

**party.pl**



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# Mediakit 2024



**BurdaMedia**  
**Polska**

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**Party.pl is one of the best show-biz websites on the market.**



We are distinguished by the speed of the published news, reliability and, particularly importantly, a lack of hate speech. Only verified information, presented in an attractive visual form, with great photos! The stars love us and they love us back, which is proven, among other things, by the success of our annual **"Gwiazdy Party"** and **"Gwiazdę Party Young"**, in which hundreds of thousands of users have been awarding their favourites with the prestigious statuette for several years now.

**Party.pl** is present on all social media platforms. Our videos (interviews or original formats such as "Party kocha, Party szlocha") are conquering TikTok, YouTube, and this is just the beginning!

Bartłomiej Ufniaż  
Editor-in-Chief Party.pl

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**13 mln** PV  
**4,9 mln** UU



**612 tys.** fans



**121 tys.** followers



**90 tys.** followers

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**Latest news** can be immediately found on [Party.pl](#), and unique celebrity pictures on our [Instagram](#), loved by thousands of followers.

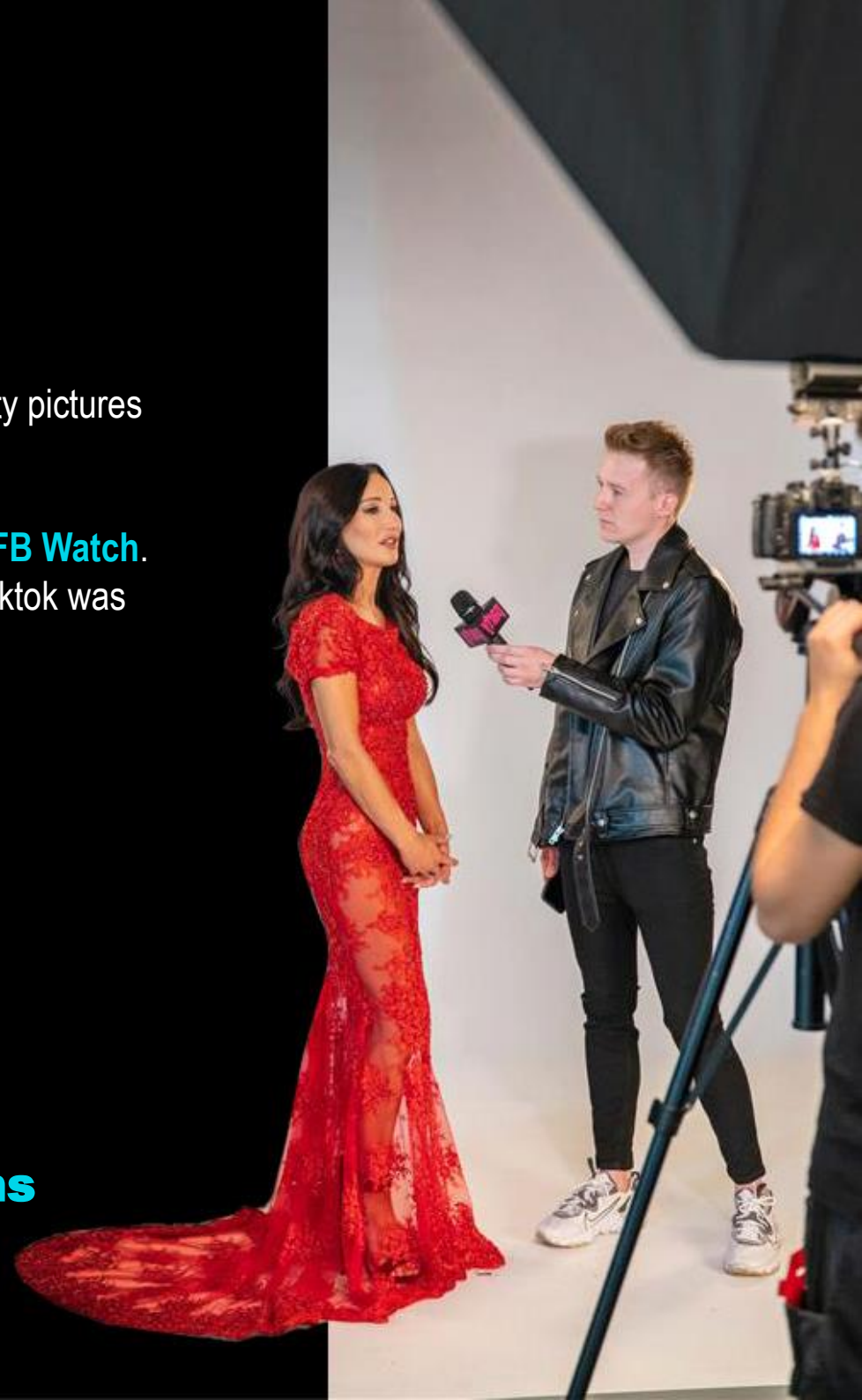
News materials with celebrities without hate had 8.5 mln views on our [FB Watch](#). We reach the youngest Party fan on [TikTok](#), where our most watched tiktok was displayed 3.4 mln times!

## **We are 24/7 with our user**

Throughout the day, we instantly inform you about the latest events, react to trends and inspire.

**Party.pl is TOP 4 among websites in „Gossip, Celebrity Life” category in terms of AI among women**

Source: Mediapanel, XII 2023, AI, category „Lifestyle: Gossip, Celebrity Life” TG: women 7-75, website ranking without websites below RU Threshold



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## Users of party.pl:

- are involved - that's thousands of comments, shares and likes on our profiles
- they are looking for information about the stars at any time - that's why we deliver it all day long
- they are inspired by stars - they want to buy what celebrities wear
- they are modern – they use all SM channels at all ages! We reach them both on FB and on TikTok

52%

are aged  
25-54

81%

have higher or  
secondary education

64%

live in cities



**Our users appreciate that we inform them about celebrities' lives, but we never hate celebrities!**



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## What makes us special?

Fans of fashion couldn't imagine autumn without **Party Fashion Night**.

It is one of the most important fashion events in the country, for a decade invariably attracting the biggest names in the fashion industry, fashion lovers and people from the world of show business. The digital version of the Party Fashion Week event is a unique week of inspiration from the world of Polish fashion, available to everyone, from anywhere in the world.

All celebrity fans fight every year for their idols to win the **Party.pl Plebiscites** - Party Star and Party Young. Each edition of this plebiscite is worth millions votes cast!



## Contacts

[www.burdamedia.pl](http://www.burdamedia.pl)

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PLN: 49 1050 0086 1000 0090 3172 2672  
EUR: 27 1050 0086 1000 0090 3172 2680  
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### 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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