

PRZYŚLIJ PRZEPIS!

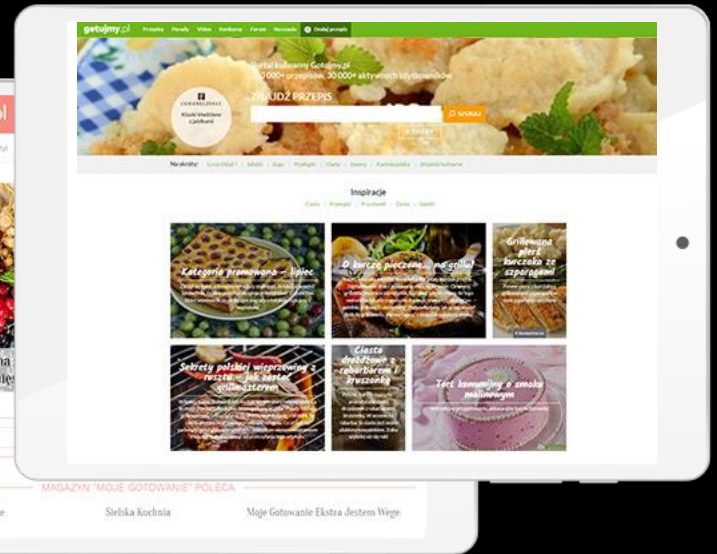
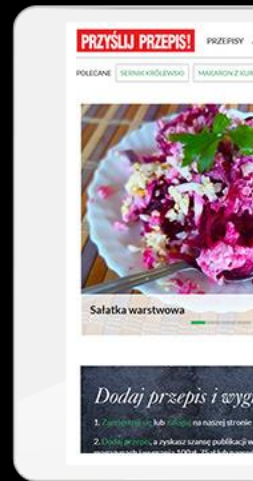
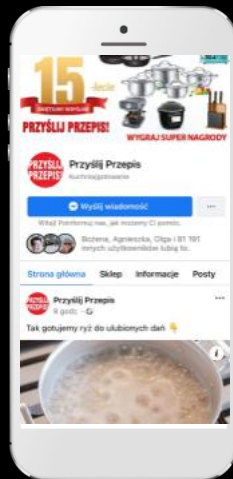
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Mediakit 2024

Impressive culinary platform in Poland!



PRZYŚLIJ PRZEPIS!
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For 16 years culinary websites of Burda Media Polska have been visited by millions of Polish people who love cooking and eating just like us. Every day we serve them original recipes, verified tricks and a handful of inspiration for everyday and festive meals.

RU: **5,9 mln**
PV: **22,1 mln**

Source: MediaPanel III 2024, TG All 7-75. Cuisine, cooking



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What is our user like?

They come from small and medium-sized cities, they have families, they are busy but they find time to cook and taste. They like news from the world and recipes of famous chefs, also simple culinary solutions and classic recipes. They are engaged: the base includes over 250.000 sent recipes.

48%

are aged
25-49

80%

have at least
secondary education

78%

create small and
medium-sized
households (1-4 people)

64%

live in cities



BurdaMedia
Polska



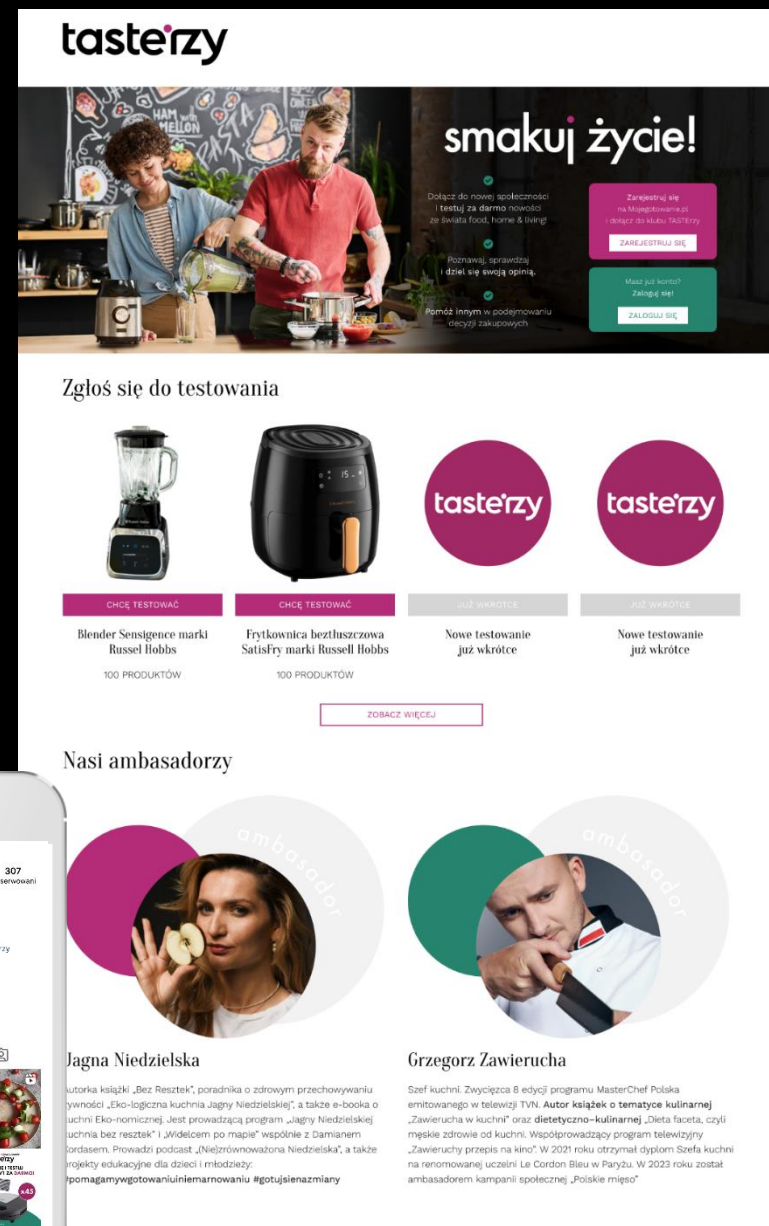
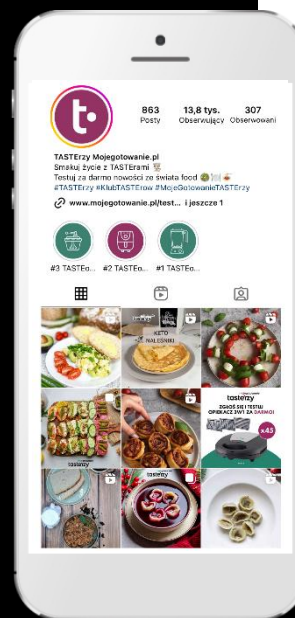
TASTERzy is a unique club for lovers of good food, enthusiasts of new flavours and convenient solutions in the kitchen and at home.

It is a community full of culinary inspiration, where club members can **test products** from the world of food, home&living and share their opinions with other members.

Impressive media buzz within a month of the launch of the **TASTERzy** project

 **3 259** comments, **34 011** likes

 **6 422** likes, **2 250** shares



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A STRONG POSITION among culinary websites!



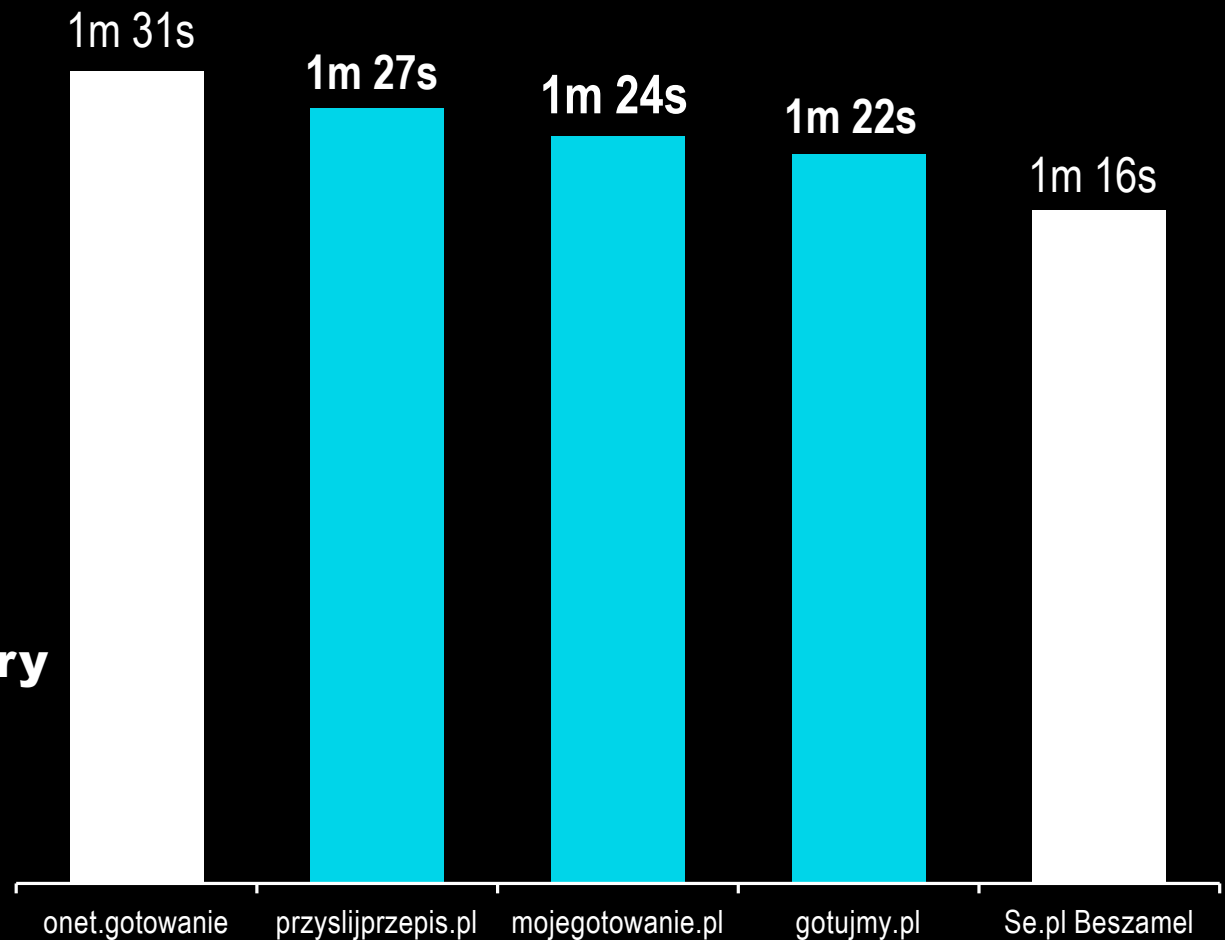
	RU	PV	VISITS
Grupa Wirtualna Polska / Kuchnia, gotowanie	7 276 554	42 869 627	32 947 604
Aniagotuje.pl	6 605 064	24 193 890	19 511 442
Grupa Burda Media Polska / Kuchnia, gotowanie	5 937 138	22 175 023	16 468 615
Kwestiasmaku.com	4 863 726	21 877 938	13 077 450
Smakosze.pl	4 411 746	21 760 488	15 788 682

Source: Mediapanel, III 2024, group: all 7-75, category: Cuisine and cooking, websites' ranking

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ONE
OF THE HIGHEST!
AVERAGE TIMES
PAGE VIEWS
among websites and services
in the kitchen, cooking category



Strong and engaging social media

f gotujmy.pl

Above **231 000** likes

50 mln views of the profile and content

4,3 mln reach

800 000 average daily reach

f mojeGotowanie.pl

Above **263 000** likes

52 mln views of the profile and content

4,3 mln reach

282 000 average daily reach

f PRZYŚLIJ PRZEPIS!

Above **96 000** likes

55 mln views of the profile and content

3,6 mln reach

642 000 average daily reach



Source: Sotrender, III 2024

BurdaMedia
Polska

Kontakty

www.burdamedia.pl

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Bank account:

PLN: 49 1050 0086 1000 0090 3172 2672
EUR: 27 1050 0086 1000 0090 3172 2680
USD: 26 1050 0086 1000 0090 3172 2698

Payment date:

After the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice..

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