

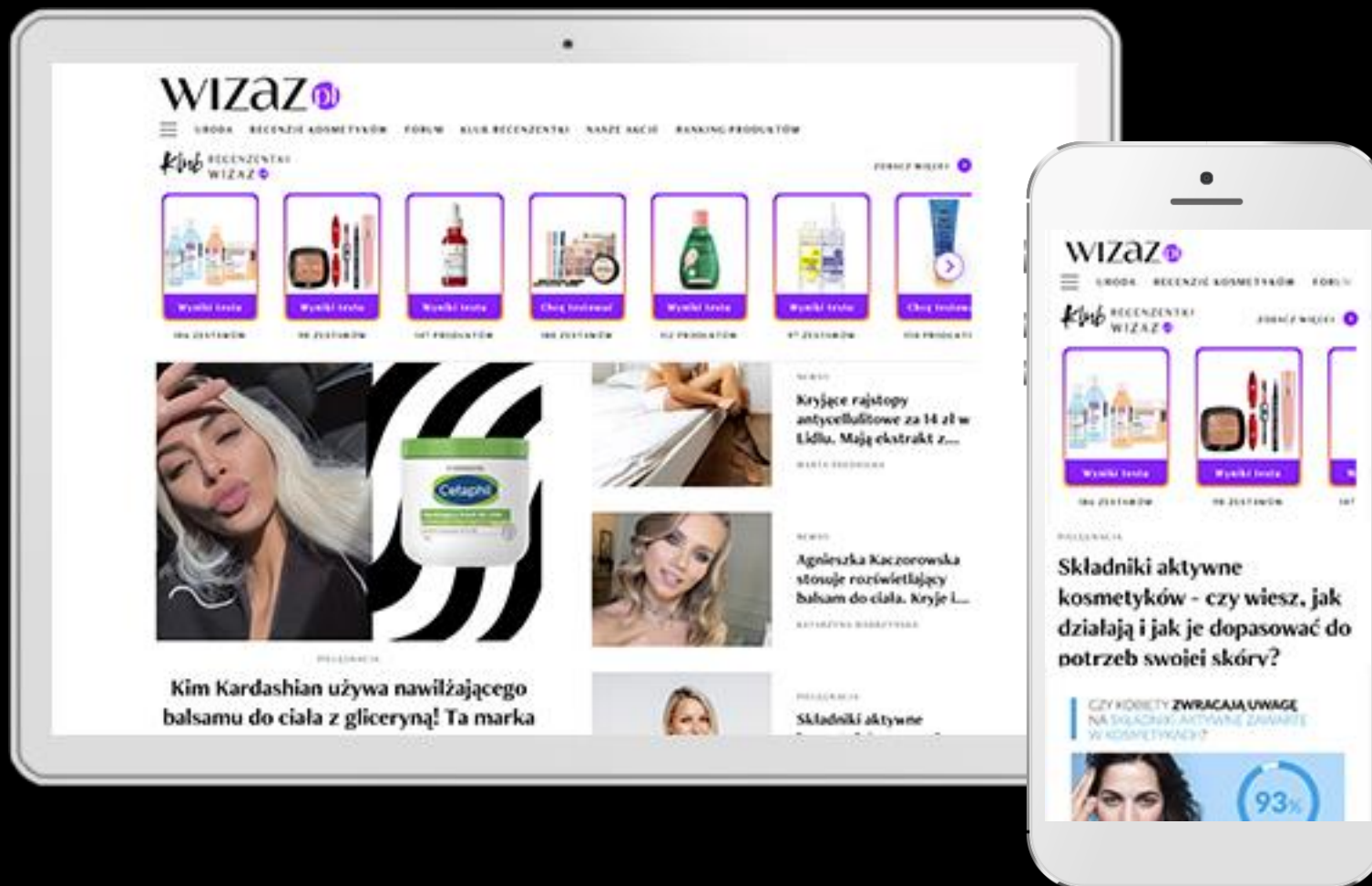
WIZAZO

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WIZAZ

Mediakit 2024





**The biggest community of women.
We have real influence on Polish women's shopping decisions.**



It's the biggest and the oldest beauty website on Polish market - **it has been present on the market for 24 years.** It is a leader among Fashion and Beauty websites.

Wizaz.pl is an exceptional 3-in-1 website, because it contains: the Cosmetics of All Time (KWC) catalog, the Forum and the Wizaz.pl website. Every day it connects women with beauty trends and news. It is a knowledge base with product reviews and experts' opinions. **"If a certain genre is not on Wizaż, it means that it does not exist"** - say Wizażanki, members of a unique community which co-creates the website.

Agnieszka Rowicka
Editor-in-chief, Wizaz.pl



13,8 mln PV
5,8 mln UU



308 000 fans



146 000 followers



Almost **190 000** products in KWC
Above **2 mln** reviews in KWC

1 794 349 users
716 158 threads

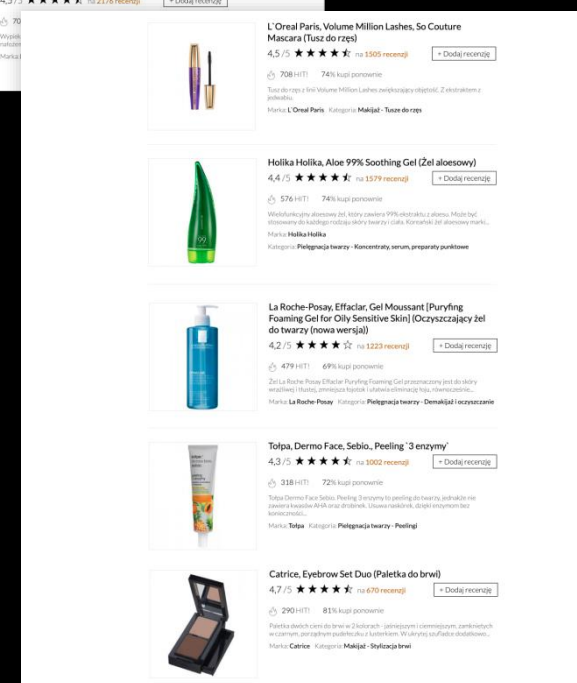
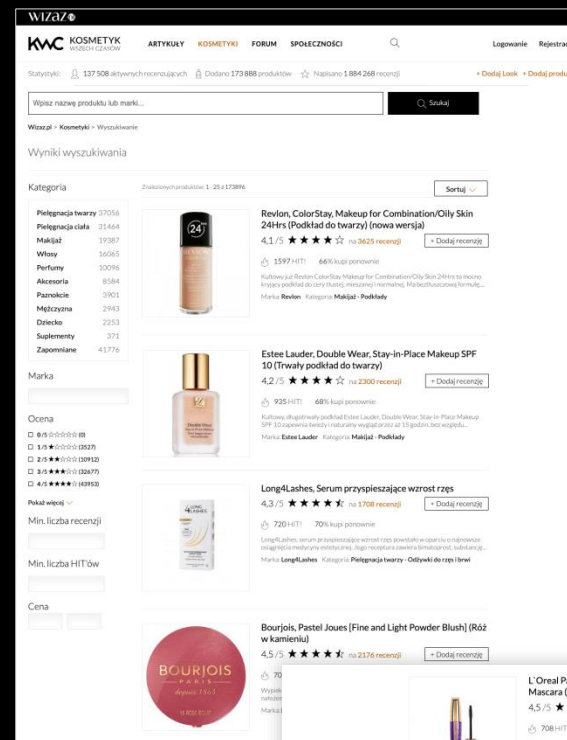


It's a unique and biggest online cosmetics catalogue on the market, created by Wizażanki community.

Cosmetic of All Times (KWC) is:

- objective - no one influences the reviewers' assessments
- independent - Wizażanki submit reviews, want to share knowledge without getting paid
- biggest - 200 000 reviewed products, above 180 000 reviewers, and 2 000 000 reviews

Every year we reward cosmetics which received the highest marks from reviewers



WIZAZ.pl

Wizaz.pl is a guarantee of quality that we always appreciate

- We reward the best products with Cosmetic of All Time (KWC) - the most important beauty award on the market
- Companies supporting women are honored with the Editor-in-Chief Wizaz.pl Award
- Personalities of the media who help us love ourselves are given the statuette "I am beautiful because I am myself"
- Beauty influencers who can gather fans around them are appreciated by the title of "Influencer of the Year"
- KWC reviewers are rewarded during the annual event

**We test the cosmetics that we write about on... ourselves.
We recommend only what is tested.**

**We cooperate with experts - doctors, make-up artists,
hair stylists. We run educational projects conducted
together with clients.**





1st place in websites' ranking in Fashion and Beauty category*

	USERS / RU	VISITS
Wizaz.pl	3 829 842	8 286 285
Vogue.pl	2 087 856	4 455 933
Elle.pl	1 890 054	3 974 868
Avanti24.pl	429 300	690 489



*Source: Mediapanel, iii 2024, real users, group: all 7-75, websites' ranking in Lifestyle / Fashion and Beauty category

WIZAZ.pl

A user of Wizaz.pl:

- She is an expert in beauty. She follows and looks for information about cosmetics. She loves novelties!
- She has a sense of mission - she likes to share her knowledge about cosmetics by writing reviews
- She is objective - when she evaluates a cosmetic, she writes what she really thinks about the product
- She likes to be inspired by celebrities, but she trusts the recommendations of other make-up artists

50%

are
15-44 years old

66%

live
in cities

82%

have secondary
or higher education





**Wizaz.pl users
make up for 67% of all users
of Lifestyle / Fashion and Beauty
websites**

**USERS OF LIFESTYLE / FASHION
AND BEAUTY CATEGORY**

Wizaz.pl	67%
Elle.pl	32%
Vogue.pl	32%
Onet.pl/Moda i uroda	12%
Avanti24.pl	6%

Source: Mediapanel, III 2024, group: women 7-75, websites' ranking in Lifestyle / Fashion and Beauty category



**BurdaMedia
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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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