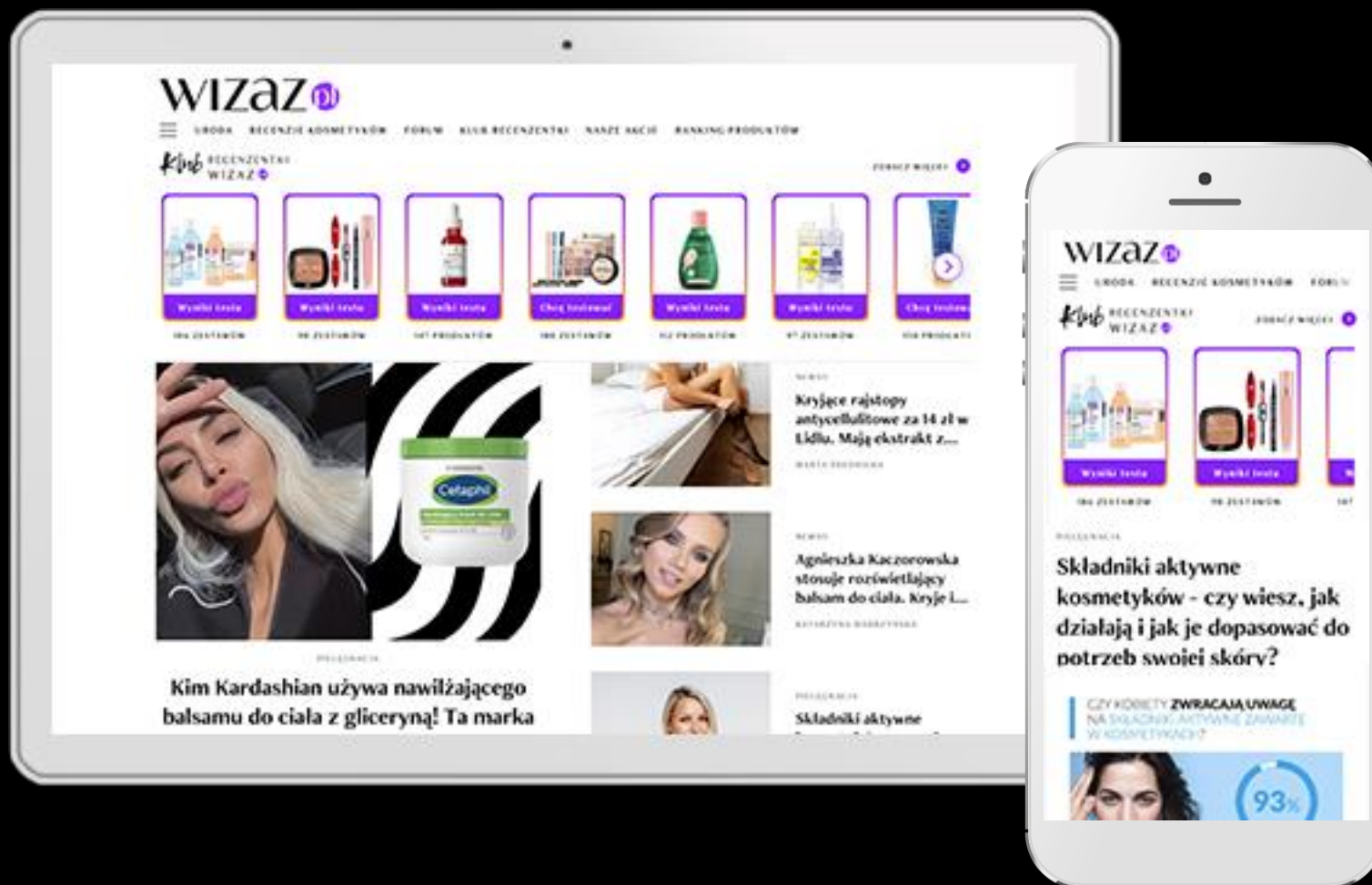


WIZAZO



# WIZAZ

# Mediakit 2024



BurdaMedia  
Polska



**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



**15,9 mln** PV  
**4,7 mln** UU (12.2023)



**326 000** fans (12.2023)



**145 000** followers (12.2023)



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

**1 794 349** users  
**716 158** threads

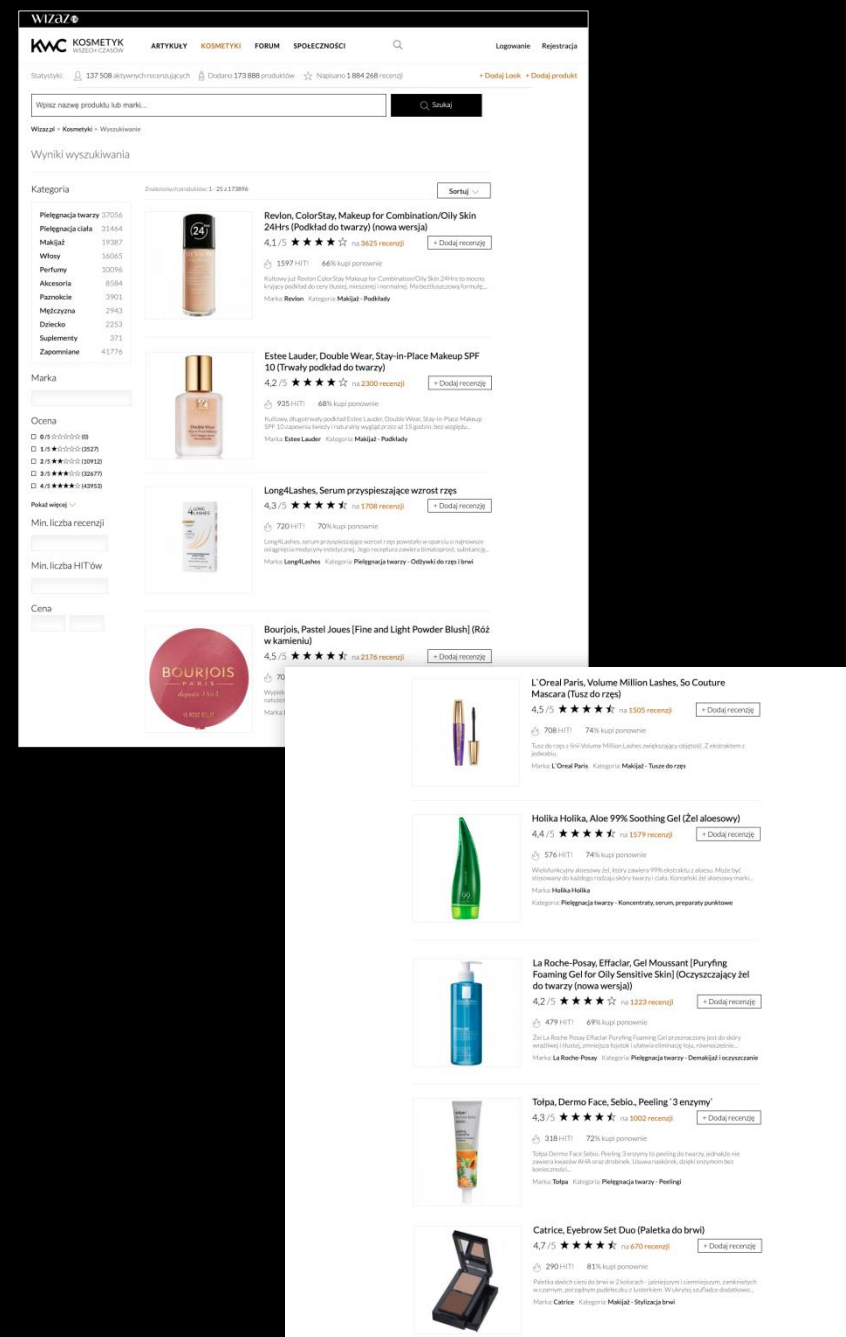


It's a unique and biggest **online cosmetics catalogue** on the market, created by **Wizażanki community**.

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 - 160 000 reviewed products, above 170 000 reviewers, and 2 000 000 reviews

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





**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.**



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

	USERS / RU	VISITS
<b>Wizaz.pl</b>	<b>3 324 402</b>	<b>22 841 206</b>
Vogue.pl	1 996 974	5 273 520
Elle.pl	1 953 558	4 495 950
Avanti24.pl	366 120	731 134



\*Source: Mediapanel, 12.2023, real users, group: all 7-75, websites' ranking in Lifestyle / Fashion and Beauty category

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# 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

**48%**

are  
25-49 years old

**68%**

live  
in cities

**85%**

have secondary  
or higher education

**45%**

are managers, specialists,  
freelancers, entrepreneurs,  
service and trade workers





**Wizaz.pl users  
make up for 56% of all users  
of Lifestyle / Fashion and Beauty  
websites**

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

<b>Wizaz.pl</b>	<b>61%</b>
Elle.pl	39%
Vogue.pl	33%
Onet.pl/Moda i uroda	7%
Avanti24.pl	5%

Source: Mediapanel, 12.2023, group: women 7-75, websites' ranking in Lifestyle / Fashion and Beauty category



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Polska**



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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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