



ESSENTIALS

PLAYBOY Style Special

In 2023, PLAYBOY is staging the theme of fashion & style in two large style specials in addition to the regular spreads and style pages of the monthly editions. In the high-quality supplement in newspaper format, we are now dedicating a 24-30 page magazine to the topics of style, luxury and lifestyle – **ESSENTIALS**.

Circulation: Total circulation of PLAYBOY
Termine **01/23** (on sale Date: 13.04.2023)
 Closing Date: 02.03.2023
02/23 (on sale Date: 07.09.2023)
 Closing Date: 27.07.2023
Format High quality newspaper format

Format	Rate €
1/1 page	Media 25.000
2/1 page	Media 50.000
Opening Spread	Media 75.000
Back Cover	Media 50.000

Media costs: count towards the annual agreement commitment, eligible for discount, subject to agency commission (if booked through an agency)