



Media kit 2012  
**miresici**

# About the Magazine

Launched in April 2010, Miresici is the complete guide for brides and weddings, connected to the most powerful community of brides in Romania: [miresici.ro](http://miresici.ro).

An interactive magazine that reflects the spirit and vision of 385,000 people and it is based on the huge popularity of the well-known online community: [miresici.ro](http://miresici.ro).

A magazine full of wedding ideas, a rich source of inspiration for choosing the perfect wedding dress, smart planning tips and lots of surprises.



# About the Website

www.miresici.ro is the **most important website for future brides**, where women (and men) can find out everything there is to know about organizing and enjoying their ideal wedding.

- 391.738 unique visitors monthly;
- 9.163.111 page views monthly;
- 2.98 page views per unique visitor;
- On average, 10 minutes spent on each visit - longer than on most websites

- 8.132 active members in 2011;
- 71.335 total number of members;
- 470.520 messages in 2011;
- 15.799 discussed topics 2011;
- 3.111 members with more than 100 messages.

Source: SATI, Jan – Dec 2011



miresici

# The perfect Bride

Wedding inspiration

The best organizer: planning smart is the key.

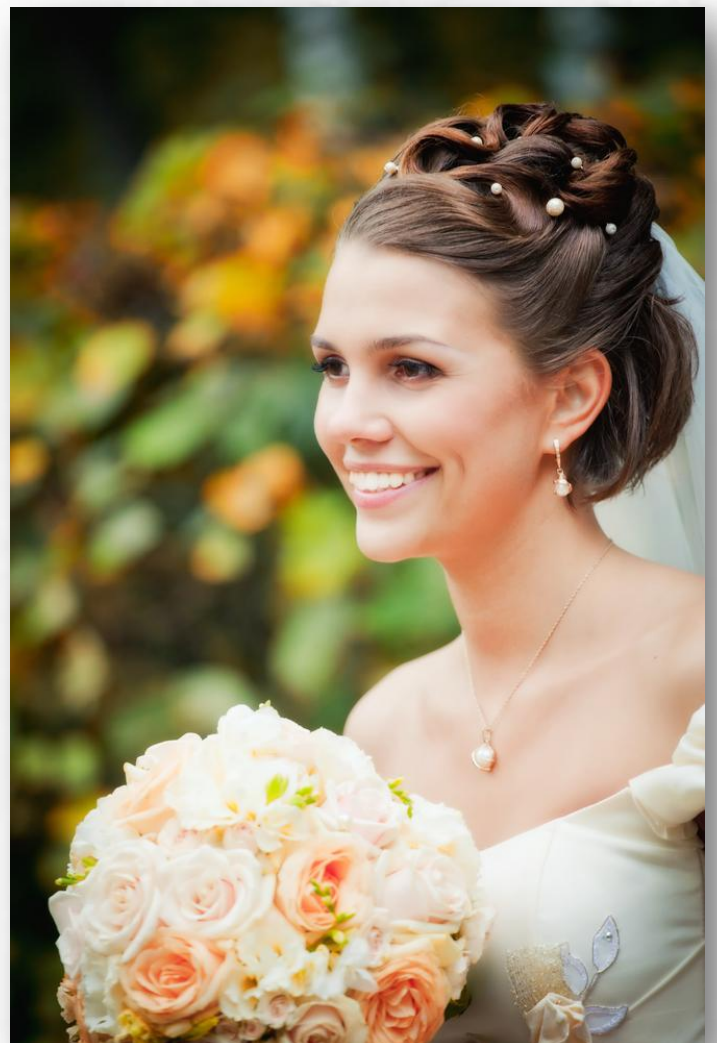
Themes for the ceremony

- ❖ Real's people weddings & love stories
- ❖ The new trend: The CHIconomist Bride
- ❖ The most useful ideas for The Big Day

**Fashion & Beauty**

The finest advice from experts (even for Grooming the groom!)

- ❖ Shopping for the best products: dresses & accessories, wedding rings & jewelry, Flowers & favors, perfumes & cosmetics.



**miresici**

# Planning every Detail

## Counselors

- ❖ Planner, Florist, Photographer, Stylist, Make-up & Hair style artist

## Wedding Planning

- ❖ List of all related activities
- ❖ Wedding budget
- ❖ Essential questions and answers
- ❖ Advice from miresici.ro community

## Reception

- ❖ Refined flower bouquets
- ❖ Delicious wedding cakes
- ❖ Gorgeous decorations
- ❖ Perfect music

## Honeymoon

- ❖ Travel destinations
- ❖ Q&As with tourism counselors honeymooners.



# Our unique readers

- ❖ Women, **brides-to-be** 20-35 years old
- ❖ **High and medium income**
- ❖ High education
- ❖ Opinion leaders and **influences**
- ❖ **Deeply involved in online communities**
- ❖ Highly informed
- ❖ **Open-minded**
- ❖ Strong and creative personality

Begin planning a year before their wedding date



**miresici**

# Advertising Opportunities

Catalogues and pages with your products **perfectly matching the editorial subjects**

Inserts with your best offers

Classifieds

Advertorials:

Reviews and presentations of your wedding services written in a persuasive manner

**Fashion and beauty pictorials**

created by professional stylists and photographers



**miresici**

# Marketing Actions

Intense promotion on

- [www.miresici.ro](http://www.miresici.ro)
- full page ads in Sanoma Hearst magazines
- promotion on websites and radio

Unique opportunity to be involved in the **Cover Bride Contest**, a highly appreciated project.

Sponsored contests

Meetings with brides-to-be

Sponsored events

Custom publishing

Wedding exhibition fair

**MIRESICI EXPO**

2 successful editions in 2011



**miresici**

# Core Data

Title: **Miresici**

Frequency: **4 editions per year – spring, summer, autumn, winter**

Book size: **160 + 4 pages**

Positioning: **Up market**

Distribution: **National**

Print Run: **15,000 issues**

Price: **11,9 Ron**

Spring issue: **March 24  
on the market**

Summer issue: **June 09  
on the market**

Autumn issue: **September 08  
on the market**

Winter issue: **November 30  
on the market**



**miresici**

# Advertise with us

## Rate Card .....



Spread 5,200 Euro

Opening 6,600 Euro  
Spread

460x297 mm



230x297 mm

1/1 page 2.800 Euro  
Cover 2 3.800 Euro  
Cover 3 3.300 Euro  
Cover 4 4.000 Euro



1/2 page 1,900 Euro

h: 230x148.5 mm  
v: 115x297 mm

Please add 5 mm bleed to all sizes. Materials should be delivered in the following formats: .TIFF or .EPS, 300 dpi resolution, CMYK, trim marks included. We accept cromalin, CD/ DVD, FTP.



Classifieds

1/2 page 1,100 Euro

h: 230x148.5 mm  
v: 115x297 mm



Classifieds

1/4 page 600 Euro

115x148.5 mm

Insert Catalogue, Sample / 1000 copies			
random	specific page	glued	stitching
€46	€49	€51	€63

+

Media Cost / Format / 1000 copies				
sample	max 4 pages	max 8 pages	max 16 pages	More than 16 pages
€0	€26	€44	€88	€132



**miresici**

# Deadline

## Spring issue:

AD booking deadline: February 21

AD material deadline: March 6

## Summer issue:

AD booking deadline: May 8

AD material deadline: May 22

## Autumn issue:

AD booking deadline: August 7

AD material deadline: August 21

## Winter issue:

AD booking deadline: October 25

AD material deadline: November 8

# Contact

## SIMONA MANEANU

Advertising Sales Manager

[simona.maneanu@sanomahearst.ro](mailto:simona.maneanu@sanomahearst.ro)

Mobil: +40 724 343 548

## ALEXANDRU DONA

Advertising Sales Director

[alex.dona@sanomahearst.ro](mailto:alex.dona@sanomahearst.ro)

Mobil: +40 734 222 577

## MONICA POPESCU

Business Developer Manager

[Monica.popescu@sanomahearst.ro](mailto:Monica.popescu@sanomahearst.ro)

Mobil: +40 734 222 572

