

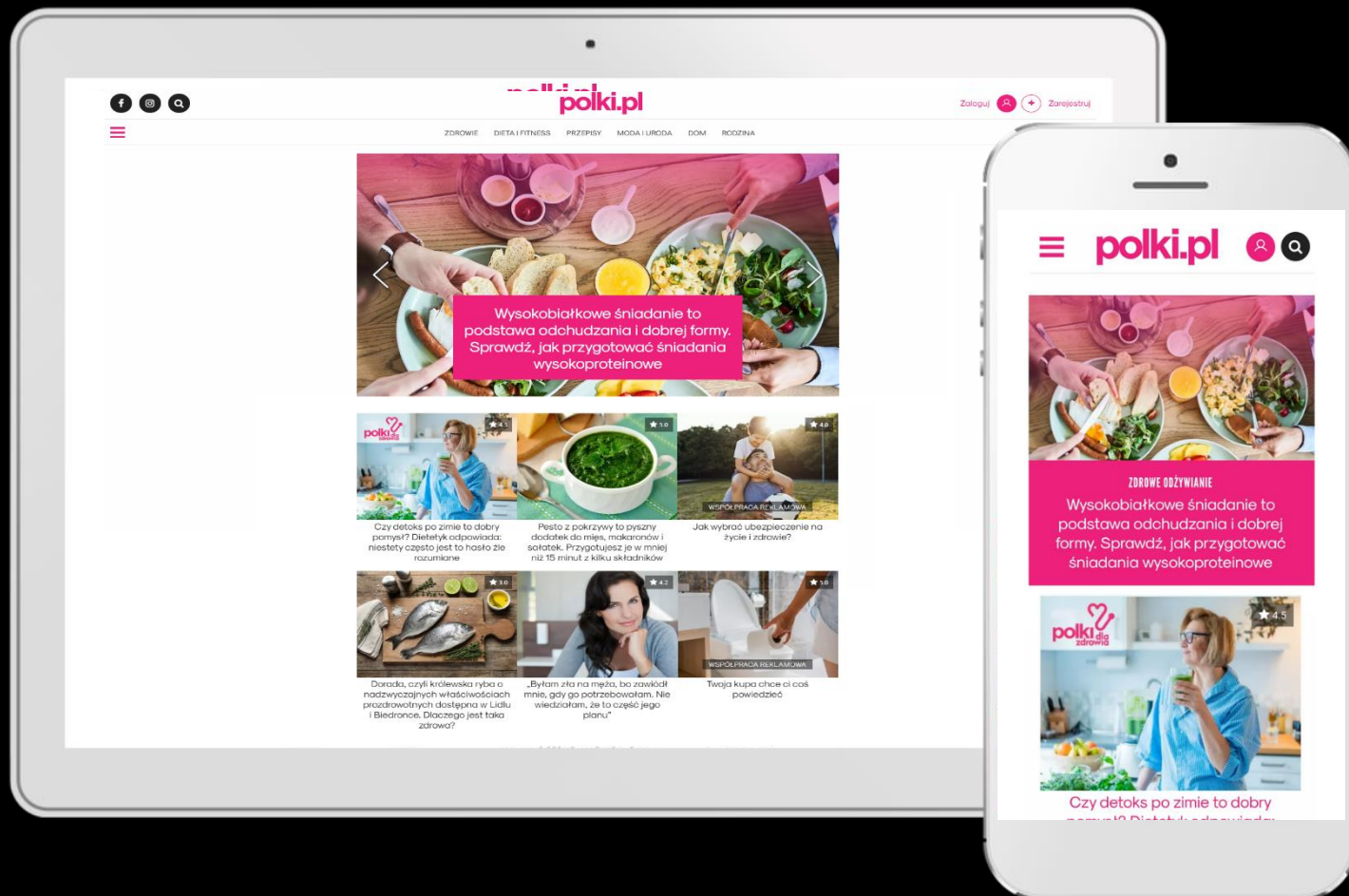
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Polska

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Mediakit 2024



polki.pl



It is primarily a website where women can find a moment of relaxation from the performance and rush of everyday life. We understand it perfectly: we face the same thing. Thanks to this, we have been accompanying Polish women in their lives **for over 22 years** advising and helping them.

Marta Wilczkowska,
Editor in-chief, Poki.pl

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23,6 mln PV
5,5 mln UU



251 tys. fans



24,2 tys. followers

Source: GemiusPrism III 2024; Sotrender III 2024



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Who are we?

**The biggest independent website
for women in Poland**

- We write about things that concern women here and now
- We put emphasis on areas such as a healthy lifestyle, fashion, beauty, cooking and family
- We inform, advise and inspire

**We create unique content for a unique
group of women. We describe their stories.
We enter into dialogue with them.
We listen to their needs and answer
their questions.**



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TOP 4 among all websites for women!

VIEWS

wp.pl / Multi-themed websites for women 84 569 555

gazeta.pl / Multi-themed websites for women 31 985 805

interia.pl / Multi-themed websites for women 22 232 995

polki.pl 20 863 031

polki.plonet.pl / Multi-themed websites for women 18 553 162

Source: Mediapanel, III 2024, group: all 7-75, category „Lifestyle / Multi-themed websites for women, websites' ranking



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A user of Polki.pl is:

- Experienced and aware of her needs, active in social life
- Searches for answers and inspiration for her actions and ideas
- Creates a family and lives in the city

62%

are aged
35-64

85%

create small and
mediumsized households
(1-4 people)

65%

live in cities

81%

have secondary
or higher
education

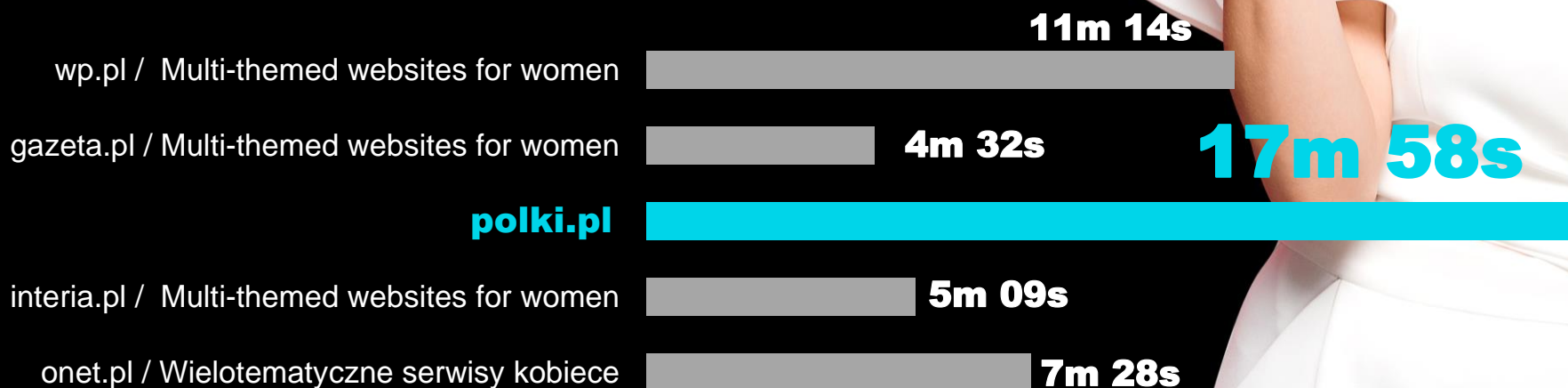


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The highest ATS !

Our user spends over
17 minutes on the website!



Source: Mediapanel, III 2024, group: all 7-75, category „Lifestyle / Multi-themed websites for women, websites’ ranking ATS (Average Time Spent) [s]

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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..

ISSN: 1232-8308



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