

THE LAST ISSUE OF "TWÓJ WEEKEND" – GAZETA.PL BUYS AND... CLOSES DOWN THE CONTROVERSIAL EROTIC MAGAZINE

From Friday, 8 March, newsagent's shops and the Twojweekend.pl website will start selling the last issue of the best known Polish erotic magazine, "Twój Weekend" (English: "Your Weekend") – a complete opposite of what it was for the last 27 years.

Closing down the longest running Polish erotic magazine is an opposition to the objectification of women. For 27 years, "Twój Weekend" reduced them to nothing more than sex objects. Now, in cooperation with its partners, Gazeta.pl will publish a special last issue of the magazine, devoted to extraordinary women.

"In December, one of the oldest Polish erotic magazines, iconic in certain circles, was put up for sale. We immediately made the decision to buy it. And close it down. It's about putting a symbolic end to the era of objectifying women. Therefore, the last issue of "Twój Weekend" will not feature any nude photos or sexist texts. It will include articles on strength, wisdom, and beauty. Talented female editors, authors, and photographers, along with equally gifted male editors and authors took care of that. We hope that this special issue of "Twój Weekend" will contribute to the important discussion on the need for equality," says Agnieszka Siuzdak, department head at Gazeta.pl.

The last "Twój Weekend" includes stories of women and men presented in articles, interviews, and features. The magazine consists of 48 actual pages raising issues everyone should read about, regardless of gender. Authors include Rikha Sharma Rani, a journalist working, among others, with the "New York Times", Maria Rotkiel, therapist and psychologist, Rafał and Tymek Bryndał, Miłosz Brzeziński, and Rafał Madajczak.

The last issue of "Twój Weekend" will keep the sections and columns known to its regular readers, such as Dossier, Positions, Poster or Comic Strip, in order to give them completely different meaning in an unexpected way. The exceptional cover shoot – by Weronika Ławniczak of Papaya Films – features Ewa Kasprzyk, Orina Krajewska, and Joanna Jędrzejczyk.

Marzena Szkolak and Magda Karpińska of Gazeta.pl are the editors-in-chief of the last issue

Gazeta.pl and **VMLY&R Poland**, are the initiators and originators of the entire campaign, and its main partners include **Mastercard** and **Bank BGŻ BNP Paribas**, companies which engage in activities supporting women and implement equality strategies in their organisations. **Wavemaker** is responsible for the media, cooperation with influencers, and creative support of the project. Visual content will be provided by **Papaya Films**. **The Sukces Pisany Szminką Foundation** also supports the project.

From Friday, 8 March, the last issue of “Twój Weekend” – printed in 20,000 copies – will be available for three months at newsagent’s shops and in Empik stores. Its electronic version will be available for purchase at Twojweekend.pl. The issue is priced at PLN 9.99.

The project is accompanied by an advertising campaign, with its reach including outdoor advertising media, cinemas, the radio, press, and the Internet (online portals and social media, including Facebook, Instagram). The magazine’s website available at Twojweekend.pl was also transformed for the purpose of the campaign. Advertising activities are supported by influencers.

The campaign is promoted with the #TwojWeekend (#YourWeekend) hashtag – the organisers encourage Internet users to support the initiative by sharing photos of the cover of the last issue of “Twój Weekend” along with the hashtag on social media.

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About Gazeta.pl:

Gazeta.pl is one of the most popular Polish portals, visited by over a dozen million Internet users monthly. Its services are among the leading ones in their thematic categories, presenting the latest news from Poland and across the world, quality articles and analyses, interesting lifestyle content, and original videos – also accessible via mobile apps.

Gazeta.pl often readily supports and initiates socially responsible activities (such as Adopt a Bee in cooperation with Greenpeace, the Kind Heart Week, #OneDayLonger, and others).

For more information, see: www.gazeta.pl

About VMLY&R Poland:

VMLY&R Poland is part of a global marketing agency which uses creativity, technology, and culture in order to create connected brands. Combining brand experience and brand advertising, VMLY&R is a strategic partner to clients such as T-Mobile, the Danone Group, the Żywiec Group, mBank, Samsung, Pepsico, 3M, Lidl, PZU, TicTac, and Colgate.

The agency's projects are valued and recognised at Polish and international advertising festivals, including: the Effie, Golden Drum, Adweek's ARC Award, KTR, Innovation AD, MIXX Awards, Kreatura, and Golden Arrow.

For more information, see: www.vml.com/poland

About Mastercard:

Mastercard is a technology company in the global payments industry. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments, and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, travelling, running a business and managing finances – easier, more secure, and more efficient for everyone.

Mastercard has been implementing the diversity strategy since 2007, focusing on equalizing opportunities and supporting women's careers.

For more information, see: www.mastercard.pl

About BGŻ BNP Paribas:

BGŻ BNP Paribas is a universal bank listed on the Warsaw Stock Exchange. It offers savings and investments products, as well as a wide range of loans (including mortgage and consumer loans) to individual customers. It is one of the largest credit card issuers in Poland. It provides businesses (micro-enterprises, SMEs, and corporations) with solutions to fund their operations in the Polish and international markets. The Bank also caters to companies from the food and agricultural sector, specialising in financing agriculture, food economy and regional infrastructure. To its customers from the private banking segment, the Bank offers comprehensive services concentrating on protecting, optimising, and growing their wealth. The bank's customers also have an array of investment advisory services at their disposal.

BGŻ BNP Paribas' mission is to offer innovative financial solutions in a responsible manner to help customers change their world and support the local economy. The Bank is a member of a leading international banking group, BNP Paribas. It provides services through a network of banking branches and stands at shopping centres throughout the country. Its credit products are also available at partner stores, including selected car dealership networks.

For more information, see: www.bgzbnpparibas.pl

About Wavemaker:

Wavemaker is a global communications agency operating in the area of media, content, and technology. The Wavemaker brand is present in 90 markets and has nearly 9,000 specialists working for it, representing a broad scope of competencies – from planning and purchasing, through market research and data analysis, to e-commerce and content creation. Wavemaker is part of GroupM, which belongs to WPP – the largest global media investment management company.

For more information, see: www.wavemakerglobal.com

About Papaya Films:

Papaya is a community of producers and creators, who are determined to transform the film, advertising, and media industry through creative and effective content. It is an open and egalitarian community whose leading values are personality and creation. Papaya Films supports both the experienced and the young, democratically sharing its knowledge, pulling down barriers, and overcoming road-blocks. It's a community which values independence and created its own communication channels.

For more information, see: www.papaya-films.com

About the Sukces Pisany Szminką Foundation:

The Sukces Pisany Szminką (Success Written in Lipstick) Foundation is the first Polish organisation providing comprehensive support and promotion of women in business, entrepreneurship, and science. Since 2016, the Foundation has focused on enhancing women's position and increasing their professional activity, building diversity, and supporting young people in their professional and personal development. It trains 20,000 Polish women a year.

The Foundation's programmes include: the Success Written in Lipstick Businesswoman of the Year competition, Success IS ME, YEP.academy, the Champions of Change Club, and a knowledge portal.

For more information, see: www.sukcespisanyszminka.p