

Men's Health – personal advisor for men



Men's Health is the magazine for the active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better.

Every month, we provide our audience with actionable and interactive content that they can put to immediate use, content that helps them be healthier, smarter, fashionable, more confident at work and more successful in their relationships

BASIC DATA

- ▶ frequency: monthly
- ▶ copy price: 9,99 PLN
- ▶ readership: 545 462 (PBC, IV'11 -IX 2011, CCS)*
- ▶ copy sales (I 2011- IX 2011): 61 477 (ZKDP)**
- ▶ **THE BEST SELLING MEN MAGAZINE IN POLAND**

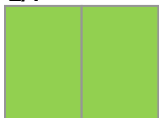


WWW.MENSHEALTH.PL

- ▶ statistics 18.X.2011 – 17.XI.2011 (Google Analytics)**
- ▶ UV (unique users) 303 336
- ▶ PV (page views) 2 247 924
- ▶ 5684 FORUM users; 172 blogs
- ▶ 24 207 newsletter subscribers

Prices and deadlines 2012

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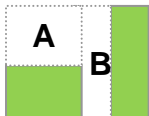
420 x 280 mm **4c** 75 000 PLN

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210 x 280 mm **4c** 46 000 PLN

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A – 210 x 135 mm

B – 103 x 280 mm

4c 24 000 PLN

Net prices.

issue	orders	materials	publication
02/12	2011-12-23	2011-12-30	2012-01-20
03/12	2012-01-27	2012-02-03	2012-02-24
04/12	2012-02-24	2012-03-02	2012-03-23
05/12	2012-03-23	2012-03-30	2012-04-20
06/12	2012-04-27	2012-05-04	2012-05-25
07/12	2012-05-25	2012-06-01	2012-06-22
08/12	2012-06-22	2012-06-29	2012-07-20
09/12	2012-07-27	2012-08-03	2012-08-24
10/12	2012-08-24	2012-08-31	2012-09-21
11/12	2012-09-28	2012-10-05	2012-10-26
12/12	2012-10-26	2012-11-02	2012-11-23
01/13	2012-11-23	2012-11-30	2012-12-21

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MH reader

average age	29
sex – man	81,8%
education secondary +	86,9%*
net HHI 2500+ (PLN)	80,6%*
manager, company owners	43,07%
cities 50 000+	55,71%
languages knowledge 1+	34,99%*
BMI proper mass index	48,73%*

Consument:

owns at least one car	73,72%*
car purchase intention 12 months	15,85%
jeans purchase – at least two pairs 12 months	55,06%*
shoes purchase – at least three pairs 12 months	31,80%*
cosmetics purchase decision	83,63%

Free time:

cinema	67,84%*
books	41,42%
meeting with friends	50,18%
sport activities	34,61%*

Opinions:

believes that the products of recognized brands are better	66,92%*
likes to stand out from the crowd	49,03%*
it is important to be well dressed	73,78%*



**) the highest factor rate within men's magazine segment*

source: PBC, TGI X2010- III 2011 (SCPW)