

**Latvian press overview**  
**for AdviseLab**  
**by BT Production communication agency**

05.03.2019

RELEVANCY: Family and kids

PRINTED MEDIA

Nr.	NAME	PERIODICITY	LANGUAGE	WEB	CONTACT	DESCRIPTION
1	Sestdiena	weekly newspaper	LAT	<a href="https://www.diena.lv/sestdiena/">https://www.diena.lv/sestdiena/</a>	Lauma Spridzāne <a href="mailto:lauma.spridzane@dienasmediji.lv">lauma.spridzane@dienasmediji.lv</a> Editor-in-Chief	<p>Literally translates as "Saturday" - it is a weekend edition by Latvian oldest and most readable national newspaper Diena. They are focusing mostly on local issues, but it has a "Travel" section, so you may try to offer your topic there.  <a href="https://www.diena.lv/videunturisms/celosana/">https://www.diena.lv/videunturisms/celosana/</a></p> <p>It is both distributed together with Friday Diena issue and may be bought separately. Read all over Latvia and mostly in regions.</p>
2	KDi (Kultūras Diena)	weekly newspaper	LAT	<a href="https://www.diena.lv/kd/">https://www.diena.lv/kd/</a>	Dita Rietuma <a href="mailto:dita.rietuma@diena.smediji.lv">dita.rietuma@diena.smediji.lv</a> Editor-in-Chief	<p>Literally translates as "Cultural Day" - it is a weekly edition by Latvian oldest and most readable national newspaper Diena. They are focusing mostly on local cultural issues, but it has a "Travel" section, so you may try to offer your topic there.  <a href="https://www.diena.lv/kd/ceļojumi/">https://www.diena.lv/kd/ceļojumi/</a></p> <p>It is both distributed together with Wednesday Diena issue and may be bought separately. Read all over Latvia and mostly in regions.</p>

3	Neatkarīgā rīta avīze	daily newspaper	LAT	<a href="https://nra.lv/">https://nra.lv/</a>	Anita Daukšte <a href="mailto:anitad@nra.lv">anitad@nra.lv</a> Editor-in-Chief  Santa Raita <a href="mailto:santa@nra.lv">santa@nra.lv</a> Journalist	The second biggest and oldest national daily newspaper. Literally translated as "Independent Morning Newspaper". They are focusing mostly on political, social and economic issues, but also devote some pages to "lighter" topics. Read all over Latvia, nowadays mostly in regions.
4	Сегодня	daily newspaper	RUS	<a href="https://bb.lv/">https://bb.lv/</a>	Andrej Shvedov <a href="mailto:svedov@telegraf.lv">svedov@telegraf.lv</a> Editor-in-Chief	The only daily newspaper in Russian. Covering political, economic and social issues. But back pages are devoted to "lighter" topics. The same for its Friday edition "Неделя Сегодня"
5	ВЕСТИ	weekly newspaper	RUS	<a href="http://press.lv/catt/vesti">http://press.lv/catt/vesti</a>	Journalist - Ludmila Anisimova <a href="mailto:ludmila.anisimova@pdc.lv">ludmila.anisimova@pdc.lv</a>	A thick weekly newspaper in Russian language for aged 55+ covering social, health issues, horoscopes, culture, family, includes TV program.  But you may be forwarded to Ad Sales department (also for PR articles): VESTI Media House Natalja Plusca <a href="mailto:np@vesti.lv">np@vesti.lv</a>
6	СУББОТА	weekly newspaper	RUS	<a href="http://www.subbotacom/">http://www.subbotacom/</a>	Journalist - Ludmila Anisimova <a href="mailto:ludmila.anisimova@pdc.lv">ludmila.anisimova@pdc.lv</a>  <a href="mailto:np@vesti.lv">np@vesti.lv</a>	A thick weekly newspaper in Russian language for aged 55+ covering social, health issues, horoscopes, culture, family, includes TV program.  But you may be forwarded to Ad Sales department (also for PR articles):  VESTI Media House Natalja Plusca

7	7 СЕКРЕТОВ	weekly newspaper	RUS	<a href="http://press.lv/catt/7sekreto">http://press.lv/catt/7sekreto</a>	Journalist - Ludmila Anisimova <a href="mailto:ludmila.anisimova@pdc.lv">ludmila.anisimova@pdc.lv</a>	A thick weekly newspaper in Russian language for aged 55+ covering social, health issues, horoscopes, culture, family, includes TV program.  But you may be forwarded to Ad Sales department (also for PR articles):  VESTI Media House Natalja Plusca <a href="mailto:np@vesti.lv">np@vesti.lv</a>
8	ЛЮБЛЮ!	weekly magazine	RUS	<a href="https://www.facebook.com/Lublublu.magazine">https://www.facebook.com/Lublublu.magazine</a>	Inna Avina <a href="mailto:avina@lublu.lv">avina@lublu.lv</a> Editor-in-Chief	A very old weekly magazine for woman 40+ (style, beauty, cooking, horoscopes, travelling with families and kids).
9	IEVA	weekly magazine	LAT	<a href="https://www.mazurnali.lv/izdevumi/ieva-2019-09">https://www.mazurnali.lv/izdevumi/ieva-2019-09</a>  <a href="https://www.facebook.com/Zurnalsleiva/">https://www.facebook.com/Zurnalsleiva/</a>	Gundega Roze <a href="mailto:gundega.roze@santa.lv">gundega.roze@santa.lv</a> Editor-in-Chief  <a href="mailto:ieva@santa.lv">ieva@santa.lv</a>	Weekly magazine for women in Latvian. Covering different topics, as family, home, relations, stories, style.
10	IEVAs Māja	weekly magazine	LAT	<a href="https://www.mazurnali.lv/izdevumi/ievas-maja-2019-04">https://www.mazurnali.lv/izdevumi/ievas-maja-2019-04</a>	Gunta Senberga <a href="mailto:gunta.senberga@santa.lv">gunta.senberga@santa.lv</a>  Editor-in-Chief	Practical advises for home, cooking, family. Out every second Friday. It is a "sister" magazine of IEVA (see p.9).
11	UNA	monthly magazine	LAT	<a href="https://www.una.lv/">https://www.una.lv/</a>	Džina Briška <a href="mailto:dzina.briska@una.lv">dzina.briska@una.lv</a> Editor-in-Chief	Classical monthly glossy magazine for women 40+. Has also "Travel" section.

12	BALTIC OUTLOOK	monthly magazine	ENG	<a href="http://new.frankshouse.lv/musuklienti/?lang=en">http://new.frankshouse.lv/musuklienti/?lang=en</a>	Ilze Pole <a href="mailto:ilze@frankshouse.lv">ilze@frankshouse.lv</a> Editor-in-Chief	AirBaltic inflight magazine.
13	SANTA	monthly magazine	LAT	<a href="http://www.santa.lv/">http://www.santa.lv/</a>  <a href="https://www.mazinurnali.lv/izdevumi/santa-2018-03">https://www.mazinurnali.lv/izdevumi/santa-2018-03</a>	<a href="mailto:santa@santa.lv">santa@santa.lv</a>	Classical monthly glossy magazine for women 40+. The flagship of the oldest publishing house in Latvia of the same name.
14	Люблю LIFE!	magazine, 6 issues per year	RUS	<a href="https://bb.lv/kategorija/ljublj">https://bb.lv/kategorija/ljublj</a>  <a href="https://www.facebook.com/ЛЮБЛЮlife-2036775713023667/">https://www.facebook.com/ЛЮБЛЮlife-2036775713023667/</a>	Inna Avina <a href="mailto:avina@lublu.lv">avina@lublu.lv</a> Editor-in-Chief	A thick glossy supplementary magazine of a weekly magazine Lublu (Люблю! - see p.8). Covering more glamorous and intellectual topics than the weekly one.
15	OK!	monthly magazine	LAT	<a href="https://www.rigasvilni.lv/lv/mediji/zurnali/ok!.html">https://www.rigasvilni.lv/lv/mediji/zurnali/ok!.html</a>	Laila Pastare <a href="mailto:laila.pastare@rigasvilni.lv">laila.pastare@rigasvilni.lv</a> Editor-in-Chief	A Latvian version of OK! magazine. They have also "Travel" section.
16	МК-Латвия	weekly newspaper	RUS	<a href="http://www.mklat.lv/">http://www.mklat.lv/</a>	Margita Sprancmane <a href="mailto:margita@mk-lat.lv">margita@mk-lat.lv</a> Editor-in-Chief	A weekly magazine mainly focusing on social issues. But has some "lighter" pages in the back. Similar to MK-Estonia, but not that popular I guess.

17	Pastaiga	monthly magazine	LAT	<a href="https://jauns.lv/kategorija/pastaiga/">https://jauns.lv/kategorija/pastaiga/</a>	Una Meistere <a href="mailto:una@anothertravelguide.lv">una@anothertravelguide.lv</a> Author	The oldest fashion magazine made in Latvia and the most qualitative one. It has a travel section "Vērts pamānīt" (=worth noticing).
18	L'Officiel Latvija (lat) & L'Officiel Baltic (rus)	magazine, 6 issues per year	LAT / RUS	<a href="https://lofficielbaltics.com/">https://lofficielbaltics.com/</a>	Karina Evans <a href="mailto:karina.evans@officelbaltics.com">karina.evans@officelbaltics.com</a> Editor-in-Chief	Latvian version of L'Officiel - L'Officiel Latvija in Latvian, and L'Officiel Baltic in Russian which is distributed also in Estonia.
19	Лилит	monthly magazine	RUS	<a href="http://lilit.lv/">http://lilit.lv/</a>  (but here I mean the Russian version of this magazine) <a href="https://www.facebook.com/zurna">https://www.facebook.com/zurna</a> <a href="https://www.facebook.com/zurna">https://www.facebook.com/zurna</a> <a href="http://lilit.lv/">http://lilit.lv/</a>	Alla Petropavlovskaja <a href="https://www.facebook.com/alla.petropavlovskaja">https://www.facebook.com/alla.petropavlovskaja</a>  Author	Monthly glossy magazine for women 30-35+ Has both Latvian and Russian issues. The Russian one has "Travel" pages "Тянет в дорогу".
20	Mājas viesis	monthly magazine	LAT	<a href="http://izdevumi.la.lv/izdevumi/mv/">http://izdevumi.la.lv/izdevumi/mv/</a>	Dace Terzēna <a href="mailto:dace.terzena@la.lv">dace.terzena@la.lv</a> Editor-in-Chief	Monthly issue by one of the national daily newspapers "Latvijas avīze". Covering mostly local social, cultural, agricultural etc. issues, but also has "Travel" section. Mostly read in regions.

## ONLINE MEDIA

Nr.	NAME / WEB	TYPE	LANG UAGE	CONTACT	DESCRIPTION
1	<a href="http://delfi.lv">DELFI.lv</a>	news portal	LAT	<p>Egita Pandare  <a href="mailto:egita.pandare@delfi.lv">egita.pandare@delfi.lv</a>            Editor-in-Chief of all Delfi's online magazines</p> <p>Dita Vinovska  <a href="mailto:sieviete@delfi.lv">mailto:sieviete@delfi.lv</a>            Editor of "Viņa" magazine (=She)</p> <p>Zane Meistere  <a href="mailto:ceļojumi@delfi.lv">ceļojumi@delfi.lv</a>            Editor of "Atpūta" magazine (=Leisure)</p>	<p>DELFI is the most popular news portal in Latvia. In some cases it is enough to be featured there, as almost every active person reads it.</p> <p>There are two sections (=online magazines) of your interest:</p> <p>1) <a href="https://www.delfi.lv/vina/">https://www.delfi.lv/vina/</a>            VIŅA - is Delfi's online magazine, literally translated as "SHE". It is covering different topics of women's' interest: relationships, career, family and friends, love and sex, style and beauty, home etc.            You might be interested in its subsection "ATPŪTA" (LEISURE) - <a href="https://www.delfi.lv/vina/atputa/">https://www.delfi.lv/vina/atputa/</a>            It is publishing stories on family festivals, events, some fun stuff like tests etc, including stories on places to visit like this article about trip to Bordeaux region:  <a href="https://www.delfi.lv/turismagids/es-ceļoju/vina-upes-siera-krastos-atspirdzinoss-ceļojums-pa-bordo-regionu.d?id=49970573">https://www.delfi.lv/turismagids/es-ceļoju/vina-upes-siera-krastos-atspirdzinoss-ceļojums-pa-bordo-regionu.d?id=49970573</a></p> <p>2) <a href="https://www.delfi.lv/turismagids/">https://www.delfi.lv/turismagids/</a>            TŪRSIMA GĪDS (=TRAVEL GUIDE) - is Delfi's online travel magazine. It is publishing news articles about travel related issues, as airline news, places to visit both in Latvia and abroad.            Example of an article - <a href="https://www.delfi.lv/turismagids/es-ceļoju/grankanarija-ne-tikai-kurortu-zeme-praktisks-ceļojuma-stasts.d?id=50854271">https://www.delfi.lv/turismagids/es-ceļoju/grankanarija-ne-tikai-kurortu-zeme-praktisks-ceļojuma-stasts.d?id=50854271</a>            (=Gran Canaria is not only about its resorts: a practical guide story)</p>

2	<a href="http://rus.DELFI.lv">rus.DELFI.lv</a>	news portal	RUS	<p>1) Aleksandra Novaka <a href="mailto:aleksandra.novaka@delfi.lv">aleksandra.novaka@delfi.lv</a> Editor of "Woman" magazine in Russian</p> <p>2) Natalja Hlapkovska <a href="mailto:natalija.hlapkovska@delfi.lv">natalija.hlapkovska@delfi.lv</a> Editor of "Travel guide" in Russian</p>	<p>Russian version of DELFI is the most popular portal among Russian speaking population (it is much more popular than the analogue in Estonia). Sometimes they are translating some materials from Latvian version, but in general they have independent editorial team. It is advisable to send materials in Russian, they won't translate them on their own.</p> <p>1) <a href="https://www.delfi.lv/woman/">https://www.delfi.lv/woman/</a> Russian version of "She" magazine</p> <p>2) <a href="https://www.delfi.lv/zhurnal/turgid/">https://www.delfi.lv/zhurnal/turgid/</a> Russian version of "Travel guide"</p>
3	TVNET.lv	news portal	LAT	<p>Gerda Pulkstene <a href="mailto:gerda.pulkstene@co.tvnet.lv">gerda.pulkstene@co.tvnet.lv</a> (she is writing about all issues that might be of women's interest)</p>	<p>TVNET.lv is the second news portal in Latvia. It is the biggest competitor of Delfi - may say it's analogue.</p> <p><a href="https://www.tvnet.lv/section/4214">https://www.tvnet.lv/section/4214</a></p>
4	rus.TVNET.lv	news portal	RUS	<p>Katrīna Dergačova <a href="mailto:katrina.dergacova@co.tvnet.lv">katrina.dergacova@co.tvnet.lv</a> (she is writing about all issues that might be of women's interest)</p>	<p>Russian version of Tvnet.lv.</p> <p><a href="https://rus.tvnet.lv/section/4369">https://rus.tvnet.lv/section/4369</a></p>

5	<a href="http://santa.lv">santa.lv</a>	thematic portal	LAT	Sindija Meluškāne <a href="mailto:sindija.meluskane@santa.lv">sindija.meluskane@santa.lv</a> Editor-in-Chief  Līga Stirna <a href="mailto:liga.stirna@santa.lv">liga.stirna@santa.lv</a>  <a href="mailto:portals@santa.lv">portals@santa.lv</a>	Recently launched news portal for women by one of the oldest publishing houses in Latvia. SANTA is a glossy monthly magazine for women. The content of the portal and the magazines differs. The portals covers all topics of women's interest.  This section writes about kids: <a href="https://www.santa.lv/mansmazais/">https://www.santa.lv/mansmazais/</a> and if more specific: <a href="https://www.santa.lv/tema/1018/gimenes-atputa/">https://www.santa.lv/tema/1018/gimenes-atputa/</a> (about leisure time with family)
6	<a href="http://Brunch.lv">Brunch.lv</a>	online magazine	RUS	Jevgenija Shafranek <a href="mailto:info@brunch.lv">info@brunch.lv</a> Founder and Editor-in-Chief	Nothing connected with brunches as meals. It is an online magazine about city life, food, travelling and interesting people. Its founder Jevgenija Shafranek is very active in social media, an influencer.  Some article samples about travelling to Estonia: <a href="http://brunch.lv/novinki-estonskogo-spa/">http://brunch.lv/novinki-estonskogo-spa/</a> <a href="http://brunch.lv/wide-post/the-three-sisters/">http://brunch.lv/wide-post/the-three-sisters/</a>
7	Наталья Олесик (Ms Natalja Olesik)	blogger, influencer	RUS	Natalja Olesik <a href="https://www.facebook.com/olesik.natalja">https://www.facebook.com/olesik.natalja</a> PM	Natalja Olesik is a popular radio host, an influencer, manages this group about travelling: <a href="https://www.facebook.com/magnitiloveTT/">https://www.facebook.com/magnitiloveTT/</a> This group and its content is sponsored by one travel agency, but anyway you may speak to her, maybe you'll find mutual interests.
8	Алина Лисина (Ms Alina Lisina)	travel influencer	RUS	Alina Lisina <a href="https://www.facebook.com/alinalisina">https://www.facebook.com/alinalisina</a> PM	Founder and writer at <a href="https://www.triptemptation.com/">https://www.triptemptation.com/</a> Travel blogger She is covering mostly luxury resorts, but maybe you'll find mutual interests.

9	<a href="http://sie viesuklubs.lv">Sieviesuklubs.lv</a>	thematic portal	LAT	Linda Beržinska-Lazdāne redakcija@sieviesuklubs.lv Editor	Online portal for women. Literally translated as "Women's club". Covering topics of women's interest: health, beauty, fashion, home, culinary, fun, psychology, travelling.  Sample of an article: <a href="http://www.sieviesuklubs.lv/izklaide/pieci-iemesli-kadel-apmeklet-menorku-vidusjura-267542/">http://www.sieviesuklubs.lv/izklaide/pieci-iemesli-kadel-apmeklet-menorku-vidusjura-267542/</a>
10	<a href="http://Maminuklubs.lv">Maminuklubs.lv</a>	thematic portal	LAT	Kristīne Damškalne <a href="mailto:kristine@maminuklubs.lv">mailto:kristine@maminuklubs.lv</a> Project Manager in the Baltic countries	Sister portal of the one above (nr.9 - Sieviesuklubs.lv) - literally translated as "Mothers' club". Covering all topics of women's interest who are mothers - kids, kindergartens, schools, charity.  Its Russian version - <a href="https://maminklubs.lv/">https://maminklubs.lv/</a>
11	<a href="http://3ade.lv">3ade.lv</a>	thematic portal	RUS	Almaza Pirha <a href="mailto:almaza@3ade.lv">almaza@3ade.lv</a> Editor-in-Chief, founder <a href="mailto:info@3ade.lv">info@3ade.lv</a>	A portal for women. Mostly covering topics on beauty, but also kids, fashion, interviews. Not very popular, but has its audience.
12	<a href="http://mixnews.lv">mixnews.lv</a>	news portal	RUS	Jevgenija Shafranek <a href="http://judzhin@gmail.com">http://judzhin@gmail.com</a>  <a href="mailto:info@mixnews.lv">info@mixnews.lv</a> (but then it might be forwarded to Sales Managers)	A news portal mostly popular among Russian speaking population. Not the most popular, but has its audience.  They have section for women covering Family&Kids topics as well: <a href="http://www.mixnews.lv/woman/">http://www.mixnews.lv/woman/</a> Editor of this section is the same lady who is managing her own portal Brunch.lv (see p.6).