

PRZYŚLIJ PRZEPIS!

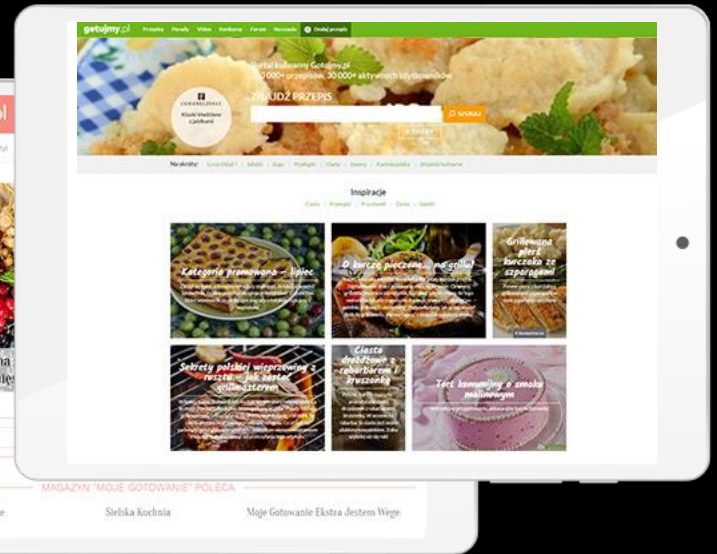
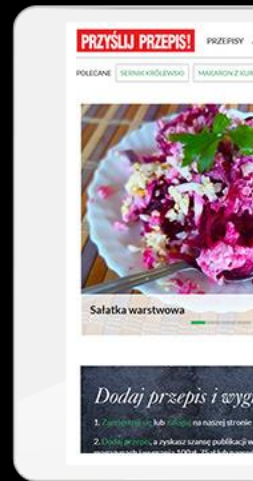
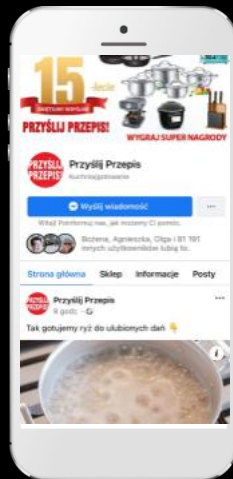
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Mediakit 2024

Impressive culinary platform in Poland!



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For 16 years Burda Media Polska's culinary services are visited every month by millions users who, like us, love food and cooking. Every day, we serve them original recipes, tried and tested tricks and inspirations for everyday and festive dishes.

Who is our user? She is a busy cooking enthusiast, living in a small or medium-sized city. Her mission in life is to take care for her family. We make it easy for her by serving unusual and classic recipes and entertaining her with news from the world of cooking.

Our users appreciate us most for our time-saving tips. their valuable time. They are very committed, as evidenced by, among other things a database of over 250,000 user-submitted recipes.

Anna Urbańska – Editor-in-Chief

RU: **4,9 mln**

PV: **16,8 mln**

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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



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A STRONG POSITION among culinary websites!



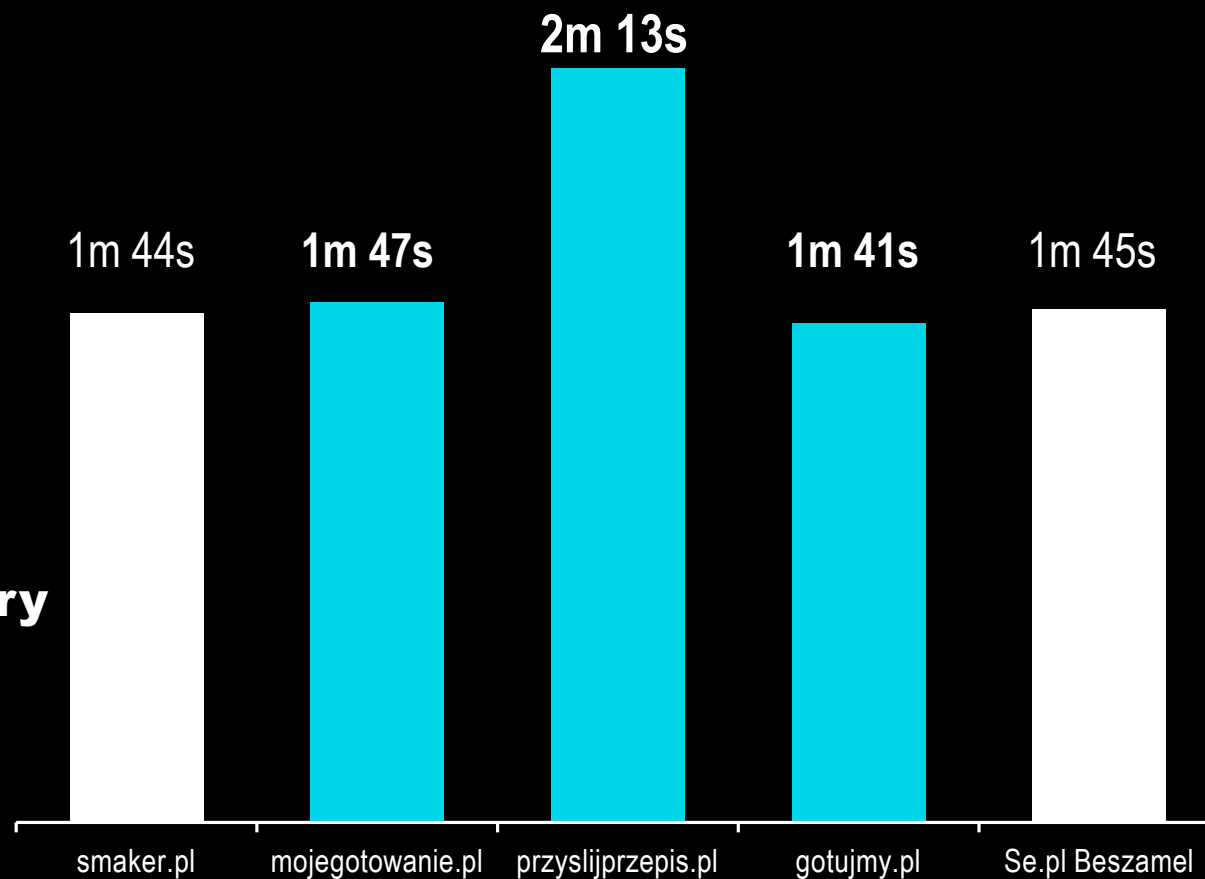
	RU	PV	VISITS
Grupa Wirtualna Polska / Cuisine and cooking	6 756 858	38 369 885	29 914 040
Aniagotuje.pl	5 150 952	15 240 798	12 791 844
Grupa Burda Media Polska / Cuisine and cooking	4 995 432	16 877 330	12 670 350
Kwestiasmaku.com	4 111 236	12 919 338	8 400 510
Grupa Polsat-Interia / Cuisine and cooking	3 967 218	13 422 384	9 214 856

Source: Mediapanel, VI 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

60 mln views of the profile and content

6,8 mln reach

1,1 mln average daily reach

f mojeGotowanie.pl

Above **264 000** likes

36 mln views of the profile and content

5,1 mln reach

696 000 average daily reach

f PRZYŚLIJ PRZEPIS!

Above **98 000** likes

55 mln views of the profile and content

6 mln reach

834 000 average daily reach



Source: Sotrender, VI 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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