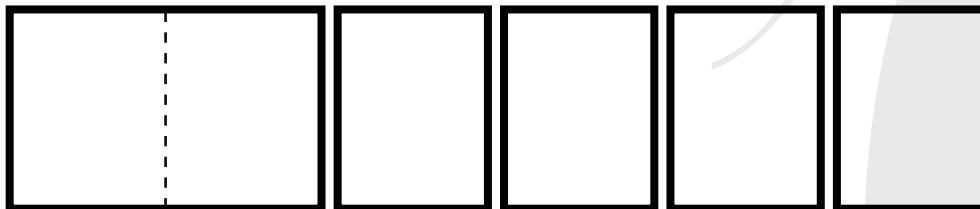
## STANDART ADVERTISING

210 x 285 + 5 mm 210 x 285 + 5 mm 210 x 285 + 5 mm 210 x 285 + 5 mm 420 x 285 + 5 mm

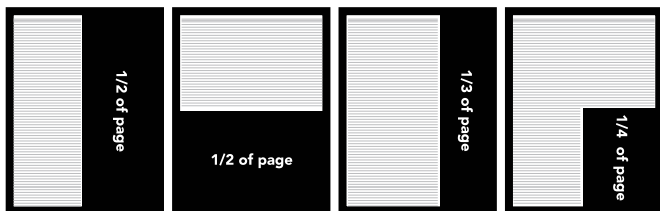


**Cover** € 7000  
**2-nd cover** € 2500  
**3-rd cover** € 2300  
**4-th cover** € 3400  
**2-nd spread** € 2800 | **1-st spread** € 3000 | **3-rd spread** € 2700

420 x 285 + 5 mm 210 x 285 + 5 mm 210 x 285 + 5 mm 210 x 285 + 5 mm 210 x 285 + 5 mm



**Any spread** € 2500  
**Passport** € 1900  
**Content** € 2200  
**The editor's word** € 2300 | **1 page** € 1600 | **PR text** € 1700



**1/2 of page** € 1100  
**1/2 of page** € 1100  
**1/3 of page** € 900  
**1/4 of page** € 800

### DEADLINE L'OFFICIEL BALTIC 2020

Issue	Month	Last term for submitting materials for preparing advertisements	In retail
Nr. 7	February / March	22 / 01	05 / 02 – 23 / 03
Nr. 8	April / May	19 / 03	02 / 04 – 25 / 05
Nr. 9	June / July	22 / 05	04 / 06 – 27 / 07
Nr. 10	August / September	15 / 07	06 / 08 – 24 / 09
Nr. 11	October / November	24 / 09	05 / 10 – 23 / 11
Nr. 12	December / January 2020	26 / 11	10 / 12 – 25 / 01 / 2021

**MEDIA KIT**  
L'OFFICIEL BALTIC

### Specification

**Circulation:** 10000  
**Periodicals:** 6 issues per year  
**The format:** 210 x 285 + 5 mm from each size  
**Format:** PDF (prepress default)  
**The number of pages:** 168 (200)  
**The language:** Latvian + russian  
**Retail price:** 3,90 €  
**Territory:** Latvia, Estonia, Lithuania



\*All prices are given without 21% VAT



## STANDART ADVERTISING 2020

	L'OFFICIEL		Gourmand Gide	Lifestyle	Beauty	Fashion Week		1000 modelles
	Latvia	Baltic	Hombres	Wedding	Kids	Latvia	Baltic	
Cover	7000	7000	7000		7000	5000	5000	-
1-st spread	2200	3000	2000		2700	1800	2200	4200
	4200		3800		3100			
2-nd spread	2100	2800	1900		2500	1600	2100	4000
	4000		3600		2900			
3-rd spread	2000	2700	1800		2400	1600	2000	3800
	3800		3400		2700			
Any spread	1900	2500	1700		2300	1300	1800	3600
	3600		3200		2500			
2-nd cover	1800	2500	1500		2100	1200	1700	3500
	3500		3000		2400			
3-rd cover	1700	2300	1400		2000	1200	1600	3200
	3200		2800		2200			
4-th cover	2500	3400	1900		2700	1700	2300	4800
	4800		3800		3300			
Passport	1400	1900	1100		1600	1000	1300	2700
	2700		2200		1800			
Content	1800	2200	1400		1800	1100	1500	3100
	3100		2500		2100			
The editor's word	1700	2300	1500		1900	1200	1600	3200
	3200		2600		2200			
1 page	1100	1600	1000		1300	900	1100	2200
	2200		1800		1400			
PR text (1 page)	1300	1700	1100		1400	1000	1200	2400
	2400		2000		1600			
1/2 of page	800	1100	700		900	600	800	1500
	1500		1200		1000			
1/3 of page	700	900	600		800	500	700	1300
	1300		1100		900			
1/4 of page	600	800	500		700	400	600	1100
	1100		1000		800			
Styling + shooting 3 spreads	3500	4000	3500		4000	3500	4000	5000
	5000		5000		5000			
Styling + shooting 4 spreads	4000	4500	4000		4500	4000	4500	6000
	6000		6000		6000			
Styling 3 spreads	2000	2500	2000		2500	2000	2500	3000
	3000		3000		3000			
Styling 4 spreads	3000	3500	3000		3500	3000	3500	4000
	4000		4000		4000			

# ONLINE

## ARTICLE

No. of articles per month	Cost per article as press release	Cost per article our production
1	500 €	1400 €
3	340 €	
5+	300 €	

+4 extra articles in L'officiel Baltics Newsletter

## BANNER

Duration of banner (weeks)	Cost of banner
1	500 €
2	700 €
3	900 €
4	1200 €
8	2000 €

+2 extra articles, in two separate magazines  
+2 extra digital articles (with Newsletter)

+1 extra print article ,  
+1 extra digital article (with Newsletter)

