



BIG

MEDIA & TECHNOLOGY



Big Media & Technology Digital Platforms

21 Web Sites:

- **300M** Pageviews
- **14.4 M** Unique Visitors
- **6.7M** Social Media Users

14 of our magazines have license agreements with various international publishing houses.



Magazines

Licence

Magazines

Licence



WOMAN / FASHION MAGAZINE SEGMENT

The World's Number 1 Fashion Magazine



The Widely - Known Local Woman Magazine



Do It Yourself Fashion and Sewing Magazine



WOMAN MAGAZINE SEGMENT PERIODICALS



SPIN OFF



EVENTS

- ELLE Style Awards
- ELLE Weekend
- ELLE Green

SOCIAL MEDIA

f 145.878 Fans

@ 572.300 Followers

X 479.885 Followers

ONLINE

- 39M Pageviews



THE WORLD'S NUMBER 1 FASHION MAGAZINE

CONCEPT

Elle has entered the Turkish market in 1999, having the reputation and the experience as “the most read fashion and women magazine” in 43 countries. Ever since, it has demonstrated a success graphic so that the magazine never stepped down from the leadership position. It has redefined the women magazine market and embraced the rising new woman profile.

TARGET GROUP

Elle positions itself as a monthly women magazine addresses the new women who is working, urban, modern, independent, able to make decisions to lead her own life and who develops her own unique style.

BRAND POSITION

ELLE is the world's biggest selling magazine. It holds a unique position in Turkish market. Upscale and influential it appeals to open-minded, independent, decisive, ambitious and free spirited young women everywhere.





PUBLICATION INFO

Launch Date	: 1999
Frequency	: Monthly
Page Exposure	: 113.000
Reach	: 60.000
Web	: www.elle.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	86
MALE	14
AGE	%
15-20 Age Group	9
21-34 Age Group	69
35-44 Age Group	15
45 + Age Group	7
SOCIO-ECONOMIC PROFILE	
AB	
AB+C1	
EDUCATION	%
Unv. Graduate	72
Highschool Graduate	22
OWNERSHIPS	%
Home	71
Car	73
Laptop	75
Gold Card & Private Class	43

QUALITY OF READING

ELLE...	%
I purchase it by myself	32
I read at home	59
I look at some pages in detail glance throught the others	65
I keep it after reading	36
After reading ELLE...	
Pick up new ideas	82
I talk about something I read in the magazine / I advise something	71
I applythe given recommendations / I trysomething for the first time	63
I buy something	41
ELLE...	%
It's a good source of information	74
I believe what I read in it	64
I read all ads in ELLE ...	%
Examine/Look at/Read	91

Source QRS VI



Welcome ELLE Man Türkiye!

ELLE Man, which is currently published in 8 countries and creates a style - design - trend-oriented reference for men in the fields of fashion, lifestyle, watches, accessories, cosmetics, travel, automobiles and technology, is here with its first individual issue in Turkey as the favorite partner of ELLE women.

With ELLE Man Turkey, we aim to be a source of inspiration for everyone who wants to transform their style into a personal expression tool and follows what is happening on the world's popular culture map. We will present a broad perspective that does not set boundaries; a gentlemanly attitude that is involved in social causes, respectful to all living beings and women on the planet, unprejudiced, egalitarian and inclusive.

While trying to enrich himself in every way, there will always be a man in front of our eyes who does not forget that a real gentleman is someone who gives more to the world than he takes... It is also one of our missions to highlight personalities/styles that motivate us to make a difference with their contributions to contemporary culture and fashion.



Welcome ELLE Man Türkiye!

On the cover of our first issue, the versatile actor Hakan Kurtas, who courageously continues his somewhat independent and somewhat secret funny relationship with life, always remains open to new moments and memories. Next to it is the Grecale Folgore, the first SUV vehicle of Maserati, one of the important representatives of the Italian luxury sports car art, which works with fully electric powertrains.

We set out to establish enjoyable dialogues between different generations and styles by valuing experience and being open to innovation.

CIRCULATION

20.000

4 ISSUES

APRIL JUNE SEPTEMBER DECEMBER





THE WIDELY-KNOWN LOCAL WOMEN MAGAZINE

CONCEPT

ELELE positions itself as a strong, entrenched brand which represents successful, smart young women, who can stand on their own feet. Elele with its 48 years of experience is one of the strongest brand of Turkish women magazines. It's ability of changing itself constantly by adapting to the changes in the life styles of people is well -known.

TARGET GROUP

Elele focuses on women with a high socio-economic background, who follow fashion and trends very closely and who show great care to their personal care.

BRAND POSITION

Elele is reliable, respectable, realistic, objective and it comes from life itself. Elele is a special magazine which answers all of the questions women can ask from health to beauty or from food to sexuality.

EVENTS

- Astrolojgy
- Astro Brunch
- Snow Yoga Weekend

SOCIAL MEDIA

f 54.803 Fans

@ 151471 Followers

X 29.828 Followers

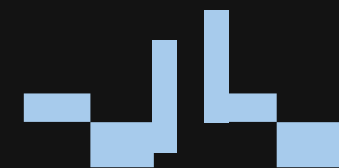
ONLINE

- 24.4 M Pageviews



CIRCULATION 24.000

FEBRUARY APRIL MAY JULY SEPTEMBER NOVEMBER DECEMBER





PUBLICATION INFO

Launch Date	: 1976
Frequency	: 7 Issues
Page Exposure	: 252.000
Reach	: 137.000
Web	: elele.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	88
MALE	12

AGE	%
15-20 Age Group	19
21-34 Age Group	50
35-44 Age Group	17
45 + Age Group	14

SOCIO-ECONOMIC PROFILE	
AB	66
AB+C1	79

EDUCATION	%
Unv. Graduate	54
Highschool Graduate	27

OWNERSHIPS	%
Home	74
Car	58
Laptop	53
Gold Card & Private Class	31

QUALITY OF READING

Elele...	%
I purchase it by myself	35
I read at home	62
I look at some pages in detail glance throught the others	63
I keep it after reading	38

After reading Elele...	
Pick up new ideas	75
I talk about something I read in the magazine / I advise something	74
I apply the given recommendations / I try something for the first time	61
I buy something	43

Elele...	%
It's a good source of information	91
I believe what I read in it	70

I read all ads in ELLE ...	%
Examine/Look at/Read	92

Source QRS VI

SPIN OFF



PERIODICALS



CIRCULATION 28.000

MONTHLY

EVENTS

- BURDA Fashion Days
- Regional Meetings

SOCIAL MEDIA

- f 28.952 Fans
- ig 71.220 Followers
- X 907 Followers

ONLINE

- 458K Pageviews

ALL ABOUT FASHION IS HERE ...

CONCEPT

BURDA is a fashion/hobby magazine which offers women, interested in knitting both at amateur and professional level, elegant designs together with practical dress models on which they can easily apply these designs, and which brings the world fashion to them. Aside from the design and the models adapted in accordance with the original published in Germany's Burda Magazine Group; The magazine also offers beauty, health, cooking and decoration pages. It further serves to the different expectations of Turkish women through its private editions of knitting, lacework, kids and grownup size, skirt-blouse-trousers

TARGET GROUP

Burda's readers are the women from every level of ages, either professionals or amateurs who are interested in knitting, fashion and hand works.

BRAND POSITION

Burda, is the only practical fashion and knitting magazine which provides original designs and practical models from world trends and the magazine also supports the individual creativity.





PUBLICATION INFO

Launch Date	: 1998
Frequency	: Monthly
Page Exposure	: 247.000
Reach	: 88.000
Web	: burda.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	93
MALE	7

AGE	%
15-20 Age Group	12
21-34 Age Group	39
35-44 Age Group	22
45 + Age Group	27

SOCIO-ECONOMIC PROFILE	
AB	70
AB+C1	89

EDUCATION	%
Unv. Graduate	51
Highschool Graduate	29

OWNERSHIPS	%
Home	70
Car	59
Laptop	54
Gold Card & Private Class	37

QUALITY OF READING

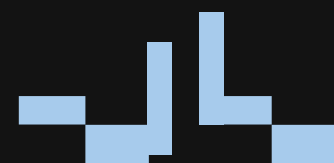
BURDA...	%
I purchase it by myself	31
I read at home	73
I look at some pages in detail glance through the others	68
I keep it after reading	70

After reading BURDA...	
Pick up new ideas	87
I talk about something I read in the magazine / I advise something	83
I apply the given recommendations / I try something for the first time	79
I buy something	32

BURDA...	%
It's a good source of information	88
I believe what I read in it	85

I read all ads in ELLE ...	%
Examine/Look at/Read	88

Source QRS VI



PEOPLE SEGMENT



YOU'LL LOVE TO BE INSIDE!

CONCEPT

The world most selling magazine HELLO! is produced by a philosophy of the reader satisfaction and quality in editorial content are the most important rules. HELLO! brings us life styles and feelings of Turkish society-business-fashion-art-leaders and international stars. Distinctive photos and creative styling productions are very important point of this magazine.

TARGET GROUP

The majority of Hello's readers are belong to high socio – economic group. (89 % AB SES). It's a magazine for people who like to have special luxuries, can spend time on their own pleasures, follows all new trends, styles and pleasures (even creates), and have their own life culture and gusto.

BRAND POSITION

Hello is very famous in all the countries it is published with its proper news concept. It has an international power, strong brand identification, a concept where reader and advertisers meet and with a balanced content which answers all attentions. Most of our lives are very fast. Sometimes we live faster than life itself . In this chain Hello is an excuse or you to spend some time for your own. Because it entertains, educates and wonders you at the same time.





PUBLICATION INFO

Launch Date	: 2004
Frequency	: Bi-Weekly
Page Exposure	: 40.000
Reach	: 30.000
Web	: www.elle.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	73
MALE	27

AGE	%
15-20 Age Group	15
21-34 Age Group	54
35-44 Age Group	21
45 + Age Group	10

SOCIO-ECONOMIC PROFILE	
AB	92
AB+C1	98

EDUCATION	%
Unv. Graduate	67
Highschool Graduate	30

OWNERSHIPS	%
Home	64
Car	67
Laptop	76
Gold Card & Private Class	31

QUALITY OF READING

HELLO!...	%
I purchase it by myself	36
I read at home	61
I look at some pages in detail glance throught the others	70
I keep it after reading	22

After reading HELLO!...	
Pick up new ideas	73
I talk about something I read in the magazine / I advise something	69
I applythe given recommendations / I trysomething for the first time	47
I buy something	37

HELLO!...	%
It's a good source of information	69
I believe what I read in it	68

I read all ads in HELLO! ...	%
Examine/Look at/Read	96

Source QRS VI

HEALTH & FITNESS MAGAZINES



PERIODICALS



CIRCULATION 15K

BI-MONTHLY

EVENTS

- Formsante Weekend
- Health Summit

SOCIAL MEDIA

- f 6.181 Fans
- ig 45.324 Followers
- X 5.628 Followers

ONLINE

- 3M Pageviews

MAGAZINE FOR PEOPLE WHO TAKE CARE OF THEIR HEALTH AND BODY

CONCEPT

FORMSANTE is a women healthy life magazine which focuses on readers who have self- confidence, who puts her health and beauty as their priority and while she pays attention to outer look she also discovered the importance of the inner beauty.

TARGET GROUP

FORMSANTE reader pays a big attention to her health and beauty. Mostly between 21 and 34 years of age, who live in city and have high socio – economic level of living.

BRAND POSITION

Being the first magazine that comes to mind when women health and beauty is on subject. FORMSANTE is healthy, dynamic, sportive, natural, beautiful, happy, young, fit, well-cared and colorful...





PUBLICATION INFO

Launch Date	: 1994
Frequency	: Bi-Monthly
Page Exposure	: 64.000
Reach	: 26.000
Web	: formsante.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	80
MALE	20

AGE	%
15-20 Age Group	6
21-34 Age Group	45
35-44 Age Group	27
45 + Age Group	22

SOCIO-ECONOMIC PROFILE	
AB	91
AB+C1	98

EDUCATION	%
Unv. Graduate	75
Highschool Graduate	19

OWNERSHIPS	%
Home	75
Car	74
Laptop	80
Gold Card & Private Class	52

QUALITY OF READING

Formsante	%
I purchase it by myself	42
I read at home	68
I look at some pages in detail glance throught the others	64
I keep it after reading	53

After reading Formsante	
Pick up new ideas	91
I talk about something I read in the magazine / I advise something	86
I apply the given recommendations / I try something for the first time	70
I buy something	25

Formsante	%
It's a good source of information	85
I believe what I read in it	77

I read all ads in Formsante	%
Examine/Look at/Read	92

Source QRS VI



PUBLICATION INFO

Launch Date : 2014

Frequency : 5 Issues a Year

January-April-July-September-November in 2016

Self-Improvement Guide

Circulation: 9K

DECORATION SEGMENT



DECORATION



PERIODICALS



CIRCULATION 23K

MONTHLY

EVENTS

- Maison Française Interior Design Awards

SOCIAL MEDIA

f 17.603 Fans

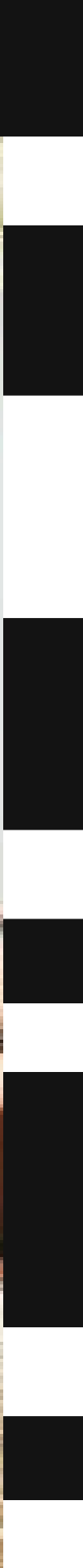
@ 153.014 Followers

X 968 Followers

ONLINE

- 107K Pageviews

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CONCEPT

Maison Francaise, published in 1942, as the first decoration magazine in France. In 1995 since the day it starts to publish in Turkish market, for 29 years, it is the most trusted and the leader magazine. Maison Francaise is multifunctional and colorful magazine which gives inspiration and knowledge about new trends. Maison Francaise has variant, incredible aspects and always becomes the main source of decoration in every perspective.

TARGET GROUP

Maison Francaise's readers are mainly belong to upper class (AB 95 %) SES group.
The readers follow the new trends and give value to their life quality.

BRAND POSITION

In Turkey, Maison Francaise is the most wanted, most inspired, most trusted global magazine brand in decoration, style and design segment.



PUBLICATION INFO

Launch Date	: 1995
Frequency	: Monthly
Page Exposure	: 89.000
Reach	: 41.000
Web	: maisonfrancaise.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	68
MALE	32
AGE	%
15-20 Age Group	6
21-34 Age Group	46
35-44 Age Group	24
45 + Age Group	25
SOCIO-ECONOMIC PROFILE	
AB	95
AB+C1	100
EDUCATION	%
Unv. Graduate	81
Highschool Graduate	18
OWNERSHIPS	%
Home	78
Car	75
Laptop	84
Gold Card & Private Class	49

QUALITY OF READING

Maison Française	%
I purchase it by myself	39
I read at home	55
I look at some pages in detail glance throught the others	67
I keep it after reading	47
After reading Maison Française	
Pick up new ideas	93
I talk about something I read in the magazine / I advise something	68
I applythe given recommendations / I trysomething for the first time	62
I buy something	39
Maison Française	%
It's a good source of information	88
I believe what I read in it	78
I read all ads in Maison Française	%
Examine/Look at/Read	92

Source QRS VI



BOOKAZINE



CIRCULATION 48.500

MONTHLY

EVENTS

- I AM THE DECORATOR' CONTEST
- MY HOME & MY COLOUR' CONTEST
- RENEWING MY BATHROOM' CONTEST

SOCIAL MEDIA

f 123.704 Fans
i 296.734 Followers
X 2.692 Followers

ONLINE

▪ 3.4Mio Pageviews

PRACTICAL IDEAS & SHOPPING MAGAZINE

CONCEPT

Evim magazine was launched as the first practical home ideas and shopping magazine of Turkey in March 2006. Evim also produced an alternative segment among the existing decoration magazine with its 100% decoration content and low-cost cover price. It focuses on the readers' needs in order to find solutions by providing inspiring practical ideas and economic products alternatives.

TARGET GROUP

We love dealing with our house. We like repair, renew, change, decorate. Evim, is a magazine for the ones who like their house, who like to spend time in their house and who like to create his/her own style in the place where she/she lives. The readers are mainly females who belong to AB+C1 SES group, between 21 and 34 aged group and mostly well-educated.

BRAND POSITION

Evim magazine's "happy" style is consisting of modern, creative, colorful features and also the feature which enables personal additions. Evim always examine the topics focused on the price alternatives and solutions under the slogan of "my house is beautiful when I like it"





PUBLICATION INFO

Launch Date	: 2006
Frequency	: Monthly
Page Exposure	: 205.000
Reach	: 80.000
Web	: evimdergisi.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	80
MALE	20
AGE	%
15-20 Age Group	5
21-34 Age Group	44
35-44 Age Group	26
45 + Age Group	24

SOCIO-ECONOMIC PROFILE

AB	88
AB+C1	96

EDUCATION

Unv. Graduate	70
Highschool Graduate	21

OWNERSHIPS

Home	75
Car	74
Laptop	67
Gold Card & Private Class	40

QUALITY OF READING

EVİM	%
I purchase it by myself	47
I read at home	72
I look at some pages in detail glance throught the others	81
I keep it after reading	66

After reading EVİM

Pick up new ideas	93
I talk about something I read in the magazine / I advise something	81
I apply the given recommendations / I try something for the first time	74
I buy something	44

EVİM

It's a good source of information	95
I believe what I read in it	95

I read all ads in EVİM

Examine/Look at/Read	95
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Source QRS VI





CIRCULATION 15K

MARCH, MAY, OCTOBER, DECEMBER

EVENTS

▪ EDIDA

SOCIAL MEDIA

f 6.643 Fans

@ 55.464 Followers

X 393 Followers

ONLINE

▪ 16K Pageviews

THE NUMBER ONE STYLE MAGAZINE FOR HOME

CONCEPT

ELLE DECORATION has entered the Turkish market in 2005, having the reputation and the experience as “the number one style magazine for home in 23 countries. ELLE DECORATION's mission is to encourage the readers to express themselves and their tastes throughout the home. ELLE DECORATION is the authoritative guide on a multitude of styles from cutting-edge innovations to the classic interior design, it anticipates future trends and showcases designers from all over the world. ELLE DECORATION has changed in October 2009. It has been started to publish as four issues with 300 pages in a year. ELLE DECORATION presents more shopping alternatives, generates more creative styles by its changed cover, new dimension, and also wealthy content.

TARGET GROUP

ELLE DECORATION targets upper class Turkish population who are 25-45 years old women, living in cities, well-educated.

BRAND POSITION

ELLE DECORATION positions itself as the definitive guide to the most desirable trend setting, stylish and contemporary homes. It is source of ideas, allowing the readers to turn the dreams into reality, helping them to personalize their own living space.





PUBLICATION INFO

Launch Date	: 2005
Frequency	: Quarterly
Page Exposure	: 105.000
Reach	: 40.000
Web	: elledecoration.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	81
MALE	19
AGE	%
15-20 Age Group	3
21-34 Age Group	53
35-44 Age Group	26
45 + Age Group	18

SOCIO-ECONOMIC PROFILE

AB	92
AB+C1	99

EDUCATION

Unv. Graduate	83
Highschool Graduate	15

OWNERSHIPS

Home	77
Car	76
Laptop	78
Gold Card & Private Class	46

QUALITY OF READING

ELLE Decoration	%
I purchase it by myself	33
I read at home	47
I look at some pages in detail glance throught the others	69
I keep it after reading	35

After reading ELLE Decoration

Pick up new ideas	94
I talk about something I read in the magazine / I advise something	78
I applythe given recommendations / I trysomething for the first time	63
I buy something	28

ELLE Decoration

It's a good source of information	89
I believe what I read in it	83

I read all ads in ELLE Decoration

Examine/Look at/Read	95
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Source QRS VI

BUSINESS AND ECONOMY SEGMENT

THE LEADING BUSINESS MAGAZINE



THE MOST RELIABLE AND
RECOMMENDED
BI-WEEKLY MAGAZINE



LIFE STYLE BUSINESS
MAGAZINE OF CEO'S



NEWBORN BUSINESS MAGAZINE FOR
ENTREPRENEUR & INNOVATIVE
BUSINESS PROFESSIONALS



SUPPLEMENTS



PERIODICALS



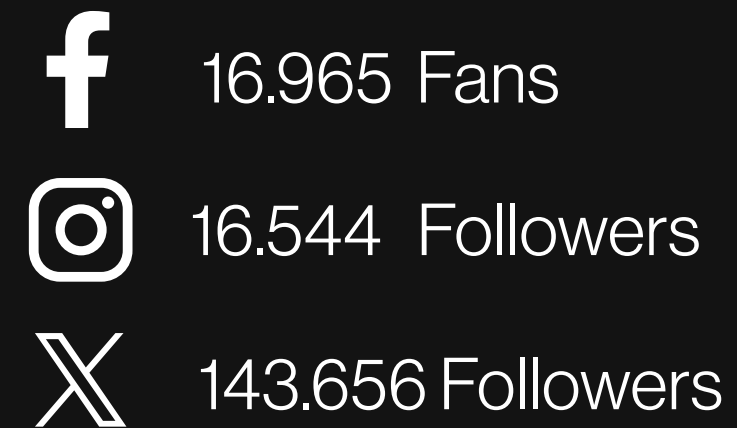
CIRCULATION 19K

MONTHLY

EVENTS

- UEZ Sapanca Economy Summit
- CEO Club
- 50 Powerful Woman CEO
- Capital 500
- The Most Admired Companies of Türkiye
- Social Responsibility Leaders
- Climate Summit
- Fintec Summit

SOCIAL MEDIA



ONLINE

- 7.9Mio Pageviews

THE BEST MONTHLY ECONOMY & BUSINESS MAGAZINE IN TURKIYE

CONCEPT

Turkey's most pioneering monthly business and economy magazine Capital, has been become the indispensable magazine for more than 22 years, with its modernist perspective, rich contents and its own special projects. Capital presents many special researches like The Most Admirable Companies in Turkey, Capital500, Social Responsibility Research and Export500. Capital always aims to add value to its reader, to support the personal entrepreneurship and to improve within the business life. In this context, Capital publish books, is the initiator of conferences and other events.

TARGET GROUP

Capital readers are mainly upper SES group and well educated professionals and they also represent Turkey's dynamic consumption power.

BRAND POSITION

The compelling magazine Capital addresses to the upper segment of magazine sector. Capital has also a determined brand identification which is associated with the concept of prestigious and well esteemed.





PUBLICATION INFO

Launch Date	: 1993
Frequency	: Monthly
Page Exposure	: 112.000
Reach	: 52.000
Web	: capital.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	28
MALE	72
AGE	%
15-20 Age Group	7
21-34 Age Group	56
35-44 Age Group	19
45 + Age Group	18

SOCIO-ECONOMIC PROFILE

AB	89
AB+C1	98

EDUCATION

Unv. Graduate	76
Highschool Graduate	20

OWNERSHIPS

Home	72
Car	59
Laptop	77
Gold Card & Private Class	34

QUALITY OF READING

Capital	%
I purchase it by myself	41
I read at home	58
I look at some pages in detail glance throught the others	83
I keep it after reading	38

After reading Capital

Pick up new ideas	97
I talk about something I read in the magazine / I advise something	90
I apply the given recommendations / I try something for the first time	66
I buy something	27

Capital

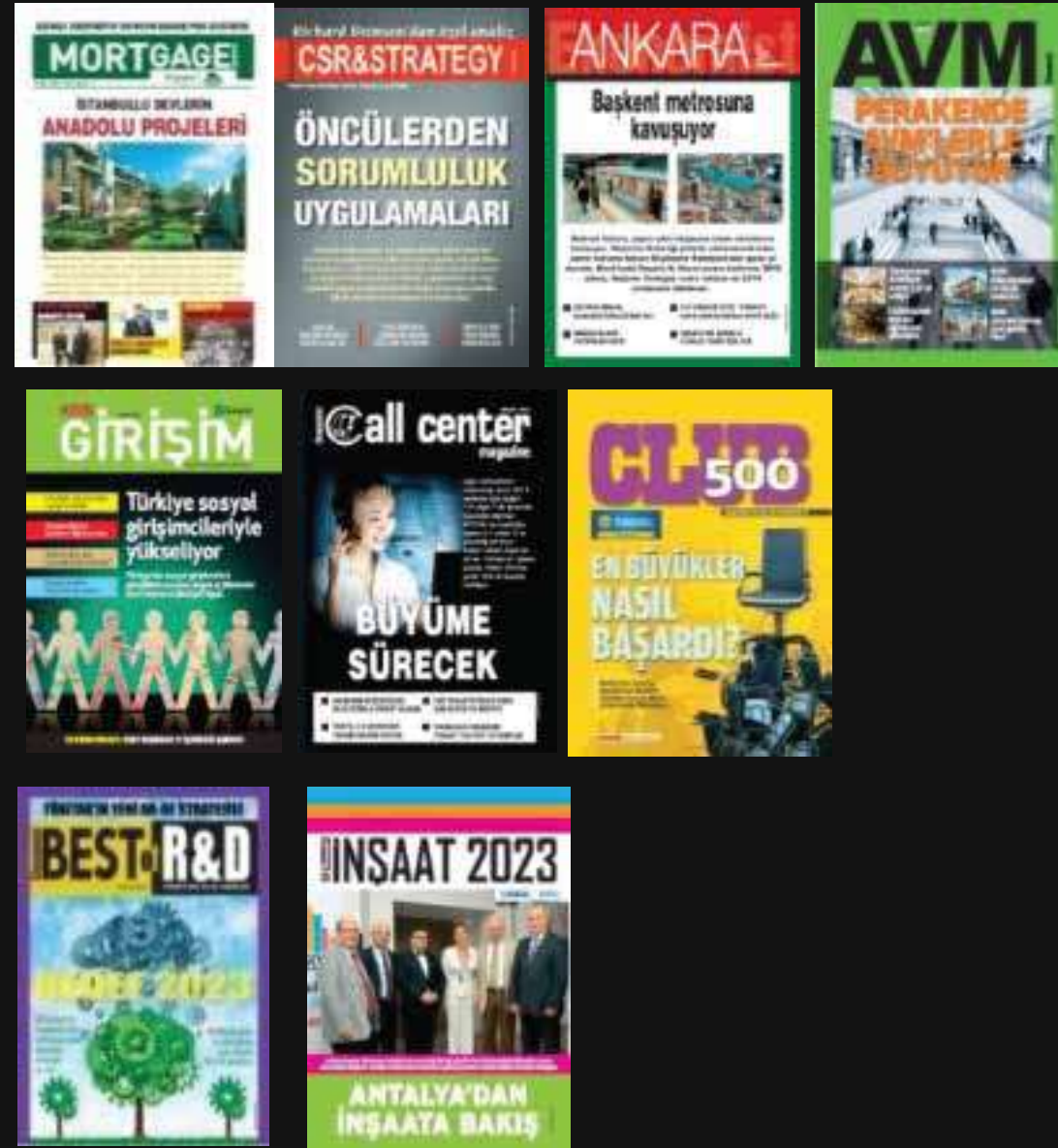
It's a good source of information	96
I believe what I read in it	89

I read all ads in Capital

Examine/Look at/Read	90
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Source QRS VI

SUPPLEMENTS



CIRCULATION 13.500

BI-WEEKLY

EVENTS

- UEZ Sapanca Economy Summit
- CEO Club
- 50 Powerful Woman CEO
- Anatolian Brands 500
- Young CEO Under 40 Years Old Award
- The Businessman of The Year
- Climate Summit
- Fintec Summit

SOCIAL MEDIA

f 30.543 Fans

@ 45.079 Followers

X 280.161 Followers

ONLINE

- 48Mio Pageviews

TURKEY'S MOST TRUSTED WEEKLY ECONOMY MAGAZINE

CONCEPT

Ekonomist is a weekly economy magazine that feels the Turkish Economy every week, monitors all developments with great attentiveness and remains as the circulation leader continuously throughout the course of 24 years. The surveys indicate that Ekonomist has the highest reader loyalty in the magazine market.

TARGET GROUP

Readers are mainly well-educated and upper class entrepreneurs. All Ekonomist readers strongly follow the latest improvements in economy and business field.

BRAND POSITION

Ekonomist is the most reliable and strongest magazine brand which initially comes to the economy magazine readers' mind. Ekonomist is also accepted as a reference point by businessman and bureaucrats and it is also the only magazine for managers, brokers and entrepreneurs since 33 years.





PUBLICATION INFO

Launch Date	: 1993
Frequency	: Monthly
Page Exposure	: 112.000
Reach	: 52.000
Web	: capital.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	28
MALE	72

AGE	%
15-20 Age Group	10
21-34 Age Group	50
35-44 Age Group	19
45 + Age Group	22

SOCIO-ECONOMIC PROFILE

AB	85
AB+C1	96

EDUCATION

	%
Unv. Graduate	72
Highschool Graduate	22

OWNERSHIPS

	%
Home	67
Car	64
Laptop	67
Gold Card & Private Class	35

QUALITY OF READING

Ekonomist	%
I purchase it by myself	36
I read at home	47
I look at some pages in detail glance throught the others	75
I keep it after reading	43

After reading Ekonomist

Pick up new ideas	92
I talk about something I read in the magazine / I advise something	87
I apply the given recommendations / I try something for the first time	70
I buy something	32

Ekonomist	%
It's a good source of information	94
I believe what I read in it	81

I read all ads in Ekonomist	%
Examine/Look at/Read	90

Source QRS VI



CIRCULATION 11.000

February – May - August- November

NEWBORN BUSINESS MAGAZINE FOR ENTREPRENEUR & INNOVATIVE BUSINESS PROFESSIONALS

Turkey's rising entrepreneurial spirit gave birth to its own magazine. START UP magazine, prepared by the team that created Capital and Ekonomist magazines, with the contributions of important players in the entrepreneurship ecosystem, started publishing in April 2014.

PUBLICATION INFO

Launch Date : 2004

Frequency : Quarterly



CIRCULATION 10.000

April - July - October - December

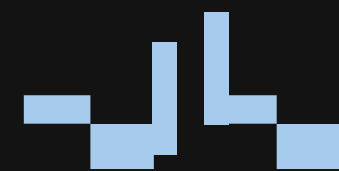
BUSINESS LIFE STYLE MAGAZINE FOR CEO'S & BUSINESS PROFESSIONALS

Prepared by taking into account the rising "work-life" balance and the new wave of doing business in the business world, CEO Life brings together with its readers details about the lives of leading business people in each issue. CEO Life looks at the business world from a different perspective and aims to tell its readers the colorful details of the business world. Most importantly, it helps CEOs, whose non-work lives are not well known, bring together with the reader their home lives, hobbies, passions and daily agendas. One of CEO Life's biggest goals is to cover the lives of business people 360 degrees. However, in this 360 degree, it is aimed to reveal the unknown aspects of CEOs, focusing mostly on their life outside of work.

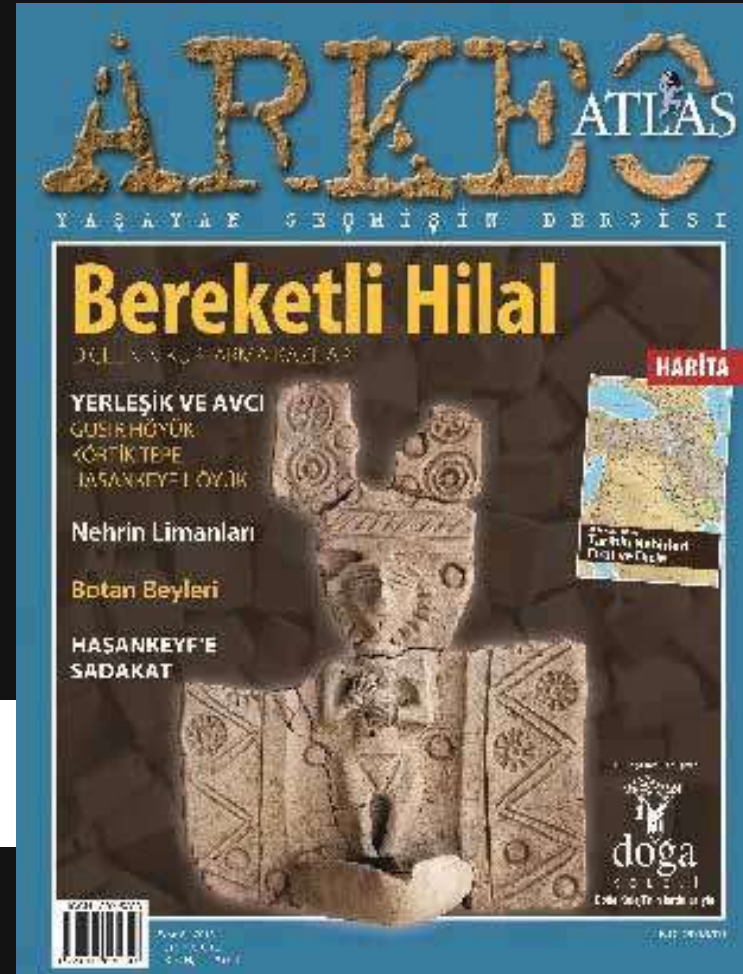
PUBLICATION INFO

Launch Date : 2010

Frequency : Quarterly



DISCOVERY AND TRAVEL SEGMENT



PERIODICALS



SUPPLEMENTS



CIRCULATION 28.000

EVENTS

- Atlas Weekend
- Hiking
- Harvest Tours (tea, peanut, grape etc.)
- Photograph Exhibitions

SOCIAL MEDIA

f 337.040 Fans
@ 105.579 Followers
X 204.590 Followers

ONLINE

- 252K Pageviews

GEOGRAPHY AND DISCOVERY MAGAZINE OF TURKIYE

CONCEPT

As an episode proud in the history of the Turkish Magazine market, from its photographs to maps provides the reader for the past 22 years with the pleasure of reading something “original” in every sense of world. Atlas in its persona as a human and magazine of this country, visits the most inaccessible parts of the world. It is as reliable as an encyclopedia, and as warm as a travel companion. It is not read and thrown away but collected, examined again and again passing through from hand to hand.

TARGET GROUP

Atlas addresses to a special group who love to travel, having life gusto and high potential of buying. Atlas readers are curious about to discover the world, they loyal to natural, cultural and historical assets.

BRAND POSITION

Atlas is then most admired and loving magazine in Turkey with its high circulation, readership rate and strong friendly communication ties established with the readers.





PUBLICATION INFO

Launch Date	: 1994
Frequency	: Monthly
Page Exposure	: 625.000
Reach	: 205.000
Web	: kesfetmekicinbak.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	47
MALE	53
AGE	%
15-20 Age Group	8
21-34 Age Group	50
35-44 Age Group	17
45 + Age Group	24
SOCIO-ECONOMIC PROFILE	
AB	85
AB+C1	94
EDUCATION	%
Unv. Graduate	75
Highschool Graduate	20
OWNERSHIPS	%
Home	74
Car	65
Laptop	71
Gold Card & Private Class	33

QUALITY OF READING

Atlas	%
I purchase it by myself	51
I read at home	72
I look at some pages in detail glance throught the others	81
I keep it after reading	66
After reading Atlas	
Pick up new ideas	91
I talk about something I read in the magazine / I advise something	84
I apply the given recommendations / I try something for the first time	54
I buy something	25
Atlas	%
It's a good source of information	94
I believe what I read in it	93
I read all ads in Atlas	%
Examine/Look at/Read	89

Source QRS VI

LIFE STYLE SEGMENT





CIRCULATION 11.000

March, June, September, December

EVENTS

- City Parties

SOCIAL MEDIA



3.111 Fans



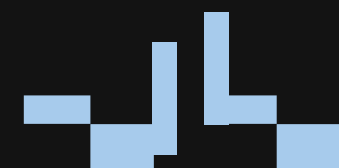
44.730 Followers



4.725 Followers

ONLINE

- 47K Pageviews



GEOGRAPHY AND DISCOVERY MAGAZINE OF TURKIYE

CONCEPT

Istanbul Life is a monthly magazine of urban life with a colorful approach that also has character and style conveying to its pages entertainment, culture, city life, and everything that has to do with the urban people. Istanbul Life provides answers the questions of “where, when, how and how much” while guiding and enabling the readers to gain time. It views Istanbul through the eyes of someone who wants to taste the pleasures of the city. Along with all distinguished localities in Istanbul news on cultural and artistic events festivals, cinema, book, theatre and travel, the magazine is rendered an out of ordinary source that reflects all colors of the town.

TARGET GROUP

Istanbul life focuses on the upper class people who live in Istanbul and who give importance to their pleasures and hobbies, to be able to spend money for these activities.

BRAND POSITION

Istanbul life, is a monthly magazine which explains the city life in a colorful and stylish way. The magazine positions itself as an agenda and a reliable guide for urban people.





PUBLICATION INFO

Launch Date	: 1994
Frequency	: Monthly
Page Exposure	: 625.000
Reach	: 205.000
Web	: kesfetmekicinbak.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	48
MALE	52
AGE	%
15-20 Age Group	20
21-34 Age Group	47
35-44 Age Group	14
45 + Age Group	20

SOCIO-ECONOMIC PROFILE

AB	89
AB+C1	94

EDUCATION

Unv. Graduate	64
Highschool Graduate	23

OWNERSHIPS

Home	78
Car	69
Laptop	74
Gold Card & Private Class	37

QUALITY OF READING

İstanbul Life	%
I purchase it by myself	38
I read at home	58
I look at some pages in detail glance throught the others	70
I keep it after reading	45

After reading İstanbul Life

Pick up new ideas	83
I talk about something I read in the magazine / I advise something	75
I applythe given recommendations / I trysomething for the first time	55
I buy something	21

İstanbul Life

	%
It's a good source of information	86
I believe what I read in it	85

I read all ads in İstanbul Life

	%
Examine/Look at/Read	91

Source QRS VI



CIRCULATION 20.000

April ,July ,October ,December

Tempo Travel, which started its publication life in 2009 as a horizon-expanding guide for those who dream of the best and those who say "One day", is the magazine of those who want to rest their bodies and enrich their souls. "Holidays is life itself!" In the magazine, which started with the slogan and is published quarterly, famous names write about the places they visit and see, accompanied by special photographs. No longer limited to just Turkish, Tempo Travel participates in the London World Tourism (WTM), ITB Berlin and Moscow International Tourism and Travel (MITT) fairs once a year with its German, Russian and English editions. Foreign editions of Tempo Travel are also offered for sale in Türkiye.

PUBLICATION INFO

Launch Date : 2009

Frequency : Quarterly

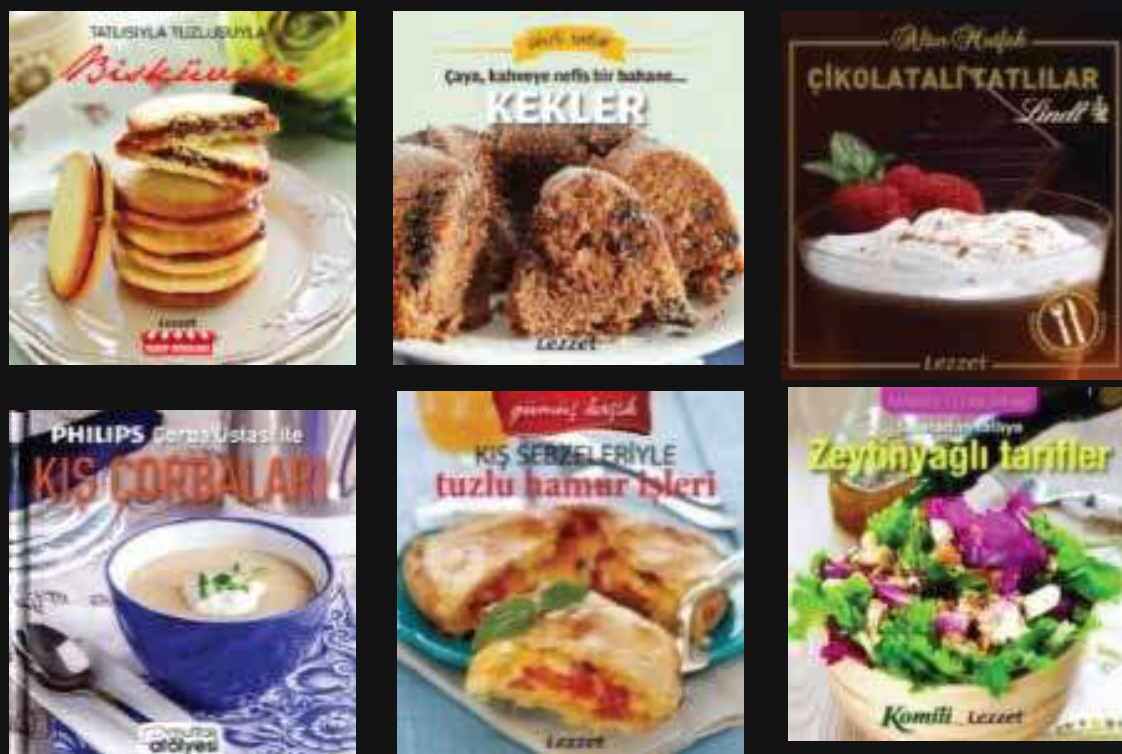
FOOD CULTURE SEGMENT



PERIODICALS BOOKAZINE



SUPPLEMENTS



CIRCULATION 18.000
BI-MONTHLY

EVENTS

- LEZZET KITCHEN WORKSHOP
- PRIVATE DINNERS
- HARVEST EVENTS

SOCIAL MEDIA

- f 207.786 Fans
- @ 140.566 Followers
- X 807.119 Followers

ONLINE

- 100Mio Pageviews

THE BESTSELLING FOOD MAGAZINE IN TURKEY

CONCEPT

Lezzet magazine turns cooking into pleasure for the women who would like to develop a better kitchen and food culture for themselves. It is the best assistant for working women in kitchen by the help of its practical and trustworthy recipes which are produced in it's own studio. With its special menus, different design styles, little clues, healthy recipes and with practical information that would save us time. Lezzet is a rich recipe magazine which brings value to reader's lives. To be able to read the magazine at home, being a reference point in food industry thus being archived by many people create an opportunity for the magazine to give its messages on a long period of time.

TARGET GROUP

It specially focuses women who like to cook food and have visitors for dinner, eager to try different tastes and new products, gives a big importance on healthy diet and life style, very close to her family, has a balanced home – work life and practical Turkish women.

BRAND POSITION

Its a reference point for modern women who like to try different or conventional tastes.





PUBLICATION INFO

Launch Date	: 1996
Frequency	: Bi-Monthly
Page Exposure	: 311.000
Reach	: 77.000
Web	: www.lezzet.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	86
MALE	14
AGE	%
15-20 Age Group	7
21-34 Age Group	48
35-44 Age Group	22
45 + Age Group	23
SOCIO-ECONOMIC PROFILE	
AB	82
AB+C1	91
EDUCATION	%
Unv. Graduate	64
Highschool Graduate	23
OWNERSHIPS	%
Home	69
Car	66
Laptop	62
Gold Card & Private Class	37

QUALITY OF READING

LEZZET	%
I purchase it by myself	51
I read at home	82
I look at some pages in detail glance throught the others	84
I keep it after reading	74
After reading LEZZET	
Pick up new ideas	94
I talk about something I read in the magazine / I advise something	90
I applythe given recommendations / I trysomething for the first time	93
I buy something	50
LEZZET	%
It's a good source of information	93
I believe what I read in it	91
I read all ads in LEZZET	%
Examine/Look at/Read	96

Source QRS VI

SPECIAL INTEREST AUTOMOBILE & YACHT



PERIODICALS



CIRCULATION 12.000

BI-MONTHLY

EVENTS

- ELECTRICITY CARS AWARDS

SOCIAL MEDIA

f 112.096 Fans

X 7.500 Followers

ONLINE

- 1.3Mio Pageviews

TURKIYE'S NUMBER ONE CAR MAGAZINE

CONCEPT

Auto SHOW, is an up to date, educative magazine which focuses fulfilling the needs of car enthusiasts. It is produced under the license of biggest car magazine in Germany "Auto Bild". You can find the same quality in every page. Being the market leader for 23 years is the biggest proof of this quality.

TARGET GROUP

The main point of an Auto SHOW reader is "car ambition". Auto SHOW readers are highly educated, interested in cars and eager to catch all the renovations in car industry.

BRAND POSITION

Besides cars, this magazine is a big and a trustworthy reference point from motorcycles to wheels or from petrol products to car accessories.





PUBLICATION INFO

Launch Date	: 1992
Frequency	: Bi-Monthly
Page Exposure	: 142.000
Reach	: 55.000
Web	: autoshow.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	14
MALE	86
AGE	%
15-20 Age Group	23
21-34 Age Group	54
35-44 Age Group	11
45 + Age Group	13
SOCIO-ECONOMIC PROFILE	
AB	84
AB+C1	94
EDUCATION	%
Unv. Graduate	62
Highschool Graduate	31
OWNERSHIPS	%
Home	73
Car	72
Laptop	72
Gold Card & Private Class	36

QUALITY OF READING

Auto Show	%
I purchase it by myself	40
I read at home	49
I look at some pages in detail glance throught the others	61
I keep it after reading	40
After reading Auto Show	
Pick up new ideas	89
I talk about something I read in the magazine / I advise something	79
I applythe given recommendations / I trysomething for the first time	56
I buy something	24
Auto Show	%
It's a good source of information	90
I believe what I read in it	83
I read all ads in Auto Show	%
Examine/Look at/Read	92

Source QRS VI

PERIODICALS



CIRCULATION 12.000

BI-MONTHLY

EVENTS

- SUMMER EVENTS

SOCIAL MEDIA

f 6.956 Fans

ig 38.979 Followers

X 6.6522 Followers

ONLINE

- 33K Pageviews

ALL ABOUT BOATS, SAILS AND TRAVELERS

CONCEPT

Yacht Türkiye is the Turkey's unique yacht magazine which has a special concept that contains sailboats, motorboats, accommodation, travel suggestions and stories, local and foreign produced yacht and boats, special routes accordingly seasons, national and international races, fishing, foods for sailors... Yacht Türkiye also has an area of expertise in the concept of the Turkey's the most comprehensive yacht trading guide so called "YACHT MARKET."

TARGET GROUP

Yacht Türkiye's readers are mainly from high socio-economic status who have the love and culture of sea and have also the interests or ownership of yachts, sail and motor.

BRAND POSITION

Yacht Türkiye's is the leader magazine of sailing sector in the way that differentiates itself from its competitors with high circulation and reach content. Yacht Türkiye reaches both the professional and amateur readers with its colorful language and selective visual quality and content.





PUBLICATION INFO

Launch Date	: 2006
Frequency	: Monthly
Page Exposure	: 88.000
Reach	: 45.000
Web	: yachtturkiye.com

DEMOGRAPHY

GENDER	%
FEMALE	35
MALE	65

AGE	%
15-20 Age Group	9
21-34 Age Group	47
35-44 Age Group	15
45 + Age Group	29

SOCIO-ECONOMIC PROFILE	
AB	92
AB+C1	98

EDUCATION	%
Unv. Graduate	70
Highschool Graduate	27

OWNERSHIPS	%
Home	78
Car	80
Laptop	80
Gold Card & Private Class	44

QUALITY OF READING

YACHT Türkiye	%
I purchase it by myself	34
I read at home	63
I look at some pages in detail glance throught the others	74
I keep it after reading	54

After reading YACHT Türkiye	
Pick up new ideas	93
I talk about something I read in the magazine / I advise something	81
I apply the given recommendations / I try something for the first time	56
I buy something	23

YACHT Türkiye	%
It's a good source of information	87
I believe what I read in it	81

I read all ads in YACHT Türkiye	%
Examine/Look at/Read	86

Source QRS VI

THE BEST HISTORY MAGAZINES OF TURKIYE





CIRCULATION 15.000

January – March – May – July – September – November

THE BEST HISTORY MAGAZINE OF TURKIYE

Atlas History magazine aims to convey the overshadowed pages of Turkish and world history. Atlas History, which aims to present the unknown aspects of historical events through the narratives of its heroes, especially through memoirs, documents and items that have not been revealed until today, has achieved many firsts in this regard. History enthusiasts in Turkey will be interested in the story of the British helmet signed by Mustafa Kemal in Çanakkale, the story of Turkish Kelebek Mehmet Cemil Efendi, who was a galley slave in French Guiana, Princess Naciye, the daughter of the Afghan King Emanullah Khan, who lives in Turkey. Many topics such as the experiences of the Ottomans, the Ottoman skier units in the First World War, the Behar family, one of the Jews exiled in Thrace, the European variety clubs in Istanbul in the 1930s, and the Bektashi dervish lodges in Crete, were featured for the first time in Atlas History. "Atlas History also presents its readers with visual testimonies of various periods of history, with photo albums compiled from collectors' private archives in each issue

PUBLICATION INFO

Launch Date	: 2010
Frequency	: Bi-monthly



All About History, England's most read Popular History magazine, started to be published in our country.

CIRCULATION 15.000

January – April – July – October



Another unique publication about the History of War has started to be published in our country.

CIRCULATION 15.000

March- May- Agu- Nov

Launch Date	: 2020
Frequency	: Quarterly

SCIENCE AND TECHNOLOGY SEGMENT

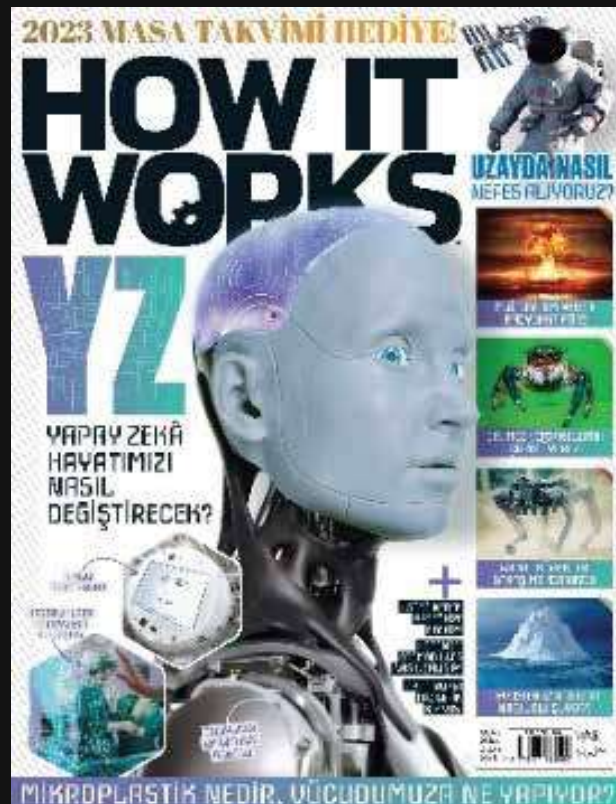
SCIENCE AND TECHNOLOGY MAGAZINE

Bi-Monthly



THE LEGENDARY MAGAZINE OF CURIOUS MINDS IS IN TURKIYE

Bi-Monthly



LEADING TECHNOLOGY MAGAZINE

Quarterly



SCIENCE AND SPACE TECHNOLOGY MAGAZINE

Bi-Monthly

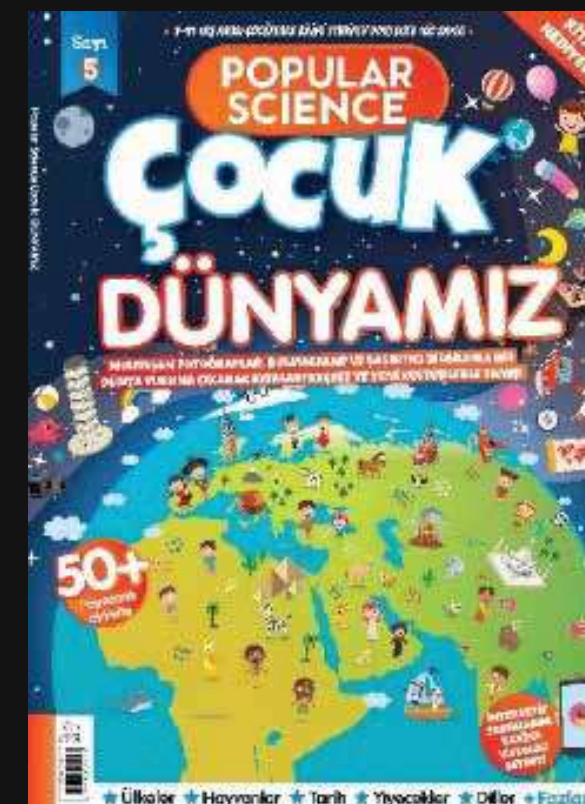


THE BEST SELLING PC GAME MAGAZINE IN TURKEY

Bi-Monthly



SCIENCE MAGAZINE SPECIAL FOR CHILDREN AND YOUNG PEOPLE



SCIENCE MAGAZINE SPECIAL FOR CHILDREN AND YOUNG PEOPLE



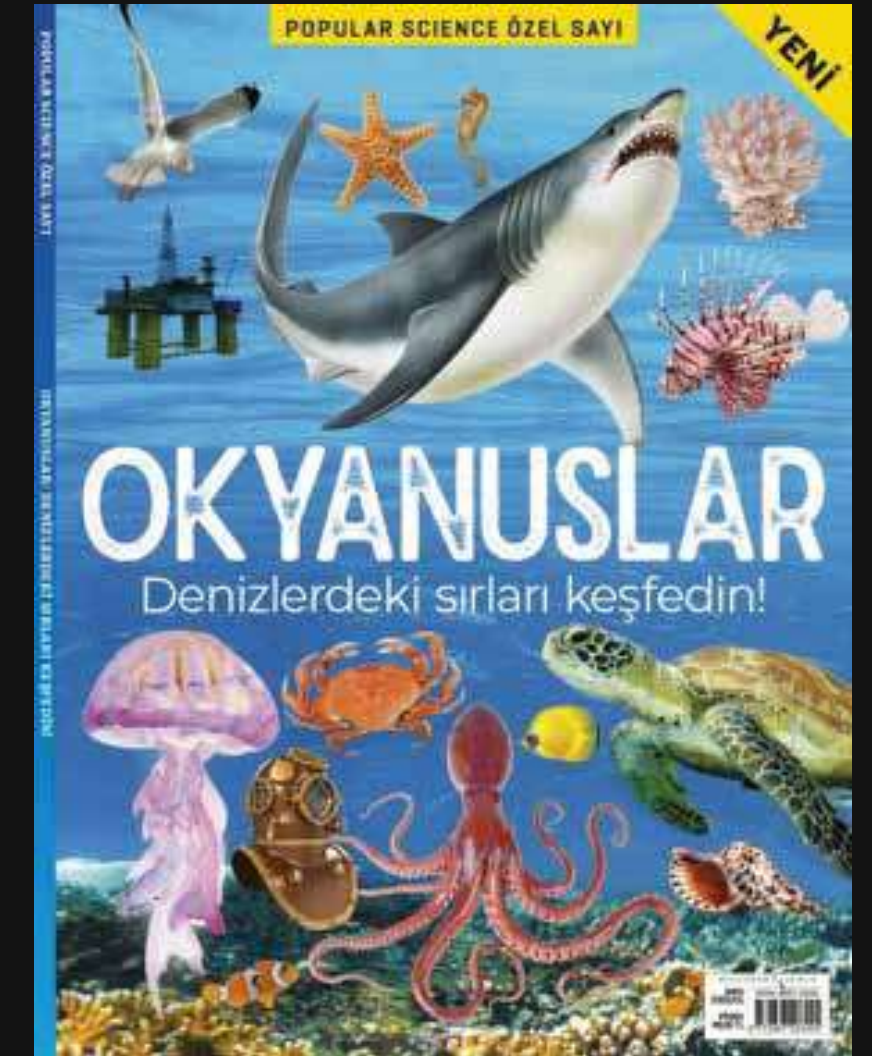
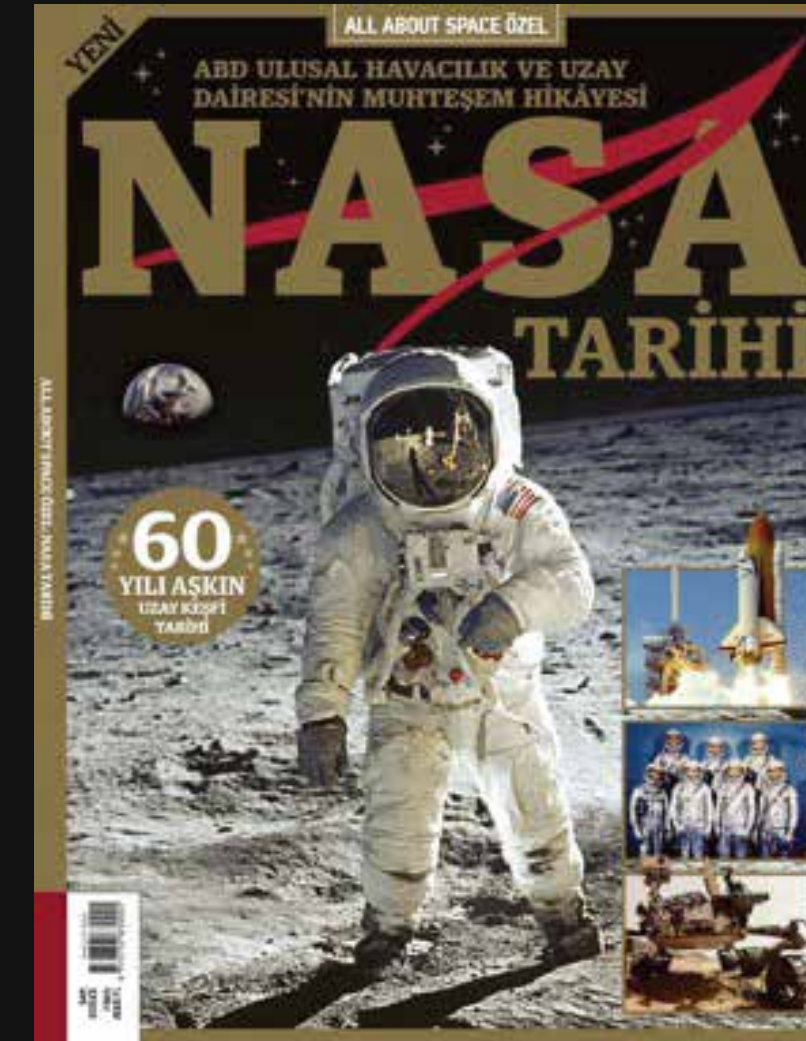
Next Big thing / The Big thing.

Dare to be Big.

BIG
MEDIA & TECHNOLOGY

Future is Big.

SCIENCE AND TECHNOLOGY SEGMENT





CIRCULATION 28.000
QUARTERLY
JAN-APR-JULY-OCT

SOCIAL MEDIA

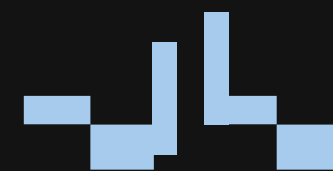
f 124.197 Fans

@ 16.887 Followers

X 143.334 Followers

ONLINE

▪ 64Mio Pageviews



ALL ABOUT BOATS, SAILS AND TRAVELERS

CONCEPT

Chip Magazine is the most crucial brand in technology world within its considerable publishing policy and different style of approach. It has been developed and improved parallel to the sector growth since the first publishing year of 1997. Chip serves the solid needs of IT market by providing actual content, monthly DVD's and also with its test center. The leader IT magazine CHIP is included in Doğan Burda Magazine Group.

TARGET GROUP

Chip magazine has special readers who are well educated and mostly over 25 years old. The computer and internet ownership is higher from the average Turkish rate.

BRAND POSITION

Chip has become a precious purchasing guide for the readers with its neutral and reliable comparison test, hardware examinations and the technology articles.





PUBLICATION INFO

Launch Date	: 1997
Frequency	: Periodical
Page Exposure	: 468.000
Reach	: 148.000
Web	: chip-online.com

DEMOGRAPHY

GENDER	%
FEMALE	13
MALE	87
AGE	%
15-20 Age Group	19
21-34 Age Group	57
35-44 Age Group	12
45 + Age Group	12
SOCIO-ECONOMIC PROFILE	
AB	80
AB+C1	93
EDUCATION	%
Unv. Graduate	68
Highschool Graduate	22
OWNERSHIPS	%
Home	66
Car	64
Laptop	73
Gold Card & Private Class	32

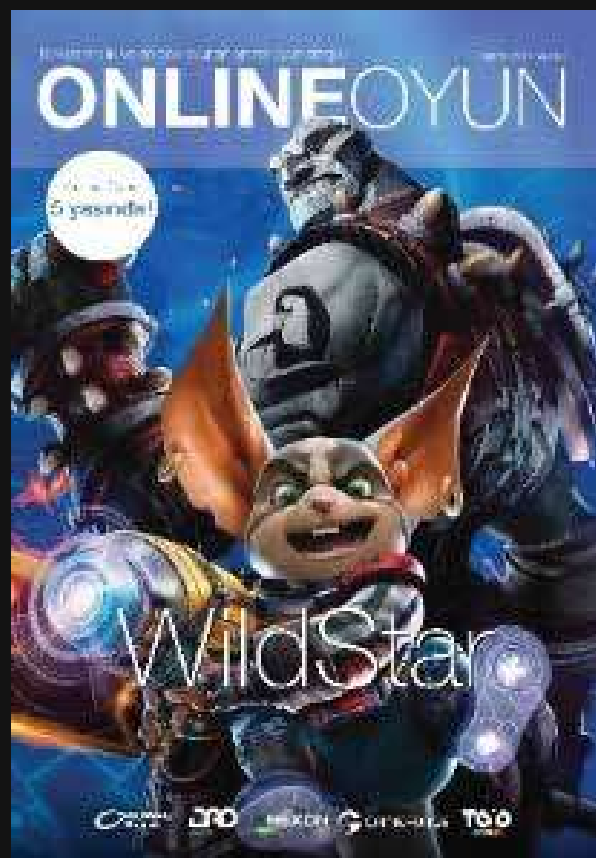
QUALITY OF READING

CHIP	%
I purchase it by myself	49
I read at home	70
I look at some pages in detail glance throught the others	80
I keep it after reading	62
After reading CHIP	
Pick up new ideas	92
I talk about something I read in the magazine / I advise something	82
I applythe given recommendations / I trysomething for the first time	79
I buy something	48
CHIP	%
It's a good source of information	92
I believe what I read in it	89
I read all ads in CHIP	%
Examine/Look at/Read	90
Source QRS VI	

BOOKAZINE



SUPPLEMENT



CIRCULATION 15.000

BI-MONTHLY

SOCIAL MEDIA

f 58.313 Fans

X 14.421 Followers

ONLINE

▪135K Pageviews



ALL ABOUT BOATS, SAILS AND TRAVELERS

CONCEPT

It is the leader PC GAME magazine in the segment from the time when Level was launched in Türkiye. Level keeps its leadership position despite of the hard condition in the sector for 19 years. In 1997 it was only 28 pages, for a long time period it is published as 130 pages and together with a DVD ROM which serves all needs of the LEVEL readers. Level was included in Dogan Burda Magazine Group in the year 2007

TARGET GROUP

Level has young and dynamic reader profile who are close to PC games and who are also deeply connected with the computer and internet world.

BRAND POSITION

LEVEL is a leader magazine not only having high circulation level but also a leader who add an extra value to the sector by its events.



PUBLICATION INFO

Launch Date	: 1997
Frequency	: Bi-Monthly
Page Exposure	: 199.000
Reach	: 58.000
Web	: level.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	8
MALE	92
AGE	%
15-20 Age Group	29
21-34 Age Group	58
35-44 Age Group	8
45 + Age Group	6
SOCIO-ECONOMIC PROFILE	
AB	77
AB+C1	92
EDUCATION	%
Unv. Graduate	61
Highschool Graduate	24
OWNERSHIPS	%
Home	67
Car	68
Laptop	73
Gold Card & Private Class	32

QUALITY OF READING

LEVEL	%
I purchase it by myself	48
I read at home	70
I look at some pages in detail glance throught the others	72
I keep it after reading	61
After reading LEVEL	
Pick up new ideas	82
I talk about something I read in the magazine / I advise something	76
I apply the given recommendations / I try something for the first time	67
I buy something	51
LEVEL	%
It's a good source of information	88
I believe what I read in it	85
I read all ads in LEVEL	%
Examine/Look at/Read	86

Source QRS VI



CIRCULATION 37.000

BI-MONTHLY

SOCIAL MEDIA

f 30.964 Fans

ig 420.883 Followers

X 64.166 Followers

ONLINE

▪220K Pageviews



SCIENCE & TECHNOLOGY

Popular Science began publishing life in Turkey in March 2012. The magazine that has been published in the US for 140 years is quickly embraced by the readers in Türkiye and established a devoted reader base. Setting light to the past and the future of science and technology, Popular Science is especially known for its clear and fluent language. Its successful Turkish translation is also admired by the readers.

PUBLICATION INFO

Launch Date : 2012

Frequency : Bi-Monthly

CIRCULATION 33.000



SCIENCE MAGAZINE SPECIAL FOR CHILDREN AND YOUNG PEOPLE

Science Magazine Special for Children and Young People started to be published in our country.

PUBLICATION INFO

Launch Date	: 2020
Frequency	: 3 Issues

CIRCULATION 15.000



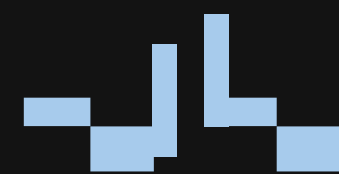
THE LEGENDARY MAGAZINE OF CURIOUS MINDS IS IN TURKIYE

Popular Science is another great magazine that you can read in one go, from the editors of Türkiye. How It Works, a magazine that we think the dynamic, curious and investigative readers of our country will enjoy reading, has been among the most popular publications in England for many years. In this magazine, which we started to publish in our country as of October 2018; Colorful and enjoyable articles await you under headings such as Science, Technology, Environment, Transportation and History.

PUBLICATION INFO

Launch Date	: 2018
Frequency	: Bi-Monthly

CIRCULATION 22.000





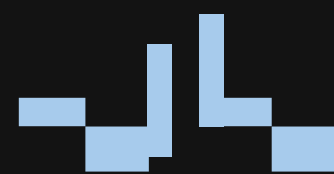
SCIENCE AND SPACE TECHNOLOGY MAGAZINE

All About Space, England's most read Space Sciences and Astronomy magazine, has started to be published in our country. With our magazine, we aim to contribute to the scientific literacy of our country and appeal to a wide readership. The fact that the magazine is about space is good news for readers who are especially curious about this branch of science. Because a journal focusing only on Space Sciences has never been published in our country before. Another important feature of All About Space magazine is the visual richness it offers and the fact that its narrative language can be understood by everyone.

PUBLICATION INFO

Launch Date	: 2019
Frequency	: Bi-Monthly

CIRCULATION 25.000



YOUHT SEGMENT





CIRCULATION 37.000
BI-MONTHLY

SOCIAL MEDIA

f 104.376 Fans
 @ 39.591 Followers
 X 11.888 Followers

ONLINE

▪105K Pageviews



ALL ABOUT BOATS, SAILS AND TRAVELERS

CONCEPT

Hey girl is a real friend for 12-20 year old girls who just started to discover life. Hey Girl talks the same language with young girls and acts positively towards them. With its rich, colorful and active content it educates girls while entertaining them. It covers all topics which girls are interested in such as beauty, fashion, health, fitness, love, education, music, magazine, nternet, book and travel.

TARGET GROUP

It focuses girls who face out world, discover life, open to innovations and have high consumption rate. Plus they love eating out, having fun, going to cinema, playing sports and having a holiday. Internet, technology and music are indispensable parts of their lives.

BRAND POSITION

Hey Girl which knows girls very well and talks their language is the first and segment leade in magazines that focuses teenage girls.



PUBLICATION INFO

Launch Date	: 1987
Frequency	: Bi-Monthly
Page Exposure	: 217.305*
Reach	: 138.411*
Web	: heygirl.com.tr

DEMOGRAPHY

GENDER	%
FEMALE	81
MALE	19
AGE	%
15-20 Age Group	43
21-34 Age Group	37
35-44 Age Group	8
45 + Age Group	12

SOCIO-ECONOMIC PROFILE

AB	80
AB+C1	93

EDUCATION

Unv. Graduate	42
Highschool Graduate	40

OWNERSHIPS

Home	64
Car	71
Laptop	63
Gold Card & Private Class	30

QUALITY OF READING

Heygirl	%
I purchase it by myself	26
I read at home	72
I look at some pages in detail glance throught the others	71
I keep it after reading	45

After reading Heygirl

Pick up new ideas	81
I talk about something I read in the magazine / I advise something	72
I applythe given recommendations / I trysomething for the first time	57
I buy something	18

Heygirl

It's a good source of information	72
I believe what I read in it	71

I read all ads in heygirl

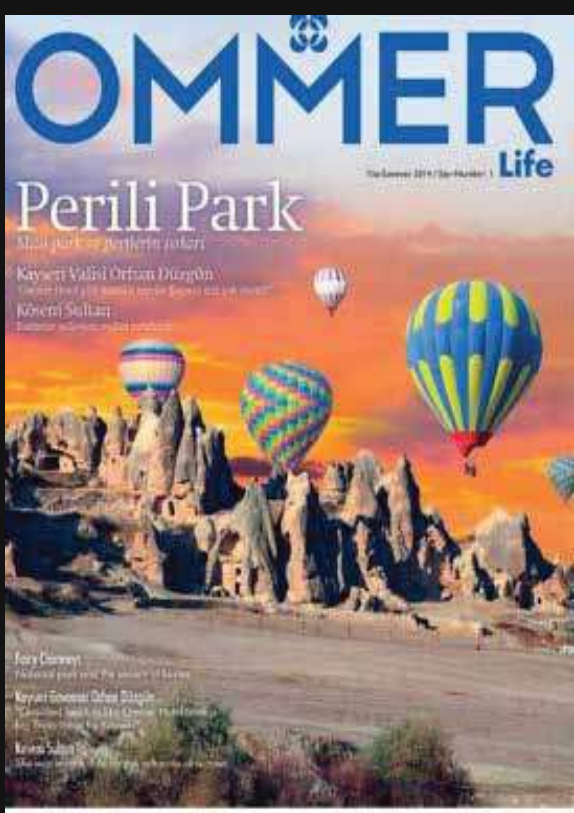
Examine/Look at/Read	91
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Source QRS VI

HIGH CIRCULATION SUPPLEMENTS DISTRIBUTED BY 6-10 MAGAZINES



CORPORATE MAGAZINES





THANK YOU!