

#TwojWeekend



PRESSKIT
MARCH 2019

Twój
Weekend

When in December 2018 the oldest and most popular Polish porn magazine was put up for sale, we bought it immediately. Why? To close it down. Because no man should ever learn about women and relationships from porn magazines.

“THE WOMEN’S ISSUE” IS THE EXACT OPPOSITE OF WHAT THE MAGAZINE STOOD FOR THE PAST 27 YEARS.

IN “THE WOMEN’S ISSUE”, WOMEN ARE NOT JUST OBJECTS THAT YOU MERELY LOOK AT. THEY ARE GIVEN A VOICE. THEY PRESENT THEMSELVES HOW THEY WOULD LIKE TO BE SEEN. THEY SHARE THEIR STORIES.

Inside you’ll also find male thoughts on sexism, relationships, and the pitfalls of traditional masculinity.

SEXISM AFFECTS MILLIONS OF WOMEN IN POLAND

Support the campaign

We believe that closing “Twój Weekend” down will initiate debate on matters which concern us all: gender portrayal, relationships based on equality, equal rights, and the fight against sexism.

Support the last issue of “Twój Weekend” by purchasing the printed or electronic version of the magazine – **profits made from its sale will be used to fund equality training at schools.**

One of the issue’s partners is the Sukces Pisany Szminką Foundation, which organises equality training sessions for companies. Talk to the HR department at your company about **carrying out this type of training at your workplace.**

You can also post information about our campaign in your social media channels – just **share a photo of the cover of the last issue of “Twój Weekend” and add the #TwojWeekend hashtag** or share our page.

The campaign aims to build awareness of the fact that sexism is a real problem affecting millions of women. It also promotes gender equality training in cooperation with Sukces Pisany Szminką – a leading Polish anti-sexist NGO.



IS THE **PUBLISHER** OF "THE WOMEN'S ISSUE"

The strategic partners of this issue:



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 Bryndal, Miłosz Brzeziński, and Rafał Madajczak.



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**“THE WOMEN’S ISSUE” IS AVAILABLE
AT NEWSAGENTS ACROSS POLAND.**

You can also order a printed copy or a PDF online.

BUY NOW »

Twój
Weekend

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 Twojweek-end.pl was also transformed for the purpose of the campaign. Advertising activities are supported by influencers.



#TwójWeekend

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