

MEDIA KIT  
L'OFFICIEL BALTIC  
2023



L'OFFICIEL



AMTD 2023-24

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BALTIC

AMTD 1004



## L'OFFICIEL BALTIC

The magazine L'Officiel Baltic is the first and only international magazine in the Baltics in Latvian & Russian languages about fashion, beauty and lifestyle. L'Officiel Baltic is created in cooperation with the international brand L'Officiel, the leader of the elite women's press in France. Thanks to cooperation with the world's leading experts in fashion, beauty, health, art, architecture, design and gastronomy, L'Officiel Baltic has a reputation as a trendsetter in all areas related to the life of fashionable, self-confident and successful women.

L'Officiel Baltic / Latvia magazine and

[lofficielbaltic.com](http://lofficielbaltic.com) Editor-in-Chief

Līga Zemture



L'Officiel is a French fashion magazine, the complete name of the magazine is "L'Officiel de la couture et de la mode de Paris". It has been published in Paris since 1921 and targets upper-income, educated women aged 25 to 49. With 27 international editions,

L'Officiel has a presence across over 80 countries. L'Officiel aims to merge the century-long traditions of its predecessor with a modern approach. L'Officiel offers a daily snapshot of fashion, beauty, music, film, literature, culture, lifestyle, wellness, politics and more with an emphasis on telling stories that matter.

**MEDIA KIT**  
L'OFFICIEL BALTIC



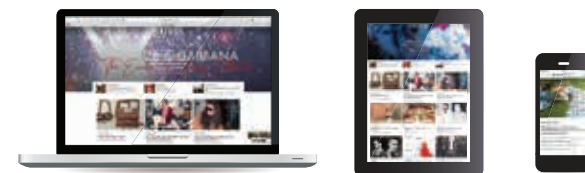
WHO WE ARE

## PRINT



L'Officiel Baltic 6 issues per year + one free additional edition to each issue. Free additional edition: Lifestyle, Beauty, Golf, 1000 models, Kids, L'Hommes, Weddings. Plus there are special additions made based on collaborations, such as Art and others.

## DIGITAL



L'Officiel Baltic digital platform: [www.lofficielbaltic.com](http://www.lofficielbaltic.com) offers weekly newsletters to subscribed members, articles about fashion, beauty, lifestyle, foods and many other trendy things as well videos and editorials.

## SOCIAL MEDIA



## EVENTS



# STATISTICS

DIGITAL MEDIA  
WWW.LOFFICIELBALTIC.COM

PAGE VIEWS

922 K

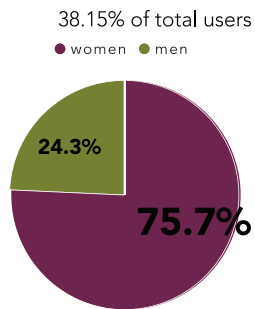
NEWSLETTER SUBSCRIPTIONS

4.7 K

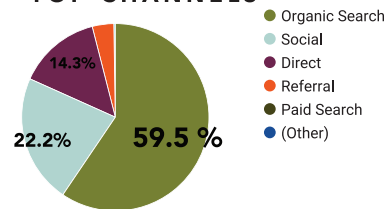
USERS

616 K

## GENDER

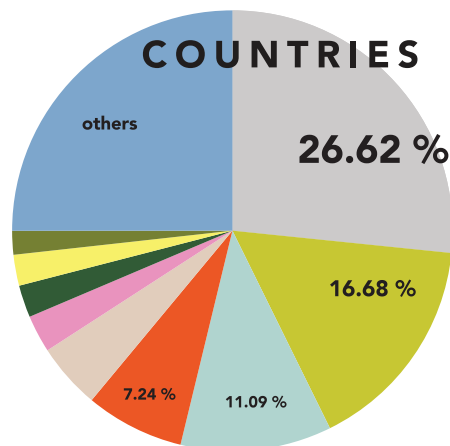


## TOP CHANNELS



avg. time on page:00:03:15-00:12:15 | avg.page views per month: 77 K

	Users	Users%
Latvia	156 895	26.62 %
United States	94 789	16.68 %
Russia	66 158	11.09 %
Ukraine	42 652	7.24 %
UK	28 499	4.83 %
Germany	16 185	2.75 %
Canada	13 973	2.37 %
Italy	13 353	2.27 %
France	10 243	1.74 %



# STATISTICS

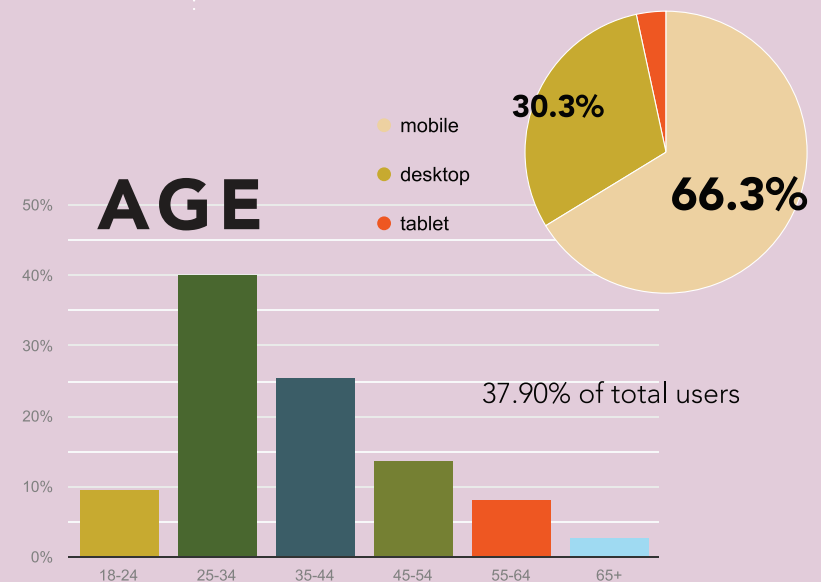
DIGITAL MEDIA  
WWW.LOFFICIELBALTIC.COM

## SOCIAL ACQUISITION

Facebook	35 K (47.81%)
Instagram	17 K (23.36%)
Instagram Stories	13 K (18.22%)
Pinterest	4 K (5.63%)

## TOP CHANNELS

Organic Search	37 K
Direct	14 K
Social	67 K
Referral	1.3 K





IF YOU BUY AN ARTICLE THIS WOULD BE ESTIMATED REACH FOR TARGET AUDIENCE  
(Target audience: Reader profile: women and men, educated, cosmopolite, demanding and passionate of fashion, art, travel, contemporary art, lifestyle, entertainment. Women: 80%, men: 20%. Age: 25-44.



#### PRINT

PRINTED MAGAZINE

Printed issue in latvian  
L'Officiel Latvia distributed in  
terithory of Latvia  
(5000 copies per issue) and  
printed issue  
in russian L'Officiel Baltic  
(10 000 copies per issue)  
distributed in terithory of  
Lithuania, Estonia and Latvia.

Print Avg. reach: 37500



#### DIGITAL

DIGITAL PLATFORM  
+  
DIGITAL MAGAZINE  
+  
NEWSLETTER

[www.lofficielbaltic.com/en/lv/](http://www.lofficielbaltic.com/en/lv/)  
(2021/01-2022/01)

Page views: 58.5K - 75.6K / month  
Users: 36.5K - 39.1K / month  
Avg. article reach 3.1K / month

[www.lofficielbalticsmag.com](http://www.lofficielbalticsmag.com)

L'Officiel Newsletter  
(weekly news published by L'Officiel Baltic)  
subscribed users: 4.7K



#### SOCIAL MEDIA

SOCIAL MEDIA ACCOUNTS

Followers  
Instagram: 21.2K  
Accounts reached 1400-1800 / month  
Impresions 6200 / month  
Profile visits: 1400 / month  
Avg. post reach 3000 / month  
Avg. story reach 1500 / month

Facebook: 35 K  
People like this: 16,918  
People follow this: 17,491  
Avg. article reach 29693 / month

ONE  
ARTICLE TOTAL  
REACH 79.5K

AVG. REACH IN FOLLOWING CHANELS

# PRESS KIT

The magazine L'Officiel Baltic is the first and only one international magazine in the Baltics in Latvian and Russian language dedicated to fashion, beauty and lifestyle and created in cooperation with the international brand of L'Officiel, leader of the elite women's press. Thanks to cooperation with the world's leading experts in fashion, beauty, health, art, architecture, design and gastronomy, L'Officiel Baltic has a reputation as a trendsetter in all areas related to the life of fashionable, self-confident and successful women.



L'Officiel Baltic:

- French style and European sophistication
- International authors and famous photographers
- Impeccable style and exclusive interviews
- Backstage, current reviews, hot topics, opinion
- Makers, celebrities and "the cream on top" of the society
- The quintessence of fashion world and exciting journeys

**WWW** lofficielbaltic.com  
premium-media.lv

Specification:

Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10000 / 5000 Pages: 168 +

Quality of paper: gloss / 80 g

Issues per year: 6

Retail price: 3,90 EUR + free supplement

Promotion / Distribution:

Airports (Riga, Tallinn, Vilnius), banks, business centers, hotels of the Baltic, top restaurants, car dealerships, designer clothes stores, beauty salons and spa salons, sports clubs, as well the best medical service centers.

Where to buy Latvia, Lithuania, Estonia:

Sky, Stockmann, Narvesen, R-kiosk, Rimi, Maxima, Thor, Cenuklubs, Selver, gas stations

Subscription:

- Subscribers in the Baltic countries: Latvia, Lithuania, Estonia
- Corporate subscription
- Digital subscription - [www.premium-media.lv](http://www.premium-media.lv)

Target audience:

successful, active women

Our readers portrait:

- have a good taste and is actively interested in fashion
- healthy lifestyle,
- oriented towards personal harmony and professional success
- interested in culture, design, architecture, etc. attends social events
- have cultural and shopping behavior, well-oriented in brands and regards fashion as an integral part of today's modern culture
- do lots of traveling, feels like a cosmopolitan
- easily ties up social contacts and widens the circle of their acquaintances
- financially independent, have a permanent and stable income
- follow the gastronomic and cultural life of their city

# L'HOMMES

L'OFFICIEL HOMMES BALTIC -

PREMIUM CLASS MAGAZINE FOR MEN

L'Officiel Hommes is well known worldwide magazine for men highlights current trends men's fashion, which guides, most important events in the business world, sport, culture, lifestyle, fitness, hobbies, and novations in the field of cars and gadgets.



L'Officiel Hommes Baltic :

- First-class journalism and aesthetic content
- International authors and famous photographers
- Unexpected images and current trends
- Interviews with well known and successful people
- Auto reviews, hot topics

Specification:

Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10000 / 5000

Pages: 80 +

Quality of paper: gloss / 80 g

Issue per year: 1

Price: free distributed with L'Officiel Baltic / Latvia

Promotion / Distribution:

Airports (Riga, Tallinn, Vilnius), banks, business centers, hotels of the Baltic, top restaurants, car dealerships, designer clothes stores, beauty salons and spa salons, sports clubs, as well the best medical service centers.

Where to buy Latvia, Lithuania, Estonia:

Sky, Stockmann, Narvesen, R-kiosk, Rimi, Maxima, Thor, Cenuklubs, Selver, gas stations

Subscription:

- Subscribers in the Baltic countries: Latvia, Lithuania, Estonia
- Corporate subscription
- Digital subscription - [www.premium-media.lv](http://www.premium-media.lv)

Target Audience:

Successful, leading active lifestyle men

Reader L'Officiel Hommes Baltic:

- Active professionals who want to live a modern life and experience bright impressions, feeling in harmony with time and style
- Leads a new multi-faceted business lifestyle
- More open and playful, indifferent to fashion, sports, art, design, new ones technologies
- Leads a dynamic lifestyle without closing in within one country
- Inancially independent, high purchasing power

**WWW** lofficielbaltic.com  
premium-media.lv

**MEDIA KIT**  
L'OFFICIEL BALTIC



# KIDS

L'OFFICIEL BALTIC KIDS – is the 1 parenting annual supplement to L'official magazine and web platform's section in [lofficielbaltics.com](http://lofficielbaltics.com). A place to laugh, discover & indulge, Kids is the lifestyle product for mums with style. It is written by mums, for mums.



L'Officiel Baltic KIDS is the magazine for mums who like style, pretty things and looking after themselves and their families. you will find best and latest products for kids and mums, exclusive features from industry experts and stylish stories and grace children images.

#### Specifications:

Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10 000 / 5000

Number of pages: 80 +

Quality of paper: gloss / 80 g

Issue per year: 1

Price: free distributed with L'Officiel Baltic / Latvia

#### Where to find L'Officiel Baltic Kids:

In elite kindergartens and educational centers, in children's health institutions, shops of children's designer clothes, Baltic hotels, top restaurants, beauty salons and spa-salons, sports clubs, as well as the best medical service centers and airports (Riga, Tallinn, Vilnius)

#### Target audience:

The main audience of the magazine is women – mothers

#### Our readers portrait:

- have a good taste and is actively interested in fashion
- healthy lifestyle
- interested in culture, design, architecture, etc.
- attends social events
- oriented towards personal harmony and professional success
- have cultural and shopping behavior, well-oriented in brands and regards fashion as an integral part of today's modern culture
- do lots of traveling, feels like a cosmopolitan
- easily ties up social contacts and widens the circle of their acquaintances
- financially independent, have a permanent and stable income
- follow the gastronomic and cultural life of the city

# SUMMER

## L'OFFICIEL SUMMER



Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10000 / 5000

Pages: 80 +

Quality of paper: gloss / 80 g

Issue per year: 1

Price: free distributed with L'Officiel Baltic / Latvia

#### Promotion / Distribution:

Airports (Riga, Tallinn, Vilnius), banks, business centers, hotels of the Baltic, top restaurants, car dealerships, designer clothes stores, beauty salons and spa salons, sports clubs, as well the best medical service centers.

#### Where to buy Latvia, Lithuania, Estonia:

Sky, Stockmann, Narvesen, R-kiosk, Rimi, Maxima, Thor, Cenuklubs, Selver, gas stations

#### Subscription:

- Subscribers in the Baltic countries: Latvia, Lithuania, Estonia
- Corporate subscription
- Digital subscription – [www.premium-media.lv](http://www.premium-media.lv)

#### Target audience:

The main audience of the magazine is business womens

#### Our readers portrait:

- have a good taste and is actively interested in fashion
- healthy lifestyle
- interested in culture, design, architecture, etc.
- attends social events
- oriented towards personal harmony and professional success
- have cultural and shopping behavior, well-oriented in brands and regards fashion as an integral part of today's modern culture
- do lots of traveling, feels like a cosmopolitan
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- follow the gastronomic and cultural life of the city

# BEAUTY

L'OFFICIEL BEAUTY - this issue is specialized in health and fitness, art, travel, tourism, leisure, decorating and culture. It shows hottest trends and grace images of modern life. Topics to write about are favorite shopping and leisure places, TOP of hotels in Baltics, TOP of leisure and parks for families, ideas of how to celebrate life.



Our beauty supplement to the L'official magazines includes articles that are related to the well-being of women, as well as topics aimed at making women look their best. Celebrities share their favorite beauty products and secrets that keep them looking svelte and ageless throughout their lives. The main hero for the issue is our L'official Baltics Beauty Awards nominees, and results of the award. Skin care products are featured, as well as grooming products, to help women look young and radiant.

**WWW** [lofficielbaltic.com](http://lofficielbaltic.com)  
[premium-media.lv](http://premium-media.lv)

## Specification:

Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10 000 / 5000

Number of pages: 80 +

Quality of paper: gloss / 80 g

Issue per year: 1

Price: free distributed with L'Officiel Baltic / Latvia

## Promotion / Distribution:

Airports (Riga, Tallinn, Vilnius), banks, business centers, hotels of the Baltic, top restaurants, car dealerships, designer clothes stores, beauty salons and spa salons, sports clubs, as well the best medical service centers.

## Where to buy Latvia, Lithuania, Estonia:

Sky, Stockmann, Narvesen, R-kiosk, Rimi, Maxima, Thor, Cenuklubs, Selver, gas stations

## Subscription:

- Subscribers in the Baltic countries: Latvia, Lithuania, Estonia
- Corporate subscription
- Digital subscription - [www.premium-media.lv](http://www.premium-media.lv)

## Target audience:

Targets upper-income, educated women

## Our readers portrait:

- have a good taste and is actively interested in fashion
- healthy lifestyle
- interested in culture, design, architecture, etc., attends social events
- oriented towards personal harmony and professional success
- have cultural and shopping behavior, well-oriented in brands and regards fashion as an integral part of today's modern culture
- do lots of traveling, feels like a cosmopolitan
- easily ties up social contacts and widens the circle of their acquaintances
- financially independent, have a permanent and stable income
- follow the gastronomic and cultural life of their city

# LIFESTYLE

L'OFFICIEL LIFESTYLE - this issue is specialized in health and fitness, art, travel, tourism, leisure, decorating and culture. It shows hottest trends and grace images of modern life. Topics to write about are favorite shopping and leisure places, TOP of hotels in Baltics, TOP of leisure and parks for families, ideas of how to celebrate life.



Lifestyle is the interests, opinions, behaviours, and behavioural orientations of L'official target audience community. L'official Lifestyle wants to inspire, guide, and motivate people. Grace images and identity, rather than a product.

**WWW** [lofficielbaltic.com](http://lofficielbaltic.com)  
[premium-media.lv](http://premium-media.lv)

## Specification:

Size: 210 x 285 + 5 mm

Languages: LV / RU

Edition: 10 000 / 5000

Number of pages: 80 +

Quality of paper: gloss / 80 g

Issue per year: 2

Price: free distributed with L'Officiel Baltic / Latvia

## Promotion / Distribution:

Airports (Riga, Tallinn, Vilnius), banks, business centers, hotels of the Baltic, top restaurants, car dealerships, designer clothes stores, beauty salons and spa salons, sports clubs, as well the best medical service centers.

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# 1000 MODELS

L'OFFICIEL 1000 MODELS SPECIAL EDITION



Specification:  
Size: 210 x 285 + 5 mm  
Languages: LV, RU, EE, ENG  
Edition: 10000  
Number of pages: 144 +  
Quality of paper: gloss / 80 g  
Issue per year: 2

The magazine "1000 models" is unique edition, which represents the top times from the world podiums. This is an essence the best outfits of haute couture, clothes ready- to-wear, accessories, designer objects and models of men's fashion.

Collections created by the log team L'Officiel, will become your guide in a world of high fashion and relevant trends. In addition to exclusive content, the edition, includes advertising of luxury brands.

# FASHION NEWS

SPECIAL EDITION

FASHION NEWS – special Newsletter magazine about latest fashion, beauty industry and lifestyle news.



Specification:  
Size: 210 x 285 + 5 mm  
Languages: LV / RU  
Edition: 5000 RU + 5000 LV  
Number of pages: 48 +  
Quality of paper: gloss  
Issue per year: 2

Content:

- Fashion news
- Trends of the season
- Interviews with designers
- Debutants and their collections

Promotion / Distribution:

free Edition is distributed during Riga Fashion Week as well as at more than 350 places over Riga & Jurmala:

- SPA and hairdressing salons
- TOP Hotels
- TOP restaurants
- Biggest sport and fitness centres, Business & shopping centres

Audience of the event (~10-12 K):

50% – are known secular persons who are admirers of the RFW participants' brands and behind current collections.

30% – Fashion-oriented young people (bloggers, students of fashion faculties).

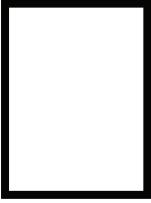



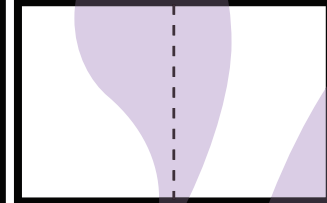
20% – foreign visitors from the EU and CIS countries.

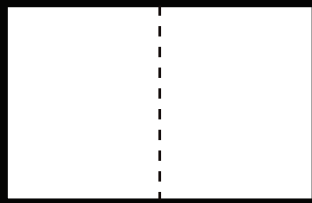



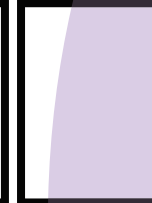



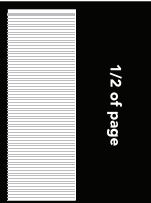
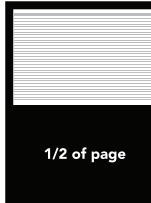
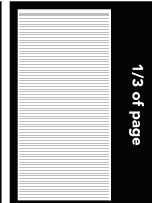
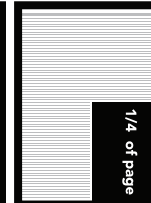
# PRINT

## STANDART ADVERTISING

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

				
<b>Cover</b> € 7000	<b>2-nd cover</b> € 2500	<b>3-rd cover</b> € 2300	<b>4-th cover</b> € 3400	<b>2-nd spread</b> € 2800
				<b>1-st spread</b> € 3000
				<b>3-rd spread</b> € 2700

					
<b>Any spread</b> € 2500	<b>Passport</b> € 1900	<b>Content</b> € 2200	<b>The editor's word</b> € 2300	<b>1 page</b> € 1600	<b>PR text</b> € 1700

			
<b>1/2 of page</b> € 1100	<b>1/2 of page</b> € 1100	<b>1/3 of page</b> € 900	<b>1/4 of page</b> € 800

## SCHEDULES FOR L'OFFICIEL BALTIC / LATVIA, 2023

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
February/March	January 16th	February 14th	14/02-11/04
April/May	March 17th	April 11th	11/04-13/06
June/July	May 19th	June 13th	13/06-15/08
August/September	July 17th	August 15th	15/08-17/10
October/November	September 18th	October 17th	17/10-12/12
December/January	November 21st	December 12th	12/12-13/02

### Specification

Circulation: 15000  
Periodicals: 6 issues per year  
The format: 210 x 285 + 5 mm from each size  
Format: PDF (prepres 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 2023



	L'OFFICIEL BALTIC / LATVIA		L'OFFICIEL Lifestyle	Business	L'OFFICIEL Hommes	L'OFFICIEL Fashion News		L'OFFICIEL 1000 Models
	Latvia	Baltic	L'OFFICIEL Hommes	L'OFFICIEL Lifestyle	L'OFFICIEL Beauty	Latvia	Baltic	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			





# L'OFFICIEL BALTIC AMTD 2024

## SCHEDULE RELEASE

### SCHEDULES FOR L'OFFICIEL BALTIC / LATVIA, 2023

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
February/March	January 16th	February 14th	14/02-11/04
April/May	March 17th	April 11th	11/04-13/06
June/July	May 19th	June 13th	13/06-15/08
August/September	July 17th	August 15th	15/08-17/10
October/November	September 18th	October 17th	17/10-12/12
December/January	November 21st	December 12th	12/12-13/02

### L'OFFICIEL FASHION NEWS

	Deadline for advertising materials	Retail Distribution
March	2 weeks prior to the event	end of March
October	2 weeks prior to the event	end of October

### L'OFFICIEL 1000 MODELS

	Deadline for advertising materials	Retail Distribution
April	March 24th	11/04-01/10
October	September 19th	02/10-01/04

### L'OFFICIEL LIFESTYLE

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
February/March	January 16th	February 14th	14/02-11/04

### L'OFFICIEL LIFESTYLE SUMMER

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
June/July	May 19th	June 13th	13/06-15/08

### L'OFFICIEL HOMMES

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
October/November	September 18th	October 17th	17/10-12/12

### L'OFFICIEL HOMMES

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
April/May	March 17th	April 11th	11/04-13/06

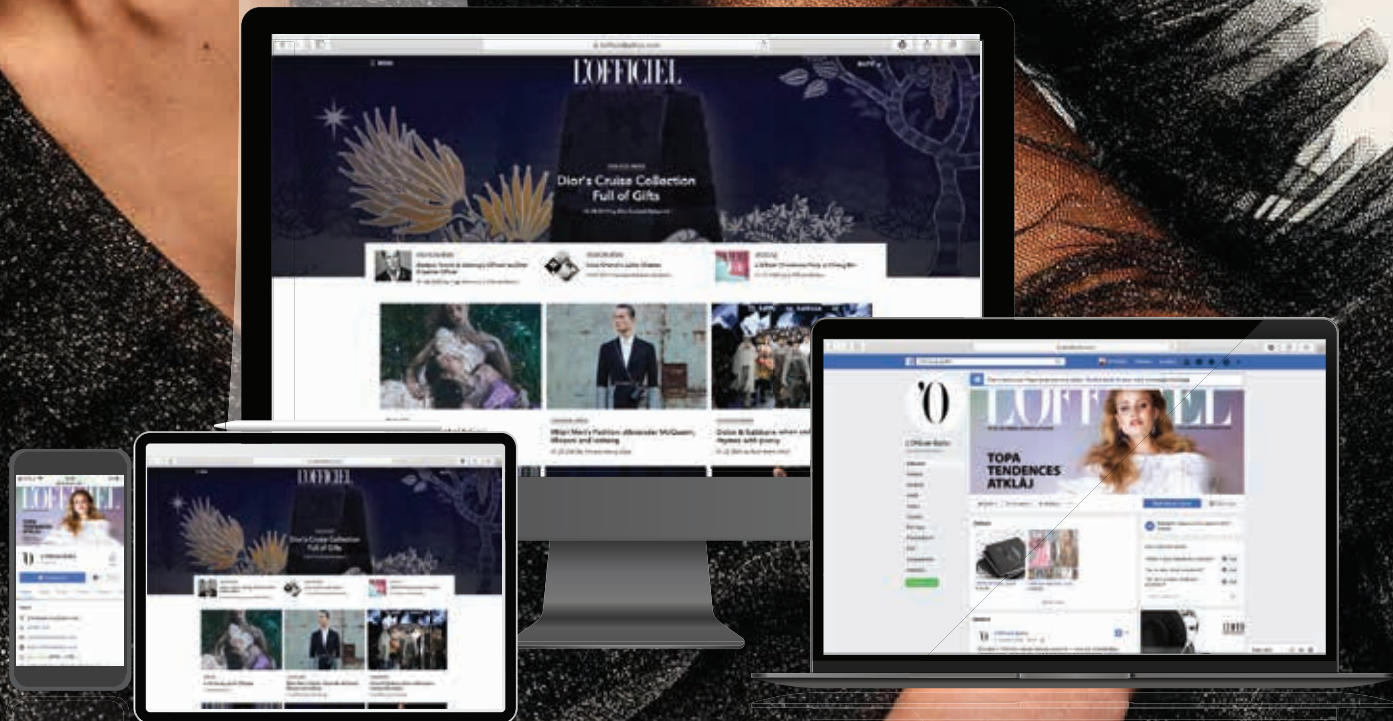
### L'OFFICIEL LIFESTYLE

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
August/September	July 17th	August 15th	15/08-17/10

### L'OFFICIEL BEAUTY

	Deadline for advertising materials	1st day retail	Retail distribution in the Baltics
December/January	November 21st	December 12th	12/12-13/02

# DIGITAL MEDIA PLATFORM







## gender

73% women

27% men



## age

16% - 18-24

27% - 25-34

19% - 35-44

15% - 45-54



## platform

61% mobile

36% desktop

3% tablet

Reader profile: women and men, educated, cosmopolite, demanding and passionate of fashion, art, travel, contemporary art, lifestyle, entertainment:

Take fashion as an important part of modern culture.

Are interested in art, design, architecture, etc.

Are socially active, follow the cultural life and widen their circle of acquaintances.

Have a culture of shopping, are well-oriented in brands.

Are financially independent, have a permanent and stable purchasing power.

Use digital media actively to browse information, shopping, self-development and personal success.

# ARGET MARKET

# DIGITAL MEDIA

A global Internet platform, that combines magazines-satellites of L'Officiel brand

published in 32 countries, in a single network..

## BRAND NEW FASHION & LIFESTYLE DIGITAL MEDIA IN THE BALTICS

PREMIUM MEDIA official L'OFFICIEL Magazine publisher in the Baltic countries, has entered a global digital platform, and is introducing a unique offer for clients and readers.

The ONLY International fashion and lifestyle digital media in the Baltics:

LOFFICIELBALTIC.COM

LANGUAGES: / LV / RU / ENG



@lofficiebaltic



/LOFFICIEL BALTIC



/lofficiebaltic

### KEY TOPICS

Certainly fashion, but also art, travel, design, lifestyle and men's universe. All this knowledge and expertise is combined in one unique website.

### LOFFICIELBALTIC.COM PLATFORM OFFERS GLOBAL REACH

The ONLY International fashion and lifestyle digital media in the Baltic States, in three languages. Thanks to cooperation with world's leading experts in the field of fashion, beauty, health, art, architecture, design and gastronomy the global platform has a reputation as a trendsetter in all fields connected with the life of fashionable, confident and successful women and men.

Website is replenished with valuable and useful content from opinion leaders, celebrities and experts in fashion and lifestyle on a daily basis.

Talented editors, stylists and journalists are invited to collaborate on the platform as

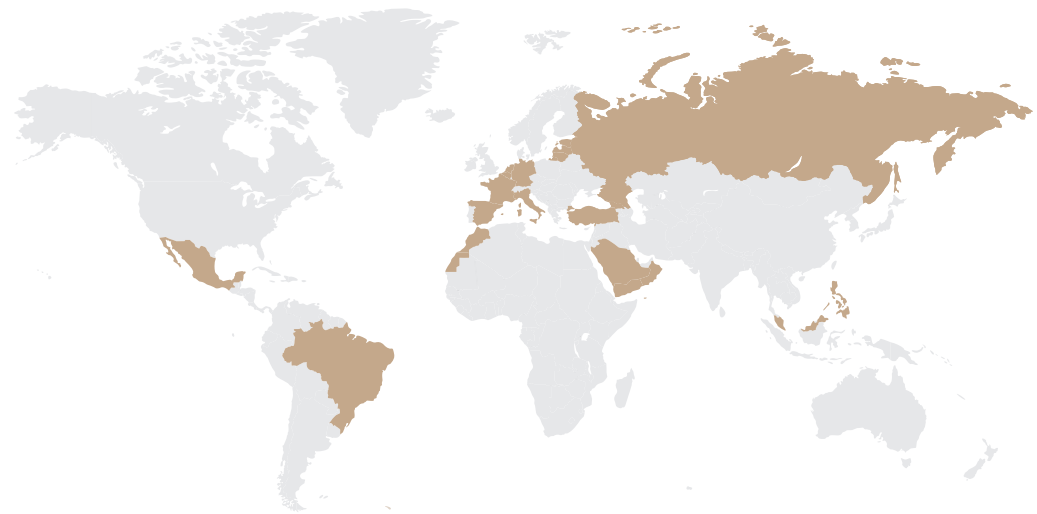
Contributing Authors / L'OFFICIEL Girls.

LIVE broadcasts – the most popular type of digital content. The new platform provides the ability to transmit live broadcasts of fashion shows, filming, interviews, events.





# GLOBAL NETWORK



300		1		26		2.4
influences		common layout		websites		milj. fans

**MEDIA KIT**  
L'OFFICIEL BALTIC

DIGITAL COMMUNICATION CHANNELS

# AUDIENCE

 1923 +  541 + 35K + 21,2K  + **SUBSCRIBED** 4700

## L'OFFICIEL BALTIC GIRLS



**MEDIA KIT**  
L'OFFICIEL BALTIC

## TECHNICAL SPECIFICATIONS DIGITAL ADVERTISING FORMATS



### Billboard

Size : 970x250 pixels

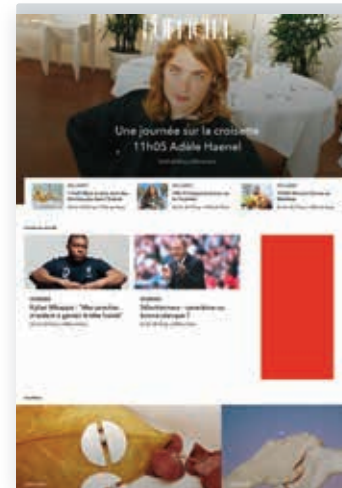
Platform: Desktop, Tablet  
(Responsive)  
Format: JPG, IMG, Third  
Party Tags  
Weight: 100 KB max  
Tracking and link URL: all  
links must be in a secure  
version form of «https»



### Full Header Billboard

Size : 1920x250 pixels

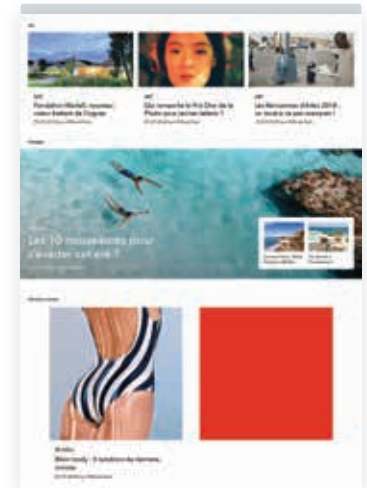
Platform: Desktop, Tablet  
Format: JPG, IMG, GIF, Third  
party  
Weight: 100 KB max  
Tracking and link URL: all  
links must be in a secure  
version form of «https»



### Half Page Unit

Size : 300x600 pixels

Platform : Desktop, Tablet  
(Responsive)  
Format : JPG, IMG, Third  
Party Tags  
Weight : 100 KB max  
Tracking and link URL : all  
links must be in a secure  
version form of «https»



### Infeed Native Ad

Size : 868x660 pixels  
(Desktop) / 330x250 pixels  
(Mobile)

Platform : Desktop, Tablet,  
Mobile  
Format : JPG, IMG, Third  
Party Tags  
Weight : 100 KB max  
Tracking and link URL : all  
links must be in a secure  
version form of «https»

Adserver SmartAdserver  
(for all site countries integrated in the platform)

Delay of Creative Delivery  
Banners 3 day open before the starting date  
Skinpage 7 days open before the starting date

Provide to L'Officiel Digital Team

Creatives based on the format specifications  
Link URL redirection/Clic Command/ Tracking (DoubleClick, Sizmek, IAS, MOAT, Double Verify)



# MOBILE



## Mobile Middle Page Unit / Pavé

Size : 300x250 pixels

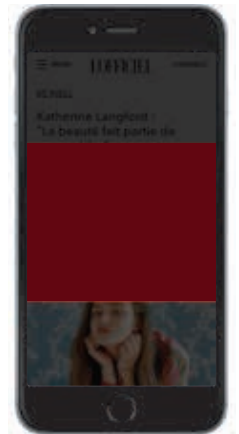
Platform : Mobile  
Format : JPG, IMG, Third party tags  
Weight : 100 KB max  
Tracking and link URL : all links must be in a secure version form of «https»



## Mobile Banner

Size : 320x50 pixels

Platform : Mobile  
Format : JPG, IMG, Third Party Tags  
Weight : 100 KB max  
Tracking and link URL : all links must be in a secure version form of «https»



## Square Mobile

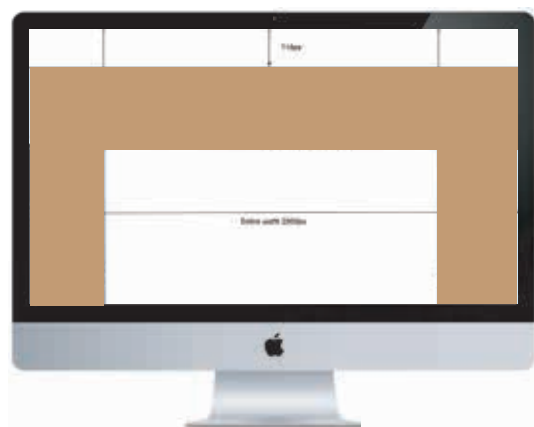
Size : 250x250 pixels

Platform : Mobile  
Format : JPG, IMG, Third Party Tags  
Weight : 100 KB max  
Tracking and link URL : all links must be in a secure version form of «https»

Photo credit: Doh Lee



# DETAILED SPECIFICATIONS SKINPAGE



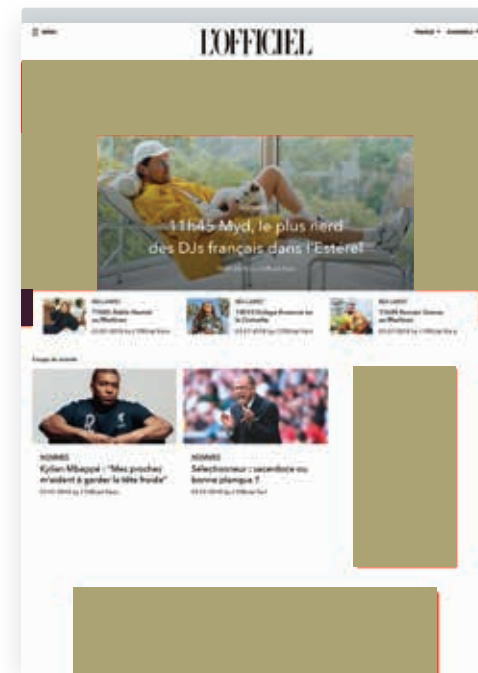
Vertically the image appears behind all content. The first 114px are behind the site header, then a 250px space is left before the first block. The page content expands up to a max width of 1920px. When the browser window is larger than background image.

As the background image is centred on the page the width of browser window affects how much of the background is visible. For this reason, it is best not to use images with details which all visitors need to see, as there is no guarantee whether they will be visible.





## Skinpage / Habillage



### Desktop

Size : 2500x1200 pixels

**Format:** JPG

**Weight:** 100 KB max

**Tracking and link**

**URL** "all links must be in a secure version form of «https»"

### For mobile, the skinpage is in form of banners

Size : 320x50 pixels

**Format :** JPG, IMG, Third Party Tags

**Weight :** 100 KB max

**Tracking and link URL :** all links must be in a secure version form of «https»

### For tablet, the skinpage is in form of banners

Size : 970x250 pixels

**Format :** JPG, IMG, Third Party Tags

**Weight :** 100 KB max

**Tracking and link URL :** all links must be in a secure version form of «https»



# ONLINE

WWW.L'OFFICIELBALTIC.COM

## ARTICLE

No. of articles per month	Cost per article as press release	Cost per article our production	Cost per interview our production
1	800 €	2100 €	2100 €

## BANNER

Duration of banner (weeks)	Cost of banner desktop/mobile
1	800 €
2	1200 €
3	1650 €
4	2100 €
5	2400 €

\*All prices are given without 21% VAT

**MEDIA KIT**  
L'OFFICIEL BALTIC



# GIVEAWAY

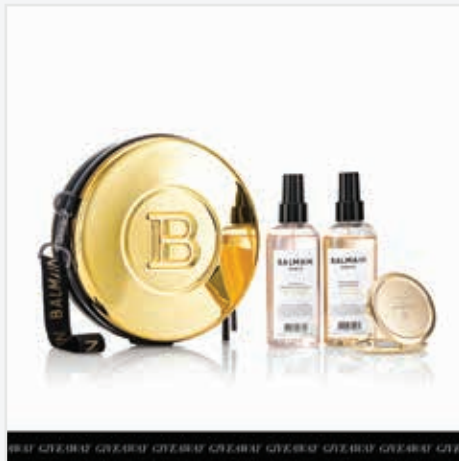
## PUBLISHED IN L'OFFICIEL BALTIC INSTAGRAM ACCOUNT

Duration : 1 week

Gift : One for participant, other for friend who is tagged in comment

Materials : client should provide all necessary publishing materials: logo, product example photography. Can be added additional materials such as video.

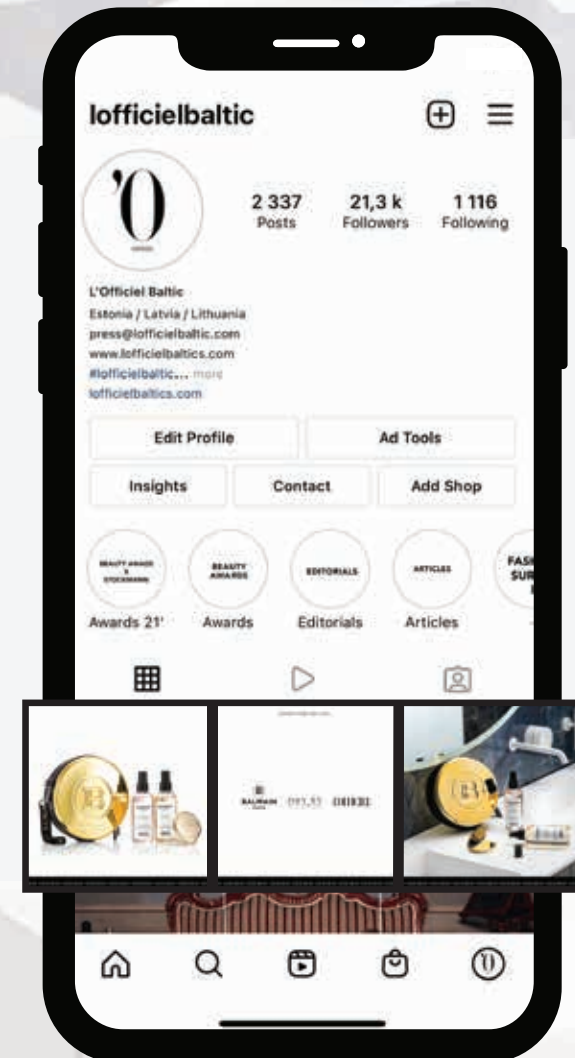
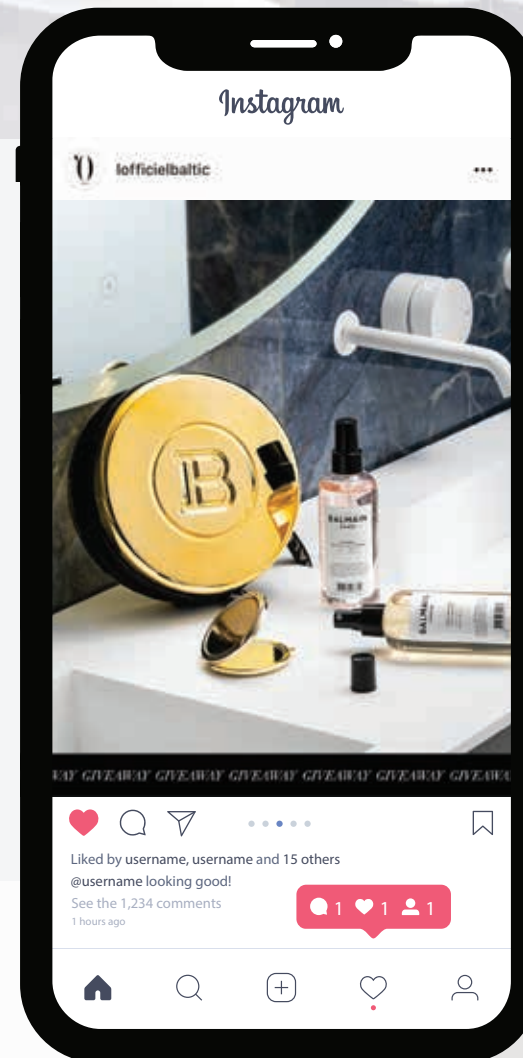
Format : Three posts (posted one by another) in one line for one Giveaway.



Avg Comment : Mobile

Avg Reach : JPG, IMG, Third Party Tags

Avg likes: 100 KB max







## SPECIAL CAMPAIGNS

# L'OFFICIEL BALTIC BEAUTY AWARDS

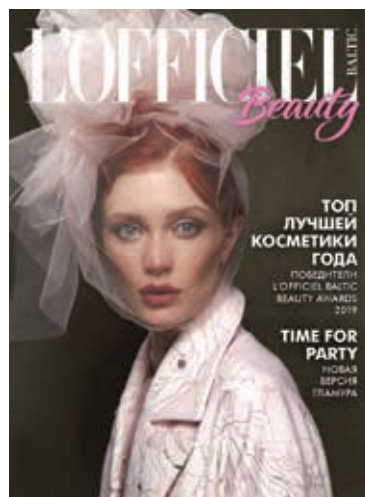
L'OFFICIEL BALTIC BEAUTY AWARDS ceremony is the Latvian publishing house PREMIUM MEDIA presented L'OFFICIEL BALTIC BEAUTY AWARDS. First international awards in the Baltic beauty industry.



The main goal of the L'OFFICIEL BALTIC BEAUTY AWARDS is to identify the best representatives of the beauty industry in the Baltic countries, to award best beauty brands and services as well as to raise the consumers' awareness of them.

The prizes were awarded in more than 50 nominations, among which were some unique ones - "Red Carpet Ready", "The Best SPA in the Baltics" (awarded in each of the Baltic countries in different sub-nominations), "The Best Advertising Campaign of the Beauty Industry in the Print Media", "The Best Beauty Industry Advertising Campaign on the Internet", etc.

The nominees were evaluated by several juries. Among them the dermatologist Anna Berzina, the board member of the PREMIUM MEDIA publishing house Natalia Abramova, the Chief Editor of the lofficielbaltics.com web platform Liga Zemture and the Chief Editor of the L'Officiel Baltics magazine Karina Evans. The independent jury consisted of more than 40 well-known people from Latvia, Lithuania and Estonia. And finally, there was a jury of readers of lofficielbaltic.com.



MAGNETIC LATVIA

L'OFFICIEL BALTIC BEAUTY

L'OFFICIEL ART

L'OFFICIEL GOURMAND GUIDE

Release year: 2019  
Editor-in-chief: Liga Zemture

Language: ENG  
Circulation: 2000

Publisher: Premium Media  
In cooperation: Investment and Development Agency of Latvia (LIAA)

Release year: 2019  
Editor-in-chief: Maija Silova

Language: LV/RU  
Circulation: 5000/10 000

Publisher: Premium Media

Release year: 2019  
Editor-in-chief: Katrina Jaunupe

Language: ENG  
Circulation: 2000

Publisher: Premium Media  
In cooperation: Live Riga

Release year: 2019  
Editor-in-chief: Signe Meirane

Language: LV/RU  
Circulation: 5000/10 000

Publisher: Premium Media  
In cooperation: Jauna Teika

MEDIA KIT  
L'OFFICIEL BALTIC  
2023

OFFICE

L'OFFICIEL Baltic  
SIA "Premium Media"  
Ieriķu 15, k-1, Rīga, Latvija, 1084  
Tel. +371 23881233

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ADVERTISING

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