

MEDIA KIT 2025



QUICK FACTS

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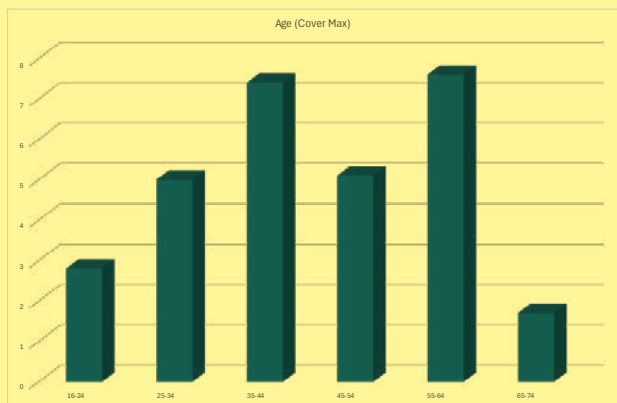
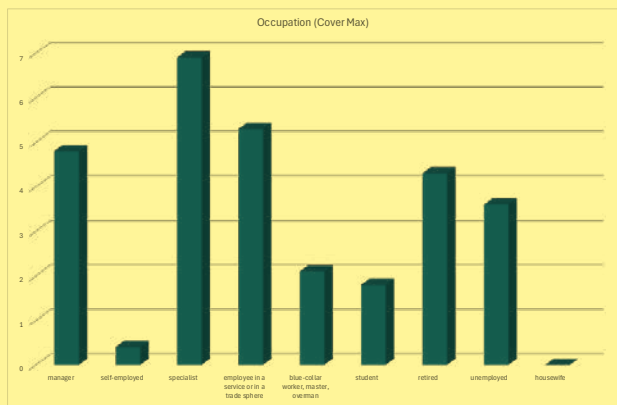
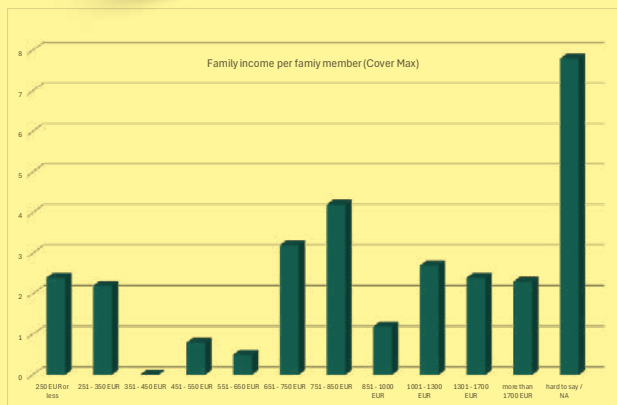
Editor in Chief:
Kristīne Rudzinska

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

READERS PROFILE



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	Main topic
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



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Quarterly**

Redakcionālā daļa

						Pie satura un red. slejas: € 2280 Pirmajās 5 reklāmas lappusēs aiz satura: 1 lpp. 1. pusē: € 1780 1 lpp. 2. pusē: € 1580
1. atvērums € 3180 440 x 297 mm	2.-5. atvērums € 2780	atvērums € 2380	3. vāks € 2880 220 x 297 mm	4. vāks € 2980 220 x 297 mm	1 lpp. → 220 x 297 mm	

1/2 atvēruma € 1780 440 x 148 mm	1/3 lpp. € 780 73 x 297 mm	2/3 lpp. € 1180 135 x 297 mm	1/2 lpp. € 780 188 x 136 mm	1/2 lpp. € 880 220 x 148 mm	JUNIOR lpp. € 890 135 x 183 mm

Reklāmu bloks

Atlaides

					Par lpp. skaitu vai izvietojumu skaitu: 2x 10% 10x 30% 4x 15% 12x 35% 6x 20% 18x 40% 8x 25% 24x 45% Mediju aģentūrām: 15%
1/8 lpp. € 150 92 x 66 mm	1/4 lpp. € 290 92 x 136 mm	1/4 lpp. € 290 188 x 66 mm	1/2 lpp. € 580 188 x 136 mm	1/2 lpp. € 580 92 x 276 mm	

- Cenas uzrādītas bez 21% PVN.
- Reklāmas izgatavošanas cena – pēc vienošanās.
- Pirms reklāmas iesniegšanas (izgatavošanas) ieskatieties reklāmu iesniegšanas noteikumos. • Reklāmu rezervēšanas, iesniegšanas un žurnālu iznākšanas termiņi var tikt mainīti.
- 1/2 lpp. redakcionālajā daļā un JUNIOR lpp. tiek izvietota tikai žurnāla 2. pusē.

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

