LAJT

MAGAZINE

by
Zetha Media Publishing Groupe

LAJT MAGAZINE

MISSION & KEY FACTS

Our mission is to empower young and dynamic Poles living in United Kingdam to live their lives, to take the best of it and to focus on their passion, goals and dreams.

BRAND OVERVIEW

LAJT MAGAZINE

- Weekly lifestyle magazine
- Since 2006 as Panorama
- In 2016 transformed into LAJT
- Health & beauty, leasure, travel, food, celebrieties, technology, parenting & more
- Free distribution
- Free e-distribution on issuu.com and on the web

lajt.co.uk

- Everyday up to date!
- Since 2015 as panorama24.co.uk
- Since 2016 as lajf.co.uk - in cooperation with news web polishexpress.co.uk
- Health & beauty, leasure, travel, food, celebrieties, technology, parenting & more
- Mobile friendly
- Present in social media (Facebook, Youtube, Pinterest)

LAJT
MAGAZINE

READERS PROFILE

- Polish speakers
- Based in Great London (print: 90%, web: 70%)
- Women 55% / men 45%
- Interested in lifestyle, self-development, health and beauty, celebrieties
- Career focused
- Upscale spending
- The avarage age: 34 (targeted group: 19 - 50)
- Active & dynamic in their leasuire (sports, travels, events)
- Technology oriented or native (mobile, web)
- Trendsetters on social media

CIRULARTION & FIGUERS

LAJT

Weekly (per issue):

- 75 000 copies
- 300 000 readers
- A3 format/size

lajt.co.uk

Monthy (avarage):

- Unique users: 32.000
- Page views: 345.000
- Location: 83% United Kingdom
- Mobile users: up to 88%

PARTNERS & ADVERTISERS

express POLISH

OMNI FINANCES

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POLACY.CO.UK

Strefa.co.uk OGŁOSZENIA ONLINE

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