



Vilni  
vniecība

# RĪGAS VILŅI Publishing House

[www.rigasvilni.lv](http://www.rigasvilni.lv)

2016

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COMPANY



Our office, located in the heart of Riga – the Old Town, is the place for meeting, exchange of ideas and innovations.

RĪGAS VIĻŅI Publishing House is the second largest magazine publisher in Latvia. Established in 1997, the brand RĪGAS VIĻŅI dates back to 1957 when the magazine under the same name was first published. The strategy of RĪGAS VIĻŅI has always been aimed at expansion. The publishing house employs almost 80 full-time staff members and around 200 freelancers.



In line with our forward-thinking strategy, we are always open to new partnerships with retail, subscription, advertorial and editorial companies.



**Aija Simsone,**  
**Chairman of the Board**



RĪGAS VIĻŅI Publishing House is the publisher of 20 printed editions (magazines and newspapers) and two web portals, targeting different segments and covering a large audience.

TV-related interests are covered by TV guides RĪGAS VIĻŅI and LAIMĪGĀ PROGRAMMA. Magazines Mīklas and Laimīgās Mīklas offer various crossword puzzles and prizes.

PATIESĀ DZĪVE, 100 LABI PADOMI, KO ĀRSTI TEV NESTĀSTA, KO GYDYTIJAI TAU NEPASAKO (in Lithuanian), MIDA ARSTID SULLE EI RAAGI (In Estonian), О ЧЕМ НЕ ГОВОРЯТ ВРАЧИ (In Russian).

PASTAIGA and PASTAIGA.RU are magazines for the female audience and 9vīri is the magazine for male audience..

Magazines KAS JAUNS, OK! and OTKRITO are magazines specializing in celebrity news, targeting the readers in general interest segment. Newspaper KAS JAUNS AVĪZE tells about things that are important to every Latvian and this newspaper is preferred by a wide audience.

Web portal kasjauns.lv is among top visited web portals covering the widest audience and ensuring a keen competition to other portals. Otkrito.lv is the equivalent of kasjauns.lv in Russian.

TITLES PUBLISHED



## KEY STRENGTHS

RĪGAS VIĻŅI is a press publisher in Latvia with twenty years of experience, the dominant share in this market segment and a strong local brand. Of all the adult press users in Latvia, RĪGAS VIĻŅI reaches 1 in 3, and 1 in 4 of all web users in Latvia.

Dedicated team of journalists and experienced management, who are among Latvia's most prominent professionals and entrepreneurs, continue to lead the company to success. Future growth will be driven by capitalizing on content delivery, new licences, development of new products and new media.

rīgasviļņi  
izdevniecība









### KAS JAUNS (What's New)

Latvia's best-selling weekly magazine. Every week, KAS JAUNS finds the brightest Latvian society events and activities, latest celebrity news and the most significant moments in fashion and style.

Several times a year KAS JAUNS offers a special themed edition.

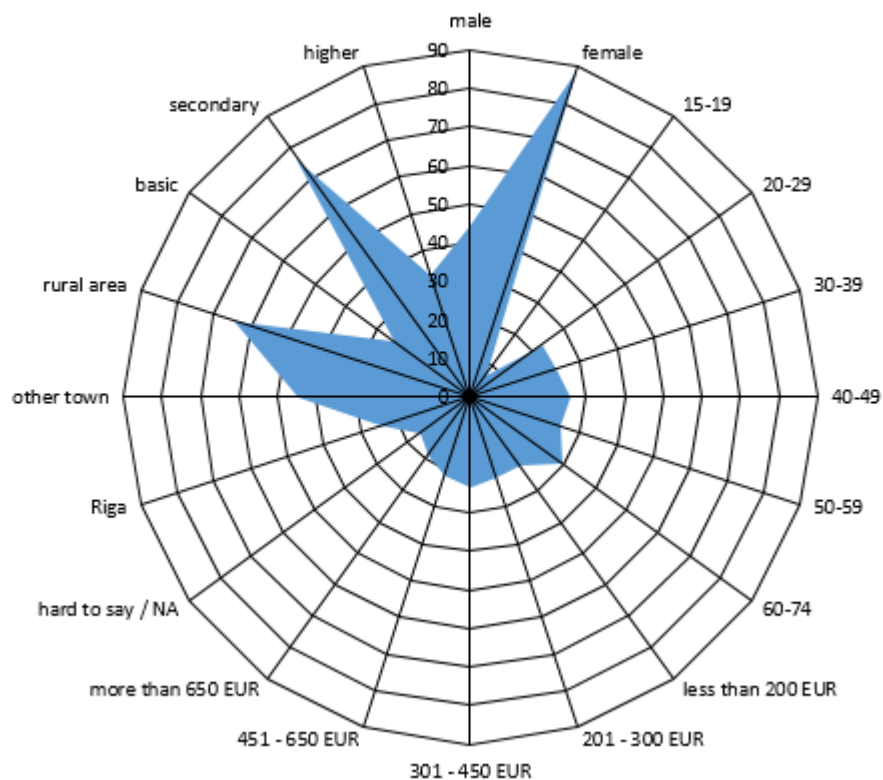
Frequency: Weekly, every Tuesday

Language : Latvian

Retail Price: EUR 1.00

Circulation: 50 000

Kas Jauns auditorijas profils (Cov '000, TNS/Autumn 2016)



KAS JAUNS covers a wide range of readers in all target groups, young and old, living in towns and rural areas and with all income levels.



### ОТКРЫТО (Open)

The largest Latvian weekly celebrity magazine for the Russian-speaking audience. Every week, we cover the biggest entertainment events, celebrity news and gossip and the latest in Latvian and Russian show business.

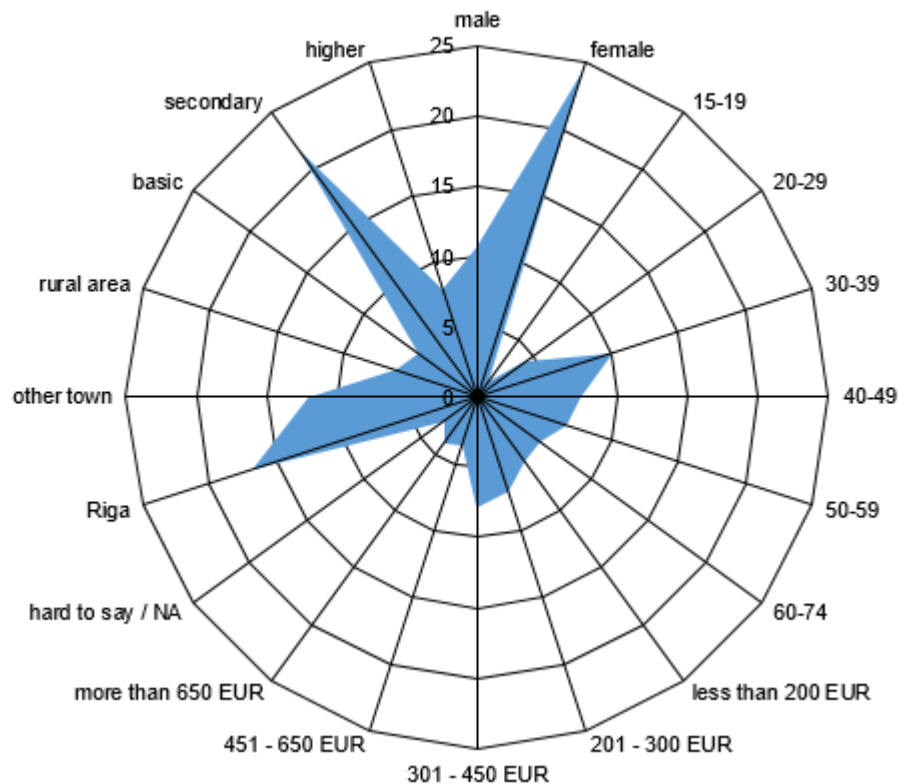
Frequency : Weekly, every Thursday

Language: Russian

Retail Price: EUR 0.92

Circulation: 12 000

Otkrito auditorijas profils (Cov '000, TNS/Autumn 2016)



OTKRITO covers Russian-speaking audience with all income levels, living in Riga and other towns in Latvia.



## RĪGAS VIĻŅI (Riga Waves)

The most popular quality TV guide in Latvia, with lots of editorial material covering TV, cinema and show business. Includes complete program listings for local, cable and Satellite TV.

Once a season, RĪGAS VIĻŅI offers a special themed edition about the new TV season and the stars.

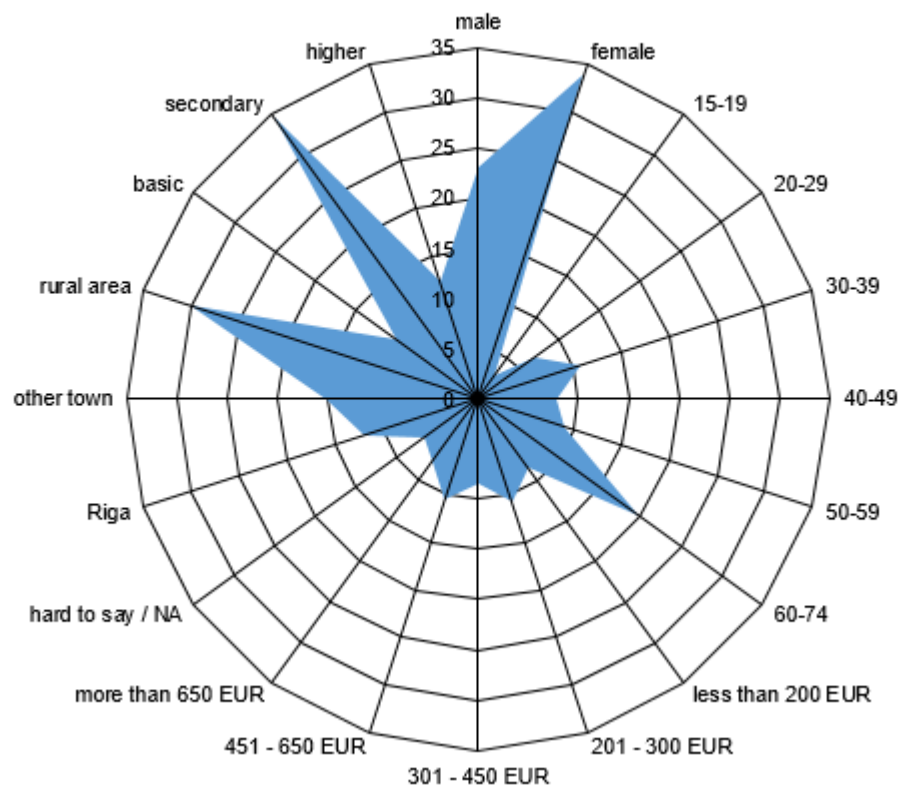
**Frequency :** Weekly, every Thursday

**Language :** Latvian

**Retail Price :** EUR 0.87

**Circulation:** 32 000

Rīgas Viļņi auditorijas profils (Cov '000, TNS/Autumn 2016)



RĪGAS VIĻŅI readers are of both genders and live all over Latvia. It's interesting that 73% of our readers are the decision-makers in their households.



## OK!

Combining the best Latvian and international experience, OK! Latvia, from the very first issue, gained a wide range of fans. Each edition of OK! contains interesting and useful information for socially-active women with spending power – exclusive and emotional interviews, life stories, relationships, beauty and fitness, style and fashion, health, diet and the latest culinary trends.

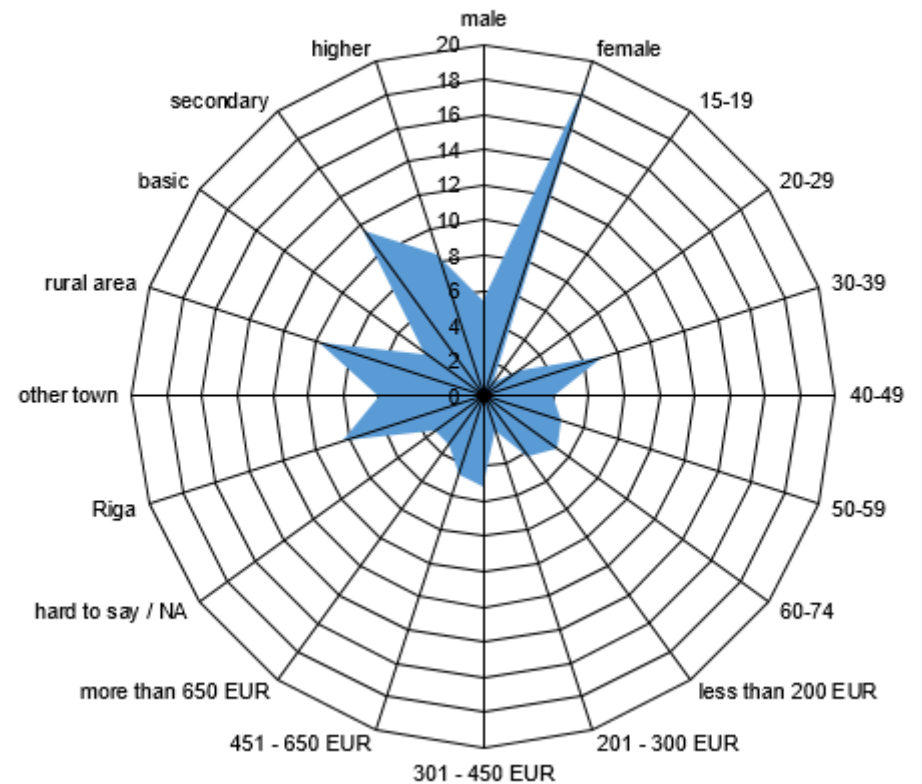
**Frequency:** Monthly

**Language:** Latvian

**Retail Price:** EUR 2.50

**Circulation:** 18 000

OK! auditorijas profils (Cov '000; TNS/Autumn 2016)



OK! readers are women aged between 20 and 74, with a secondary or higher education. They live in Riga or another city in Latvia. They're smart, cosmopolitan, socially-active and have spending power.



### PATIESĀ DZĪVE (Real Life)

Everybody has a story that is worth telling. The stories in this magazine will delight, impress and excite readers. Psychology, esotericism, philosophy, religion, science, medicine, society – we've got it all!

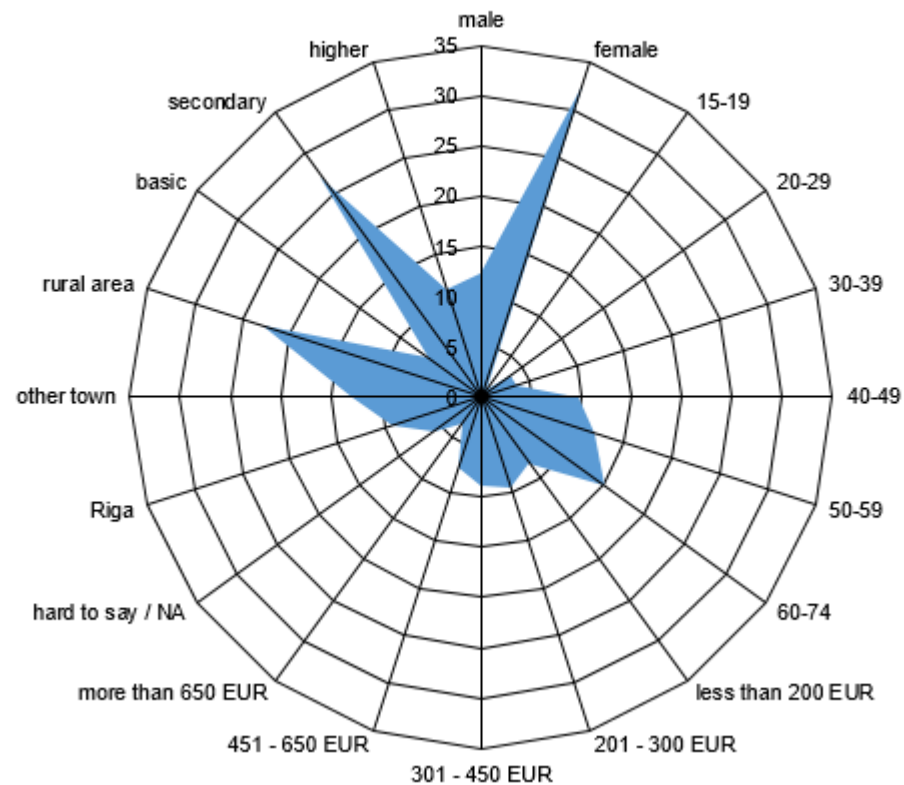
Frequency : Twice a Month

Language: Latvian

Retail price: EUR 1.15

Circulation: 30 500

Patiesā Dzīve auditorijas profils (Cov '000, TNS/Autumn 2016)



**BESTSELLER!**

True stories that are of interest to a wide audience of all income levels. They live all over Latvia. Most of the audience are aged 40+.



**DZERT VAI NEDZERT C vitamīnu?**  
Šie argumenti jūs pārliecinās

*Degunā, līdzu, nepūfiet!*  
Izvērtējiet klājumus par imūnsistēmas atbalsta līdzekļiem

Pa spēkam ikvienam!  
**Kā nostiprināt imūnsistēmu jebkurā vecumā**

**Pelēkta pieredze**  
Vīna bija neauglīga, un viņa dzemdēja trīs bērnus

Lēts un efektīvs līdzeklis  
**PRET MIGRĒNU UN ALKOHOLISMU**



### KO ĀRSTI TEV NESTĀSTA (What Doctors Don't Tell You)

The sensation of 2013 – a new and unique magazine about health!

This magazine informs the readers about the treatment methods that are more efficient and safer than the popular ones. The most interesting and important news about medicine in the world. Practical information about family health. Materials about the opportunities of treatment apart from the traditional medicine.

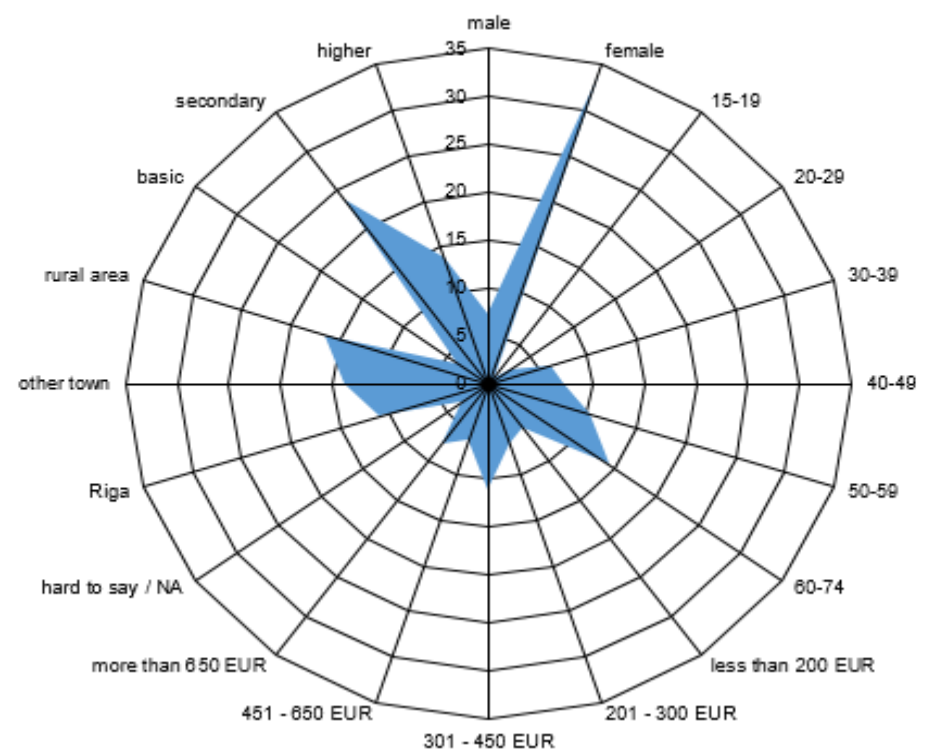
Frequency : Monthly

Language: Latvian

Retail price: EUR 2.49

Circulation: 30 000

KO ĀRSTI TEV NESTĀSTA auditorijas profils (Cov '000; TNS/Autumn 2016)



The readers of this magazine are intelligent women. They live all over Latvia. The majority of the audience is aged 49+ .



KO GYDYTOJAI TAU NEPASAKO is the equivalent of KO ĄRSTI TEV NESTĀSTA in Lithuanian.

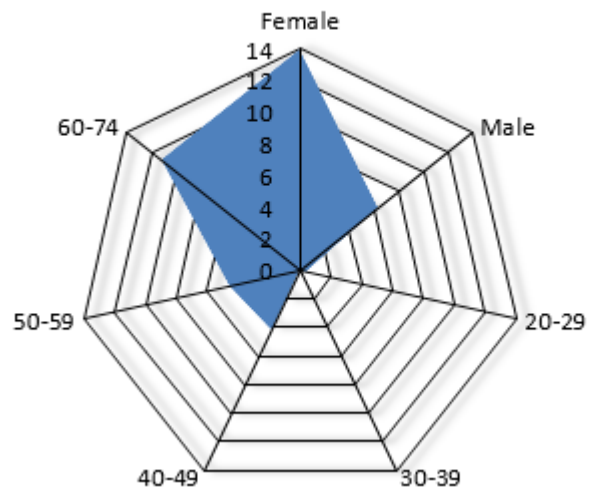
Frequency : Monthly

Language: Lithuanian

Retail price: 1.59 EUR

Circulation: 30 000

Ko Gydytojai Tau Nepasako (Cov '000, TNS/Autumn 2015)



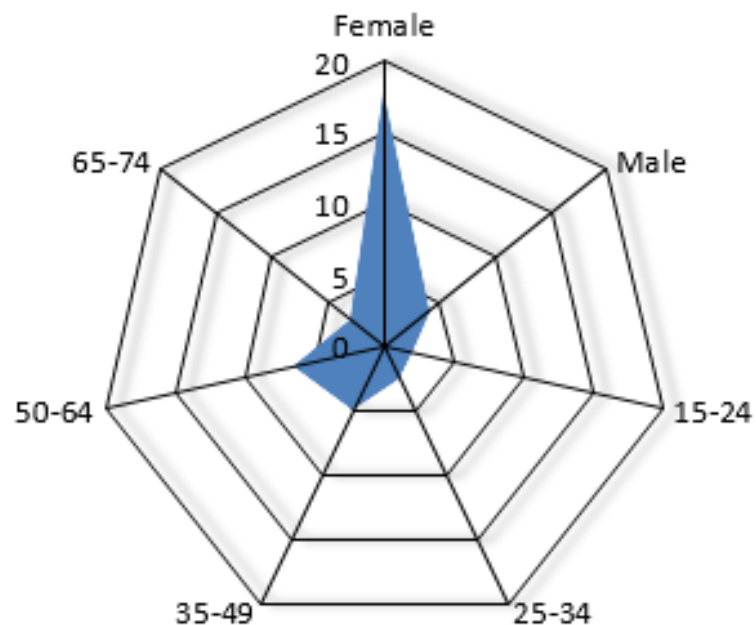
Readers of Gydytojai Tau Nepasako are mostly women in age from 40 to 74.



MIDA ARSTID SULLE EI RÄÄGI is the equivalent of KO ÄRSTI TEV NESTÄSTA in Estonian.

Frequency : Monthly  
 Language: Estonian  
 Retail price: 3.30 EUR  
 Circulation: 10 000

Mida Arstid Sulle Ei Räägi (Cov '000, TNS/Autumn 2016)



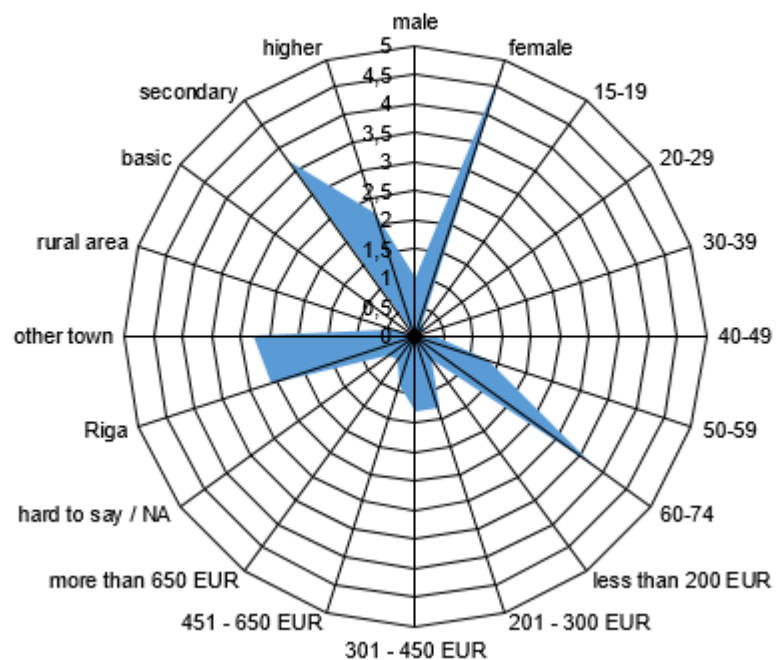




О ЧЕМ НЕ ГОВОРЯТ ВРАЧИ is the equivalent of KO ĀRSTI TEV NESTĀSTA in Russian.

Frequency : Monthly  
 Language: Russian  
 Retail price: 2.49 EUR  
 Circulation: 35 000

Ko Ārsti Tev Nestāsta RUS auditorijas profils (Cov '000, TNS/Autumn 2016)





## LIKUMS UN TAISNĪBA (The Law & Justice)

Adviser in various life situations for making them easier. Rights and obligations, advises of lawyers, different experiences and consultations of specialists.

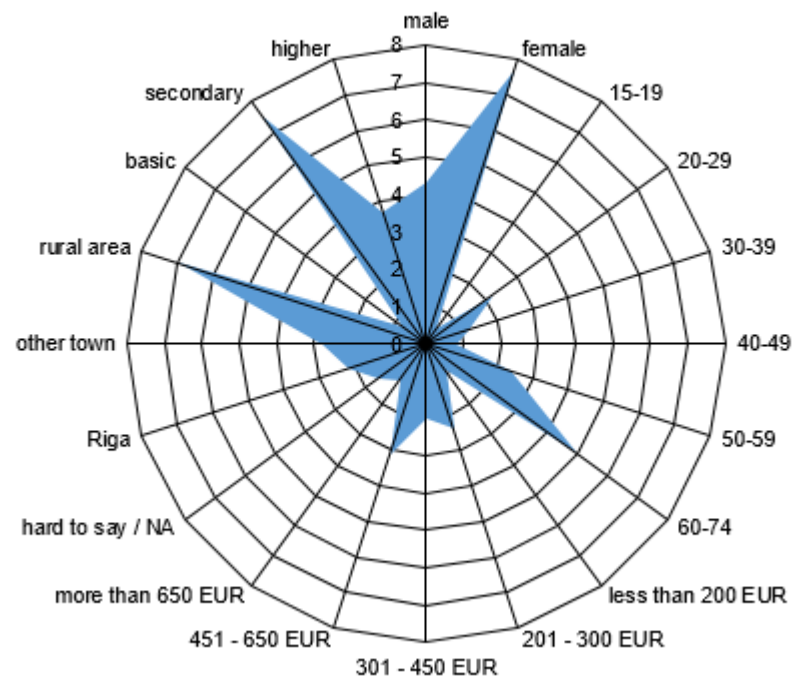
Frequency : Monthly

Language: Latvian

Retail price: 1.20 EUR

Circulation: 20 000

Likums un Taisnība auditorijas profils (Cov '000, TNS/Autumn 2016)





**BESTSELLER!**

**100 LABI PADOMI (100 useful tips)**

Short and clear instructions for organizing your household, health and beauty regime, cooking and seasonal recipes, ideas for handicrafts.

Each of the sections includes expert advice and ideas to make your life easier.

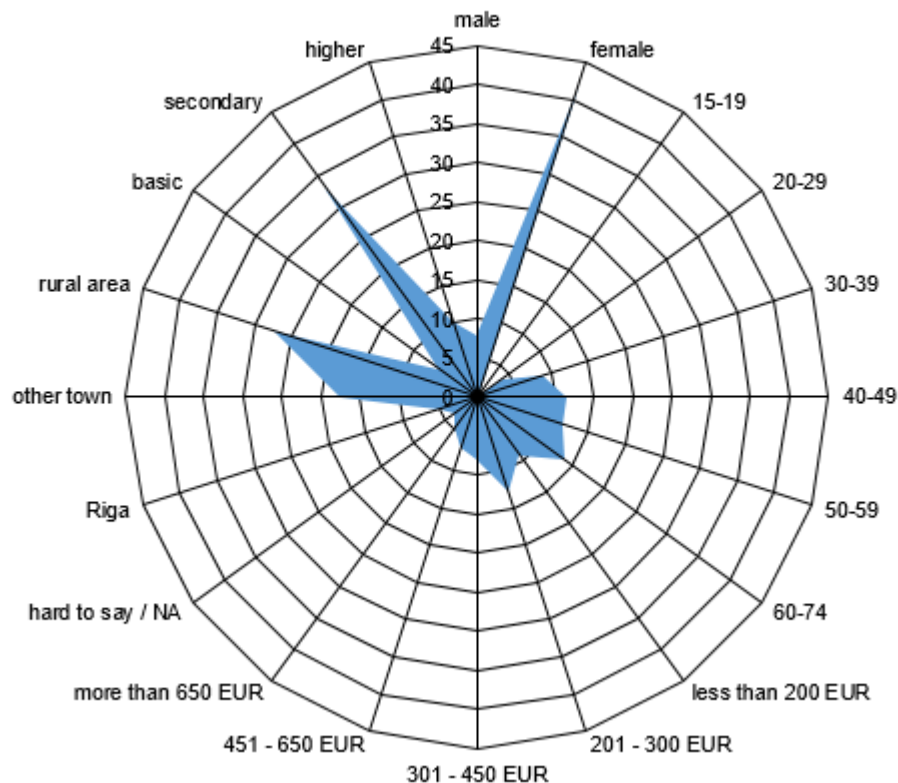
Frequency : Monthly

Language: Latvian

Retail price: EUR 1.39

Circulation: 24 000

100 Labi Padomi auditorijas profils (Cov '000; TNS/Autumn 2016)



The readers of this magazine are women. They live all over Latvia. The majority of the audience is aged 30-74.



### PASTAIGA (Walk)

Pastaiga is the most prestigious fashion and lifestyle magazine in Latvia. This monthly magazine focuses on fashion trends, beauty, design, interiors and travel. It covers the lifestyle choices of various Latvian and international celebrities.

PASTAIGA.RU is the equivalent of Pastaiga in Russian.

Frequency : Monthly

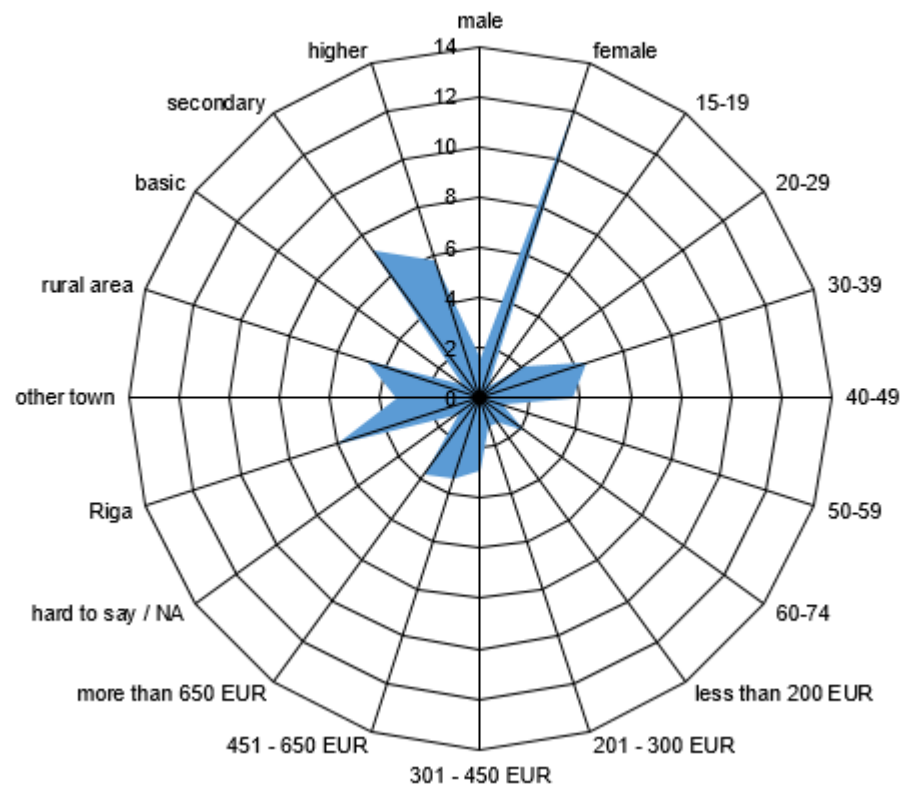
Language: Latvian

Retail price: EUR 3.99

Circulation: Pastaiga 8 000, Pastaiga. Ru 45 00



Pastaiga un Pastaiga ru auditorijas profils (Cov '000, TNS/Autumn 2016)



Active audience with high income level, mostly living in cities.

7.1% from Pastaiga audience are company owners. That is 2 times more than in whole Latvia.



## 9VĪRI

New monthly magazine for men. Characterized by freedom, adventures, hazard and strength. 9VĪRI includes articles about adventures, hobbies, work and business, various achievements and victories, sport and adrenalin.

**Frequency: Monthly**

**Language: Latvian**

**Retail Price: EUR 3,90**

**Circulation: 15 000**



### Miklas (Riddles)

The new magazine Miklas by Rīgas Viļņi Publishing House is lavish and notable. Various crossword puzzles and prizes in each new edition number. Feel enthusiastic about your brain's ability to give you amazing prizes!

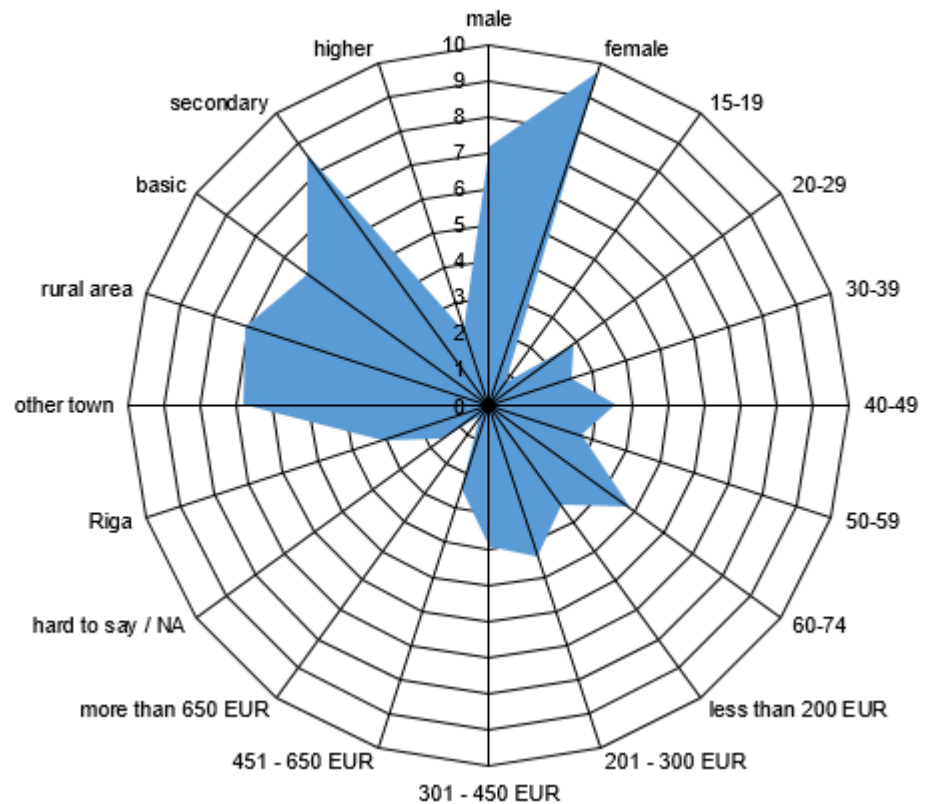
Frequency: Monthly

Language : Latvian

Retail Price: EUR 1.30

Circulation: 15 000

Miklas auditorijas profils (Cov '000, TNS/Autumn 2016)



MIKLAS audience is mostly all female, living in other towns and rural areas and with medium income levels.

# NEWSPAPERS





### KAS JAUNS AVĪZE (What's New Newspaper)

A new, modern, newspaper that talks about the things that are important to every Latvian!  
 A fresh look at the most important events in Latvian and international politics, the economy, social issues, interviews, reportage, crime, practical advice, sports coverage, crosswords, TV programmes, horoscopes and jokes.

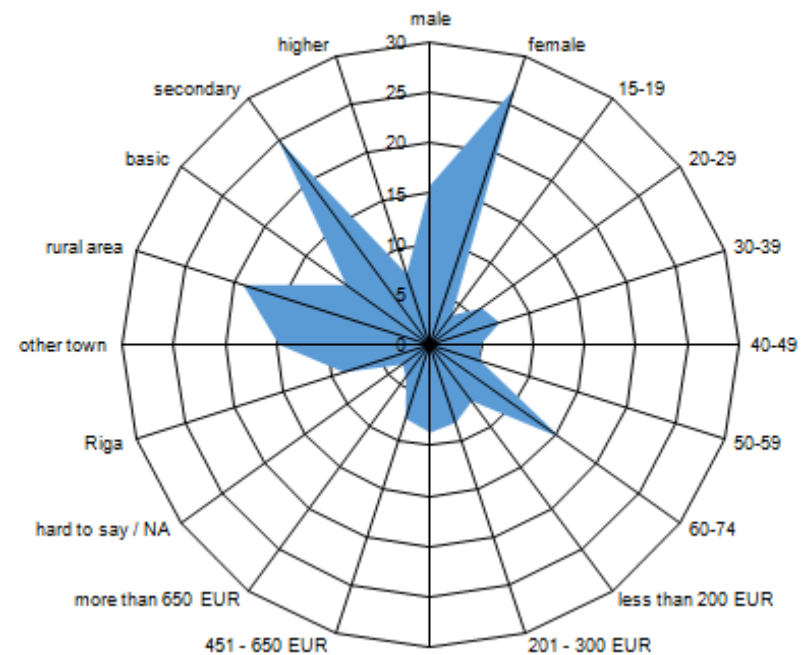
Frequency : Weekly, every Friday

Language : Latvian

Retail price: EUR 0.69

Circulation: 28 000

Kas Jauns avīze Auditorijas profils (Cov '000; TNS/Autumn 2016)



Wide audience prefers this newspaper: both genders in all income groups and all over Latvia.





### LAIMĪGĀ PROGRAMMA (Happy Programme)

Laimīgā Programma is a weekly issue that comprises a TV guide and a unique information on different promotions. It publishes the conditions, promotional campaigns, lotteries and winners.

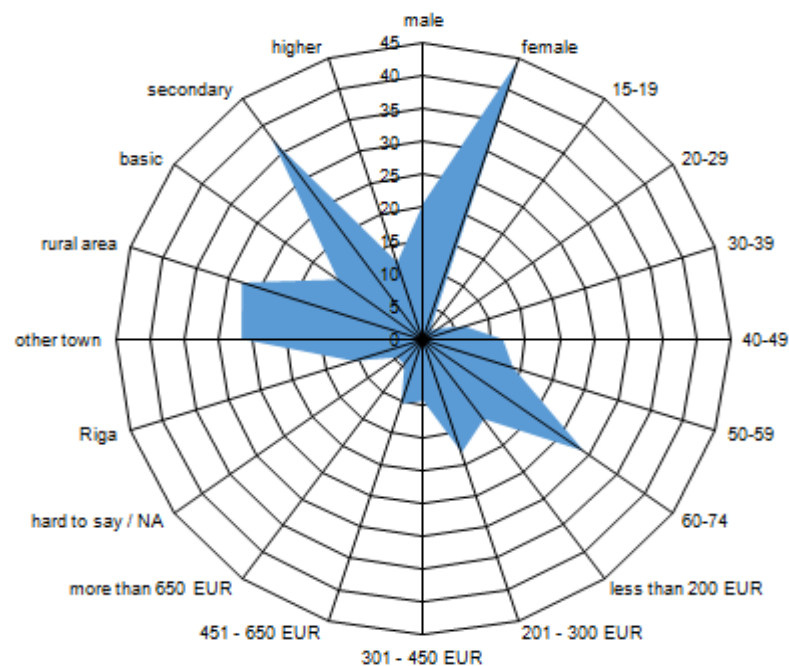
Frequency : Weekly, every Wednesday

Language : Latvian

Retail price: EUR 0.55

Circulation: 49 000

Laimīgā Programma auditorijas profils (Cov '000, TNS/Autumn 2016)



LAIMĪGĀ PROGRAMMA readers are in all target groups, living in other towns and rural areas and with medium income levels.



### Tautas veselības Avīze (National Health Newspaper)

Tautas veselības Avīze is a monthly edition about keeping good shape and health. Creativity of traditional popular medicine, sauna knowledge combined with science-based modern medicine, psychological findings, anti-aging medicine, ecology explained in an easy way, which is understandable to everybody.

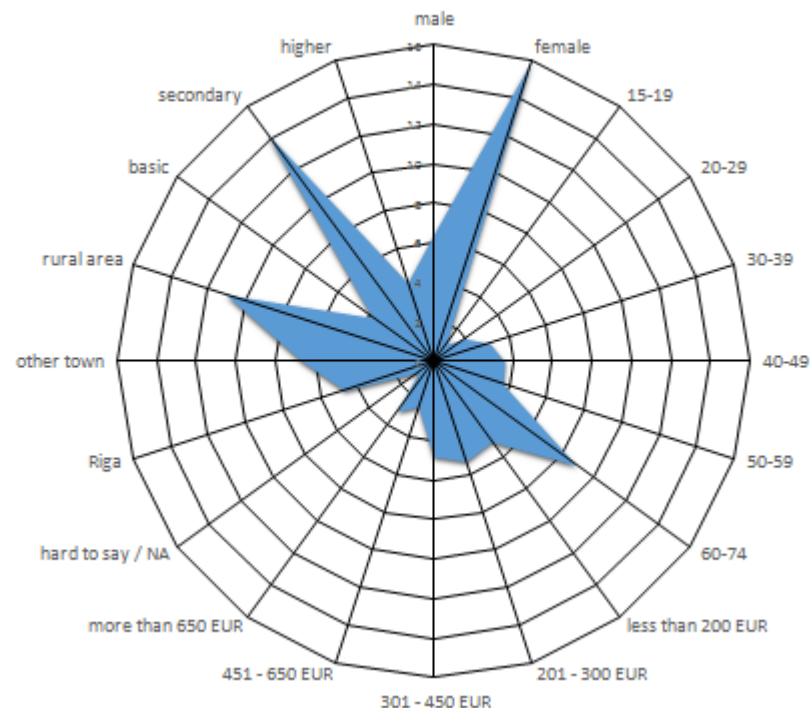
Frequency: Monthly

Language : Latvian

Retail Price: EUR 0.99

Circulation: 13 000

Tautas Veselības Avīze auditorijas profils (Cover '000; TNS/Autumn2016)



TAUTAS VESELĪBAS AVĪZE readers are mostly female, living in other towns and rural areas and with medium income levels.

# PORTALS





[WWW.KASJAUNS.LV](http://WWW.KASJAUNS.LV) (What's new)  
[WWW.OTKRITO.LV](http://WWW.OTKRITO.LV)(Open)

The news portal, [kasjauns.lv](http://kasjauns.lv), covers the most recent and popular daily news about the important events in Latvia and the world. On [kasjauns.lv](http://kasjauns.lv), everyone will be able to find the information they are interested in: events in Latvia, economic and political processes, sports, celebrity life, advice for women, world news, games, video and photo galleries for entertainment, style and fashion, amazing and surprising pictures from all over the world. Every user can participate in the portal competitions and win a wide range of prizes every day.

Each month, more than 300 000 real users are together with [www.kasjauns.lv](http://www.kasjauns.lv). More than 70 000 followers in social networks (<https://www.facebook.com/kasjauns>, <http://www.draugiem.lv/kasjauns/>, <https://twitter.com/KasJauns>) follow our news every minute and appreciate our editorial team for their point of view in different situations.

Otkrito.lv is the equivalent of [kasjauns.lv](http://kasjauns.lv) in Russian. Next to the daily news, [otkrito.lv](http://otkrito.lv) offers the information about entertainment events in Russian show business.

Mobile version of both portals is also available.

# Thank you for your kind attention!

**Contacts:**

Publishing House Rīgas Viļņi Ltd.

Kaļķu 15-8

Rīga, Latvia, LV 1011

Phone +371 67842577

Fax +371 67842578

E-mail: [rv@rigasvilni.lv](mailto:rv@rigasvilni.lv)