

K MAG



LET'S K MAG!

Our updates

We have closed 2025 with a record number of collaborations and ambitious plans to continue growing in 2026 as a medium that helps shape avant-garde culture and holds a strong voice within the industry.

We are more than just a print magazine - our online platform and social media channels are reaching ever wider audiences.

We thrive in our curatorial work and maintain close partnerships with cultural institutions. A natural extension of this is our proprietary awards, 'Moskity K MAG-a', which we will once again present this year during a spectacular Gala (take a look at how we celebrated in 2025).

We are also investing in new formats - we plan to launch podcasts and have opened our own shop. All of this is aimed at expanding our support for independent art across new channels and engaging an ever-growing audience.

We are not only critics and fans - we are creating the artistic scene ourselves.



WHAT CAN WE DO TOGETHER?

PRINT MAGAZINE – photo editorials, advertorials, advertisements;

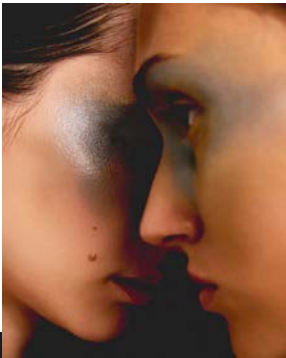
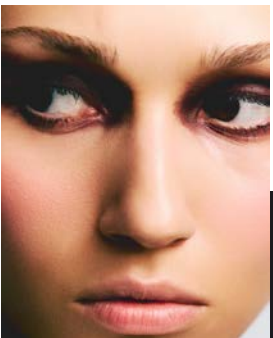
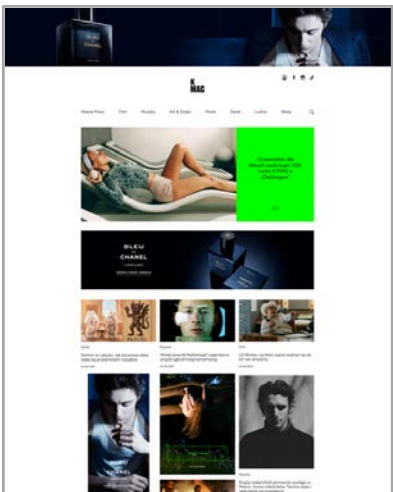
ONLINE PLATFORM – articles, editorial product tests, curated top lists;

SOCIAL MEDIA – event coverage, interviews with featured talents, photoshoot backstages, original in-house projects;

EVENTS – participation in the MOSKITY Awards or our other curated events;

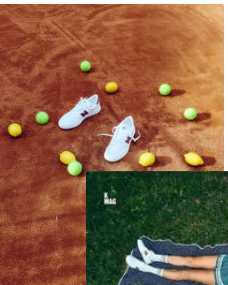
AND LAST BUT NOT LEAST—OUR FAVORITE FORM OF COLLABORATION: MULTICHANNEL PROJECTS.

K MAG X CHANEL 2025

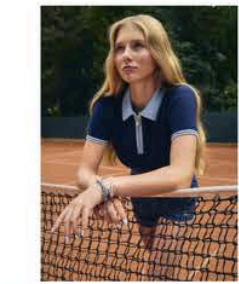


A brand product image shoot published in the Beauty section of K MAG issue #124, supported by social media promotion and full online display coverage.

K MAG X NEW BALANCE 2025



Cisza przed setem. Rozmawiamy z tenisistką Basią Kostecką – najmłodszą Polką w rankingu WTA.



A brand product image shoot featuring the brand's ambassador, published in K MAG issue #124, promoted across social media and the online platform, including a publication of a backstage reel.

K MAG 2026

PRINT

PUBLISHING SCHEDULE 2025/2026

K MAG #125 December–January, on sale: 26.11.2025
K MAG #126 February–May, on sale: 6.03.2026
K MAG #127 June–August, on sale: 4.06.2026
K MAG #128 September–October, on sale: 2.09.2026
K MAG #129 November–December, on sale: 29.10.2026
K MAG #130 December–March, on sale: 1.12.2026

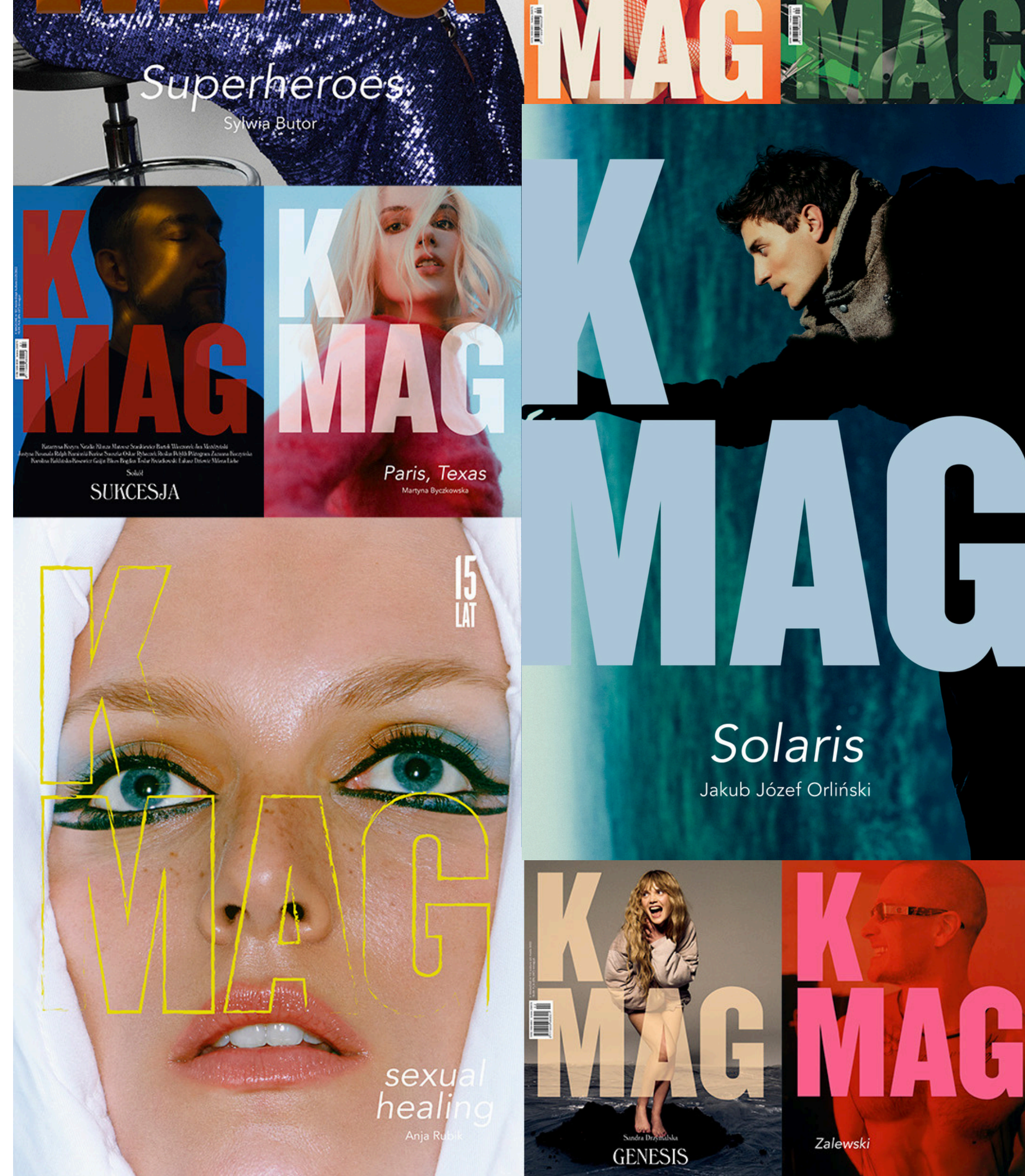
Circulation: 20,000 copies

Distribution: press outlets (Empik, Kolporter, Inmedio, etc.), online store: sklep.kmag.pl

16 years on the market

Nationwide reach

60% of the magazine translated into English



PRINT: ADVERTISING FORMATS & RATES

Opening spread PLN 60 000 / EUR 14 000

Double-page spread PLN 50 000 / EUR 12 000

Back cover (IV cover) PLN 60 000/ EUR 14 000

Inside front cover (II cover) PLN 50 000 / EUR 12 000

Inside back cover (III cover) PLN 35 000 / EUR 8 200

Full page (I/1) PLN 30 000 / EUR 7 000

Half page (1/2) PLN 20 000 / EUR 4700

Insert PLN0.25 zł / piece

Available formats:

- Advertising layout (editorial copy written by the K MAG team; images provided by the client)
- Advertorial.

The terms and technical specifications are available [HERE](#).



back cover (4th cover)



1/1 page advertising layout



1/2 page advertising layout



advertorial examples (issue no. #125)



Bimba y Lola



Chanel

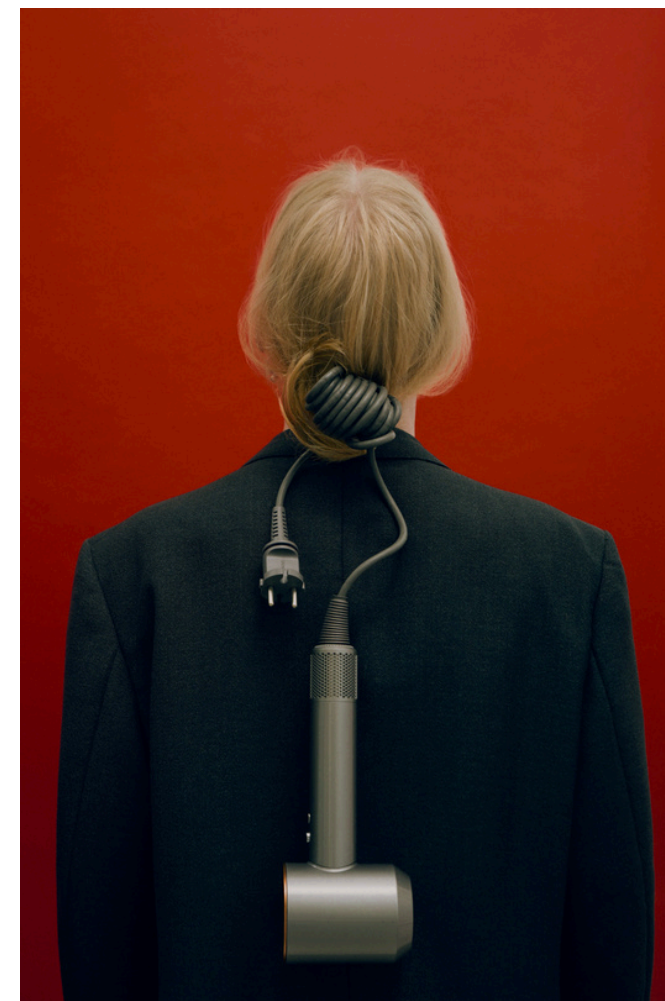
PHOTO SHOOT PRODUCTION

Our print magazine photo shoot production covers every stage of the creative process—from in-depth brand analysis, through concept development and execution, to publication across selected K MAG and/or client-owned channels.

Our shoots go beyond standard fashion product placement. By collaborating with artists working in avant-garde formats, we reinterpret the brand's visual language into an original, proprietary project.

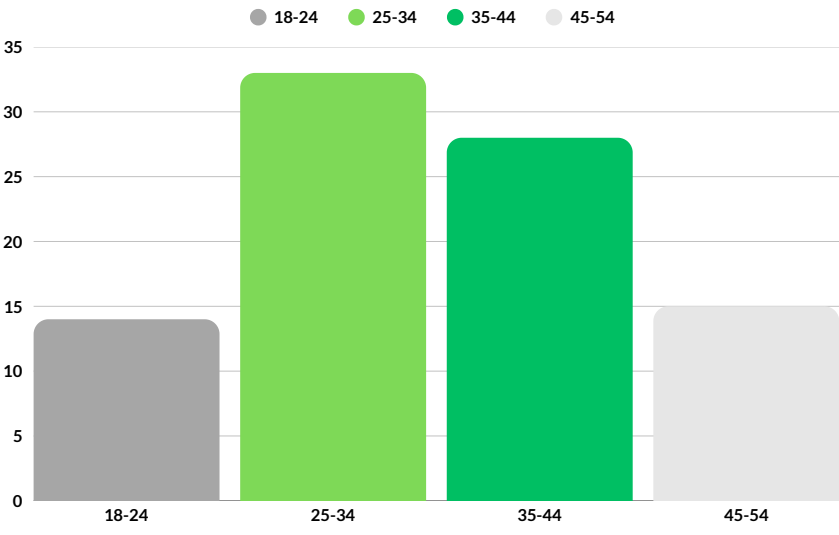
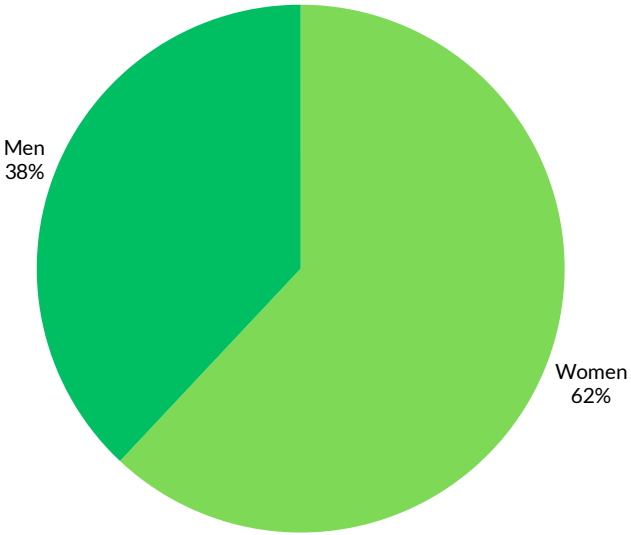
Pricing includes both production costs and advertising space. Each project is priced individually.

New Balance



Dyson





STATISTICS

An average of 180,000 unique users per month
500,000 page views per month

- Top locations – Poland:
- Warsaw
 - Wrocław
 - Poznań
 - Kraków
 - Katowice
 - Łódź
 - Gdańsk





facebook
post



online
article



instagram
story

ONLINE ARTICLES AND DISPLAY:

ADVERTISING RATES

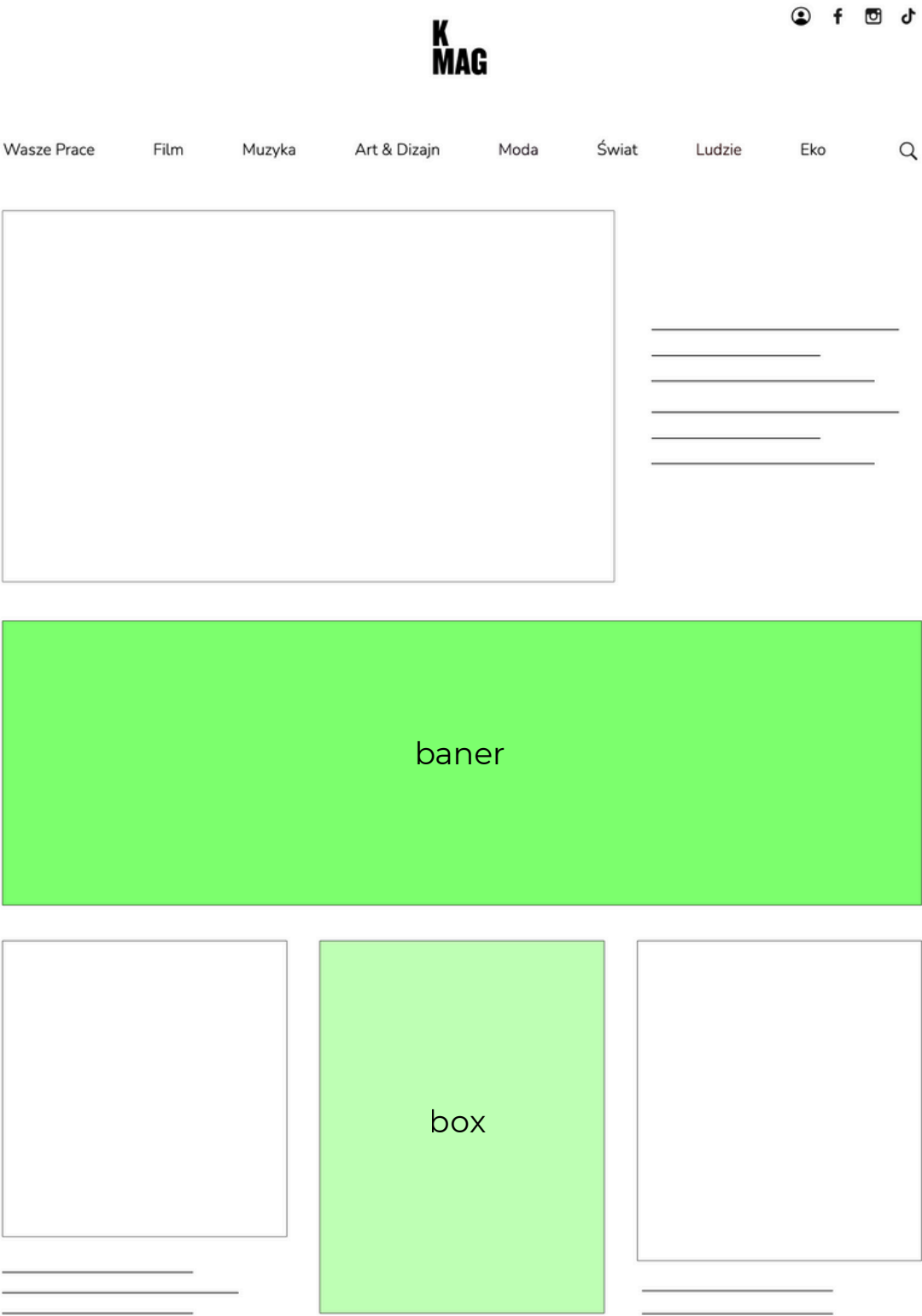
- Online article – PLN 12 000 / EUR 3 000
- Native online article – PLN 16 000 / EUR 4 000

Each article includes a publication of an Instagram Stories and a Facebook post linking to the publication.

Box / week - PLN 4000 / EUR 1000
Baner / week - PLN 4000 / EUR 1000
Billboard / week - PLN 4000 / EUR 1000

Package (full display):
box + billboard + baner / week - PLN 10 000 / EUR 2500

billboard



INSTAGRAM

68,000 followers

Views: 1.2 million

Reach: 200,000

Engagements: 12,000

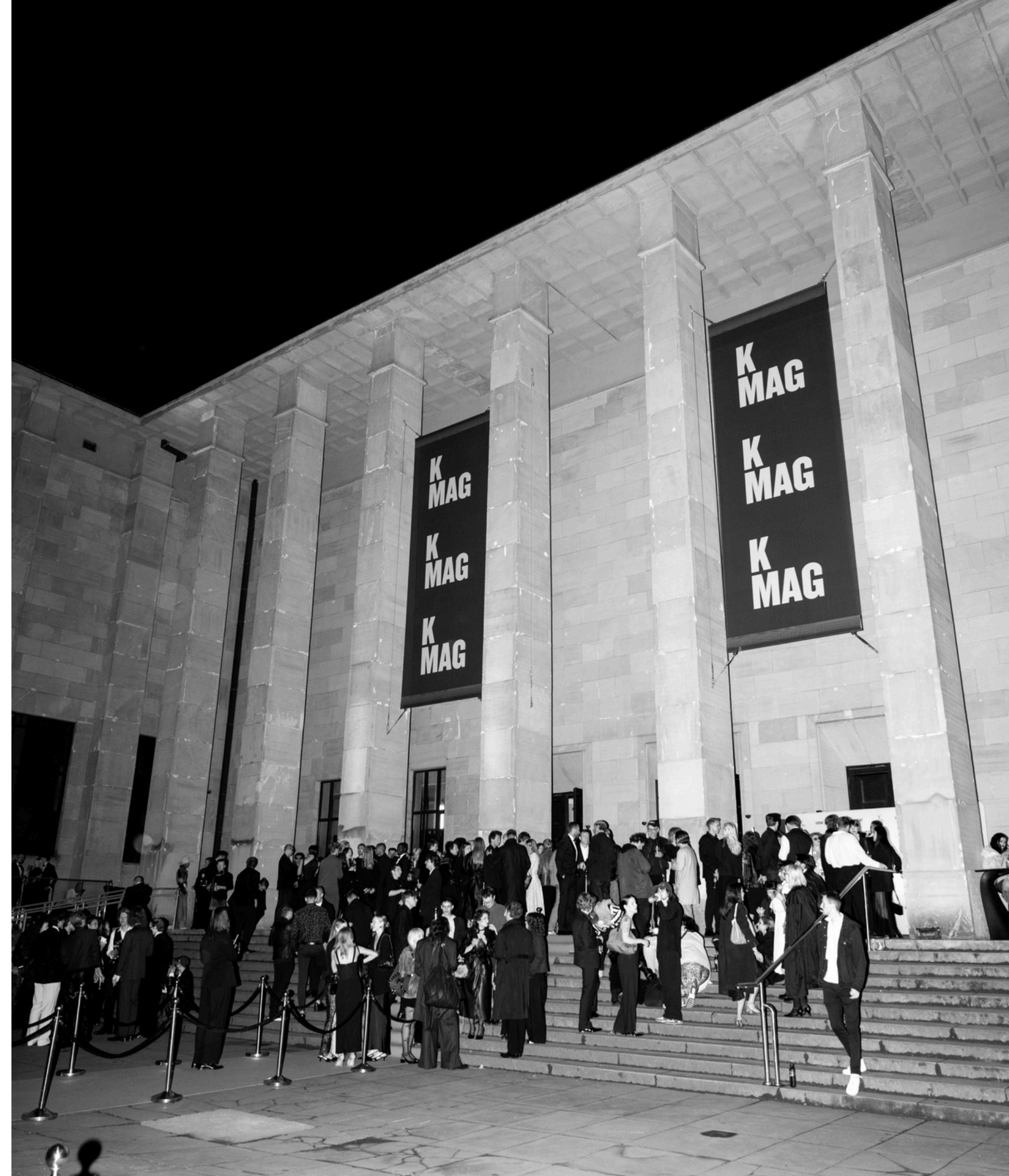
FACEBOOK

150,000 followers

Views: 3.5 million

Reach: 1.2 million

Engagements: 8,000



SOCIAL MEDIA: ADVERTISING RATES

Instagram post publication
- individual pricing

Instagram reels publication
- PLN 10 000 / EUR 2000 + production costs

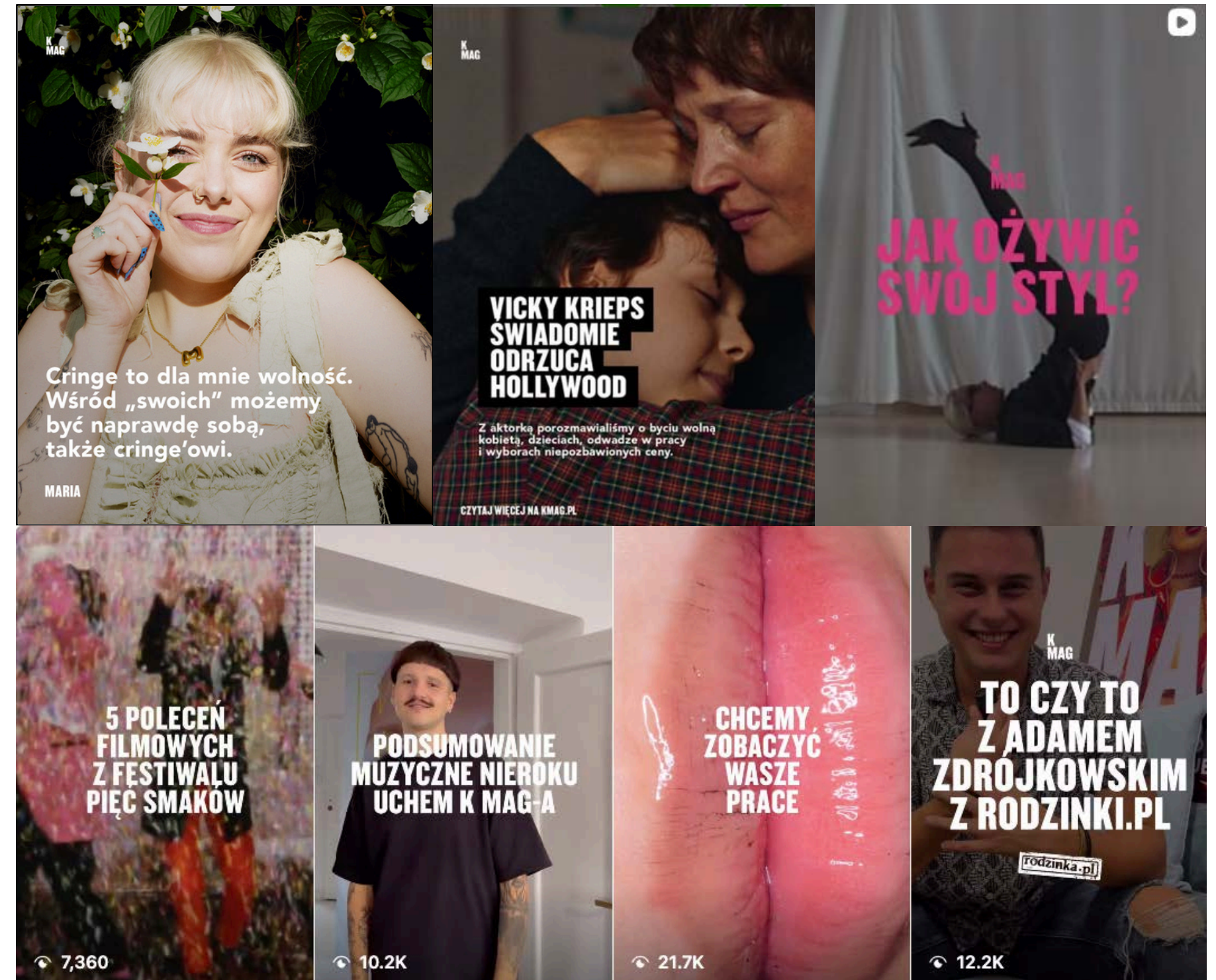
Instagram stories publication
- PLN 1000 / EUR 200

Guaranteed delivery:

- Reel: 10,000 UU
- Carousel post: 20,000 UU

Examples of executions:

- Event coverage: <https://www.instagram.com/reel/DQedpLlimRk/>
- Interview and photo shoot with the brand ambassador (https://www.instagram.com/p/DOGOz51jLW6/?img_index=1)
- Carousel post and interview with featured talents (https://www.instagram.com/p/DKm6cRrKUqC/?img_index=1, https://www.instagram.com/p/DRPEL5rinF9/?img_index=1)
- Outfit presentation Reel: https://www.instagram.com/p/DO_GOWwil5S/



K MAG EVENTS 2026

Each year, we produce three proprietary events, alongside a range of collaborative projects with our partners.

K MAG's flagship events include:

MOSKITY – the gala ceremony of our awards.
Invitation-only event, 1,200 guests (spring).

K MAG Dinner – an official dinner for our partners and friends, combined with a live concert.
Invitation-only event, 100 guests (winter / early spring).

FAREWELL TO SUMMER – our only semi-open event, where we welcome our readers.
500 guests. Concert and party (autumn).



EVENT PARTNERSHIP BENEFITS

All benefits are tailored to the brand's DNA, and partnerships are priced individually. Each of our events offers exposure not only for the product itself, but also for the brand's identity as a whole.

The benefits we offer include, among others:

- logo exposure on invitations and step-and-repeat walls,
- presence across social media coverage, the online platform, and the print magazine,
- creation of product-based scenography,
- sponsorship of award categories,
- production of prizes for award winners,
- dedicated editorial articles.





**WE HAVE CLOSED 2025 WITH A PORTFOLIO FULL OF
NEW COLLABORATIONS AND A TEAM BURSTING WITH
IDEAS.**

**WE'VE SEEN THAT OUR BEST WORK COMES FROM
CREATIVE, MULTICHANNEL PROJECTS.**

LET'S CREATE ONE TOGETHER THIS YEAR.



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