



IBMAGAZINE.RO

LIFESTYLE MAGAZINE

MEDIA KIT

2026

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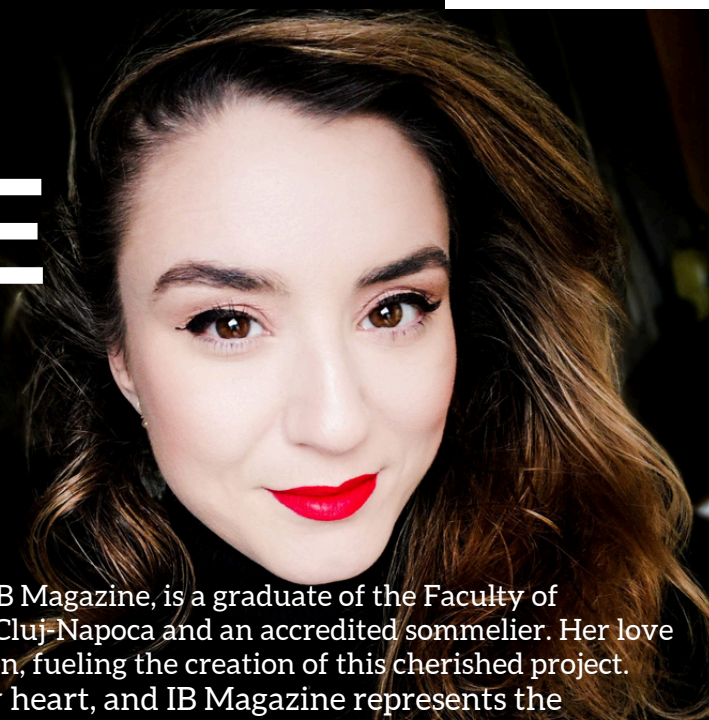
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ABOUT THE *FOUNDER*



Ileana Bălăceanu, the visionary behind IB Magazine, is a graduate of the Faculty of Communication and Public Relations in Cluj-Napoca and an accredited sommelier. Her love for storytelling has been a lifelong passion, fueling the creation of this cherished project. "Writing has always been close to my heart, and IB Magazine represents the culmination of hard work and perseverance. My passion for writing is a gift from my mother, and I hope to make her proud every step of the way. While the initials of IB Magazine clearly reflect my name, at the same time many of you may simply know me as Ileana Bocu – and, in fact, that mix of personal and creative identity is what defines this project.."

ABOUT THE MAGAZINE

We are not just an online magazine, we are a community where energy, curiosity and zest for life meet. If you love music, travel, wine and stories told with a smile, you are in the right place.

Play the articles, raise a virtual glass with us and let's discover together what a lifestyle lived with joy means.

Since our humble beginnings, we've grown significantly, reaching an impressive 60,000 monthly readers who return for fresh lifestyle tips and captivating stories. Backed by extensive online expertise, we're proud to offer an all-inclusive mix of news, trends, and insights tailored to every taste.

60/75K READERS PER MONTH

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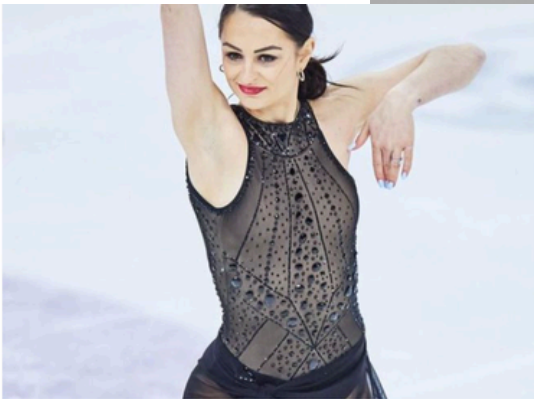
LIFESTYLE

Don Diablo's UNTOLD X Masterpiece Crowned "Best Performance" at 2026 EDM Awards

The electronic music world has a new benchmark for live performance, and it belongs to the Dutch DJ. In a ceremony in Miami, the titan secured the "Best..."

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PEOPLE

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Coming to Cluj-Napoca — And It's Her First Time in Romania

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...heavyweight to an already stacked lineup. Here's why this matters. There are announcements, and then there Zara Larsson will headline UNTOLD ONE this August feels like the latter. Not just because she's one of the most popular artists on the planet right now, but because she's never performed in Romania before. Cluj-Napoca, August 6-9 — mark it. A Larsson needs no introduction to anyone who's spent time near a speaker in the last decade. "Lush Life," "Ain't It," "Never Forget You" — these are songs that have...

HEALTH

The 3:00 PM Slump is a Lie: How to Rewire Your Brain While You Sleep

March 21, 2026 / No Comments

We've all been there. It's 3:00 PM, you're on your third coffee, and your brain feels like it's trying to run a marathon through a bowl of oatmeal. You tell yourself you'll go to bed early tonight, but then a "just one more episode" Netflix spiral happens, and the cycle repeats. In our

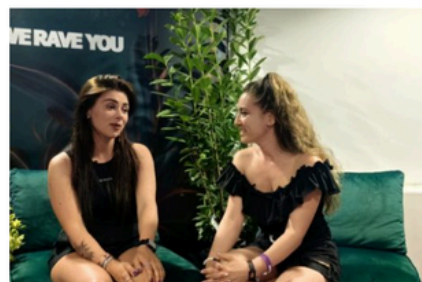
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