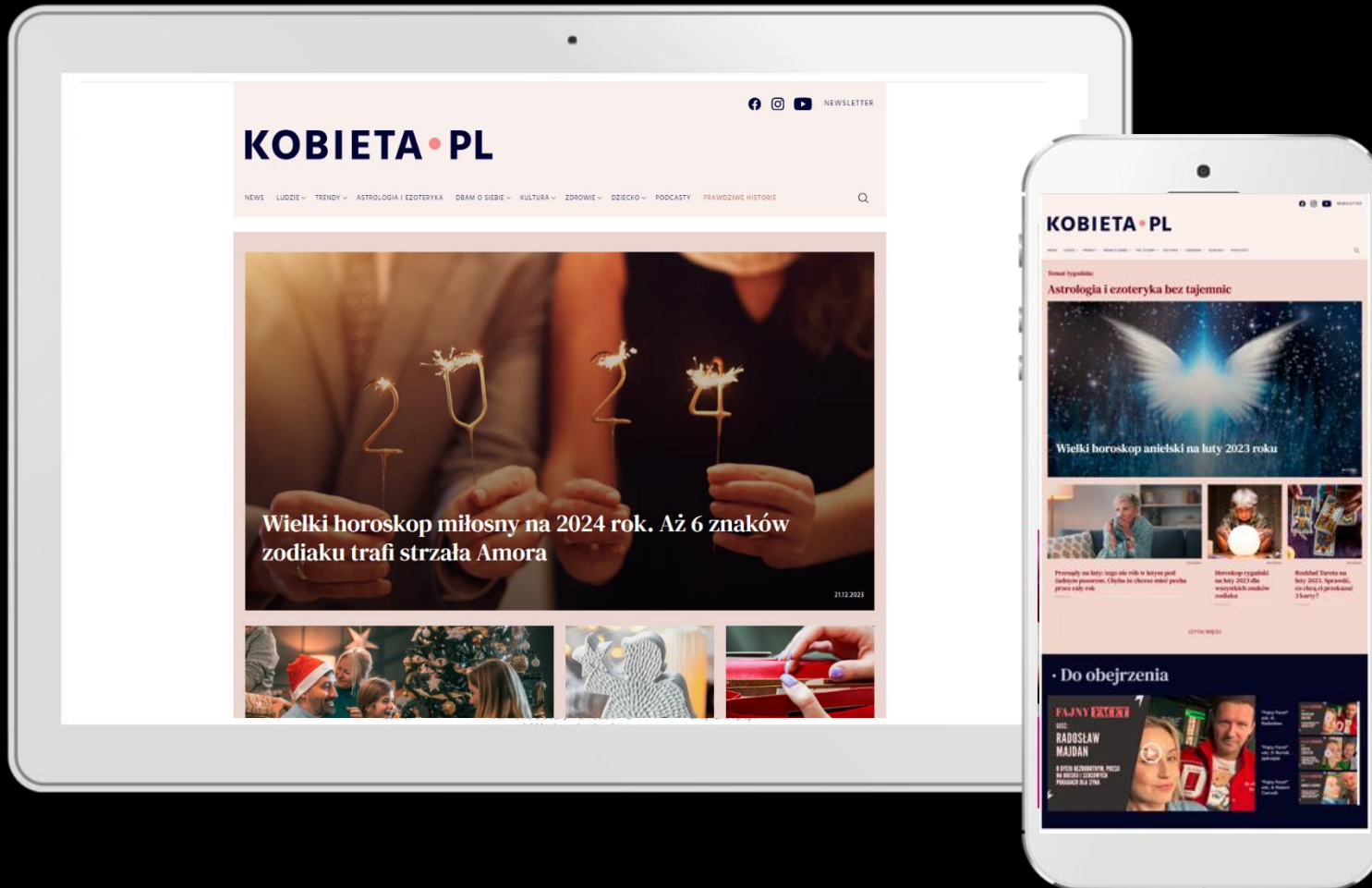


# KOBIETA • PL



# KOBIETA • PL

# Mediakit 2024



# KOBIETA • PL



Kobieta.pl is an independent online service for women who are aware of their needs and seek life balance. We advise and inspire women who follow fashion and beauty. We cover topics related to personal development, psychology, astrology, relationships and mindfulness in the broadest sense. We are a Woman for Women

Marta Wilczkowska,  
Editor-in-Chief, Kobieta.pl

**16,3 mln PV**  
**3,3 mln UU**

**92 tys.** fans

**28 tys.** followers



Source: GemiusPrism III 2024; Sotrender III 2024



**BurdaMedia**  
**Polska**

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## The user of kobieta. pl is:

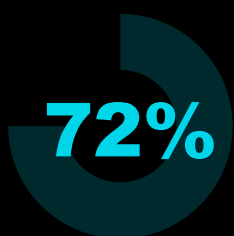
- Educated and looking for balance

Creates a family and lives in the city

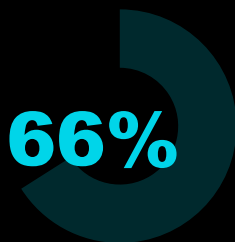
82% woman with secondary or higher education

66% live in a city over 100,000

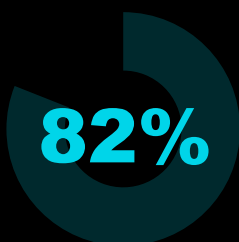
72% women aged 25-64



is aged between  
25-64 years



lives in cities



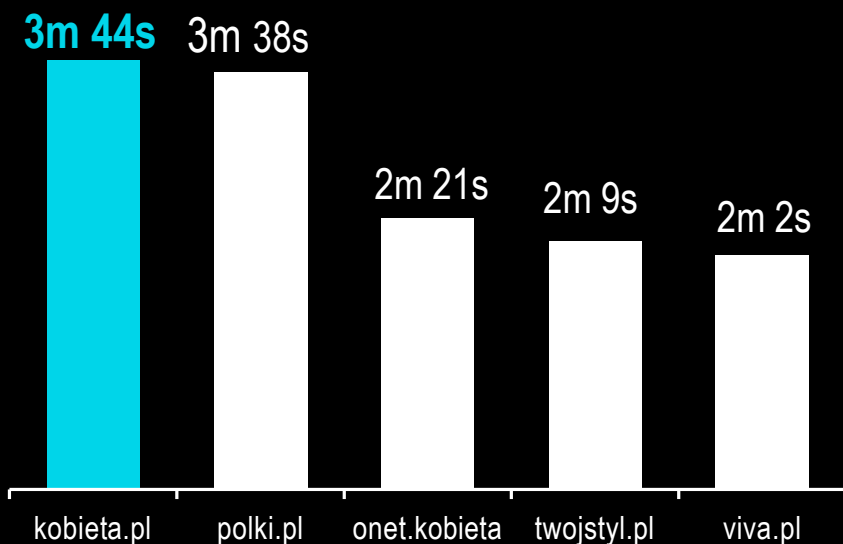
has a secondary or  
higher education



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## THE HIGHEST AVERAGE

time per view among multi-topic women's websites!



Source: Mediapanel, audited websites and webpages with over 1 million real users, category: multi-topic women's websites, time per view, II 2024, group: Internet users 7+



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**Polska**

# KOBIETA.PL

**No 2** in terms of time spent on site among all women's online services!

2024.02	RU	Reach	Time/UU (s)
Multi-themed websites for women			
<b>kobieta.pl</b>	2 602 044	7,9%	<b>16m 56s</b>



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## Contact us

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

ISSN: 1232-8308



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