## MEDIA KIT 2025

NARC Neiespējamā misija

PETAM KOSMETIKU NOJŪRAS DZILEM

**READERS PROFILE** 

QUICK Forn 220x2 prem

**Published by:** Magazine publishing house Lilita

Published since: 2005

Published: monthly

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

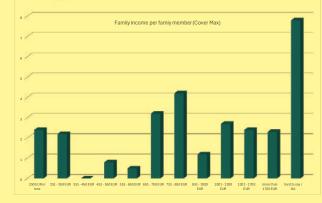


**Editor in Chief:** Kristīne Rudzinska

## **Print run:** 14 000

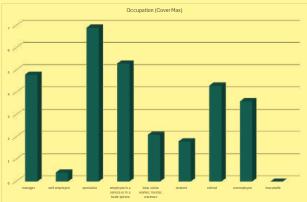
**Distribution:** subscribers (3000), Retail (10000), Free copies (1000)

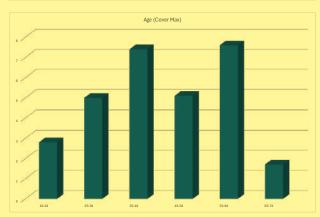
**Total readers:** 30000 (Cover Max), 13300 (Cover). Source: Kantar TNS 2024



PILNIGI ATKLAT

2.98\*





## 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 bluecollar, 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.



SEVIE KRISTINE RUDZINSKA Visi zina Laimu - stila ikonu. Skaistu, izsmalcinātu, Visi zina Laimu - stila ikonu. Skaistu, izsmalcinātu, ize sinda iele stila ikonu. Skaistu, izsmalcinātu, visi zina Laimu - stila ikonu. Skaistu, izsmalcinātu, ize sinda iele stila ikonu. Skaistu, izsmalcinātu, komentari ildz sirds dziļumiem godīga pret un par sevi. komentari ildz sirds dziļumiem godīga rās mūsdienās ir komentari ildz sirds dziļumies sirsnīga. Tās mūsdienās ir komentari ildz sirds dziļumies irsnīga. Tās mūsdienās ir komentari ildz sirds irsti sastopamas ipašibas. Bet viņa ir arī lidz sirds irsti sastopamas ipašibas. Atklāta vieda. Un ļoti sastopamas ipašibas.

veldojas jusso karm ir kads jvaretu būr, ka tam ir kads jvaretu būr, ka tam ir kads jvaretu paka, ko pavadijat, norddijam esot bērmudarza, norddijam esot bērmudarza, nedeļam esot bērmudarza, nedeļam esot patatvels, kas toreiz. Pilnīgi iespējams. Bet tas, kas toreiz. Pilnīgi iespējams. Bet tas tas toreiz. Pilnīgi iespējams. Pilnīgi iespējams.

LEGENDA



SPECIAL ISSUES

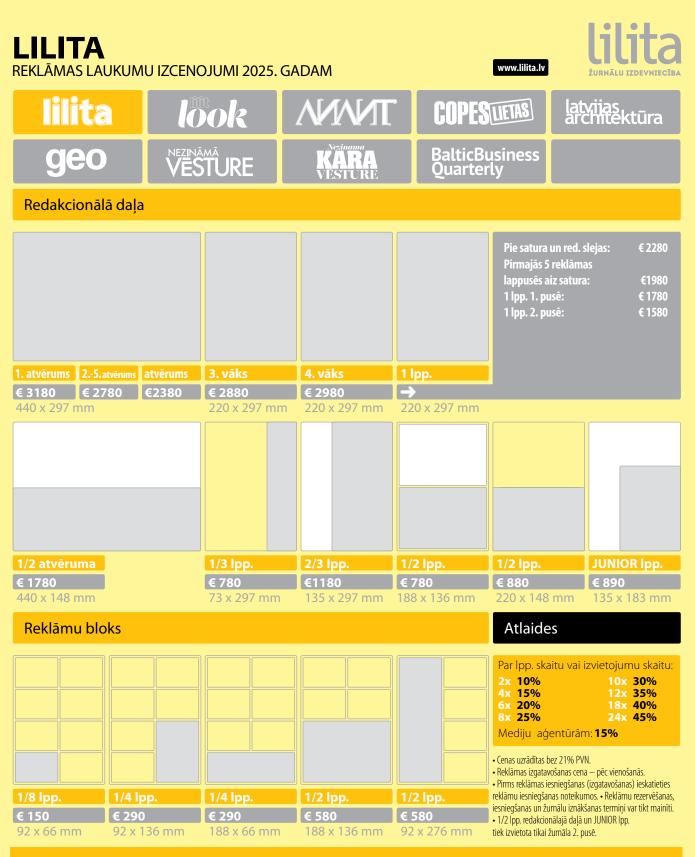
## **Lilit Beauty Awards**

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	Maintopic
January	WINNERS OF LILIT BEAUTY AWARDS
April	ANNIVERSARY ISSUE, LILITA CELEBRATES 20 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





Ar reklāmu **iesniegšanas termiņu** un žurnālu iznākšanas **grafiku** var iepazīties šeit http://lilita.lv/lv/reklamdevejiem/termini/

