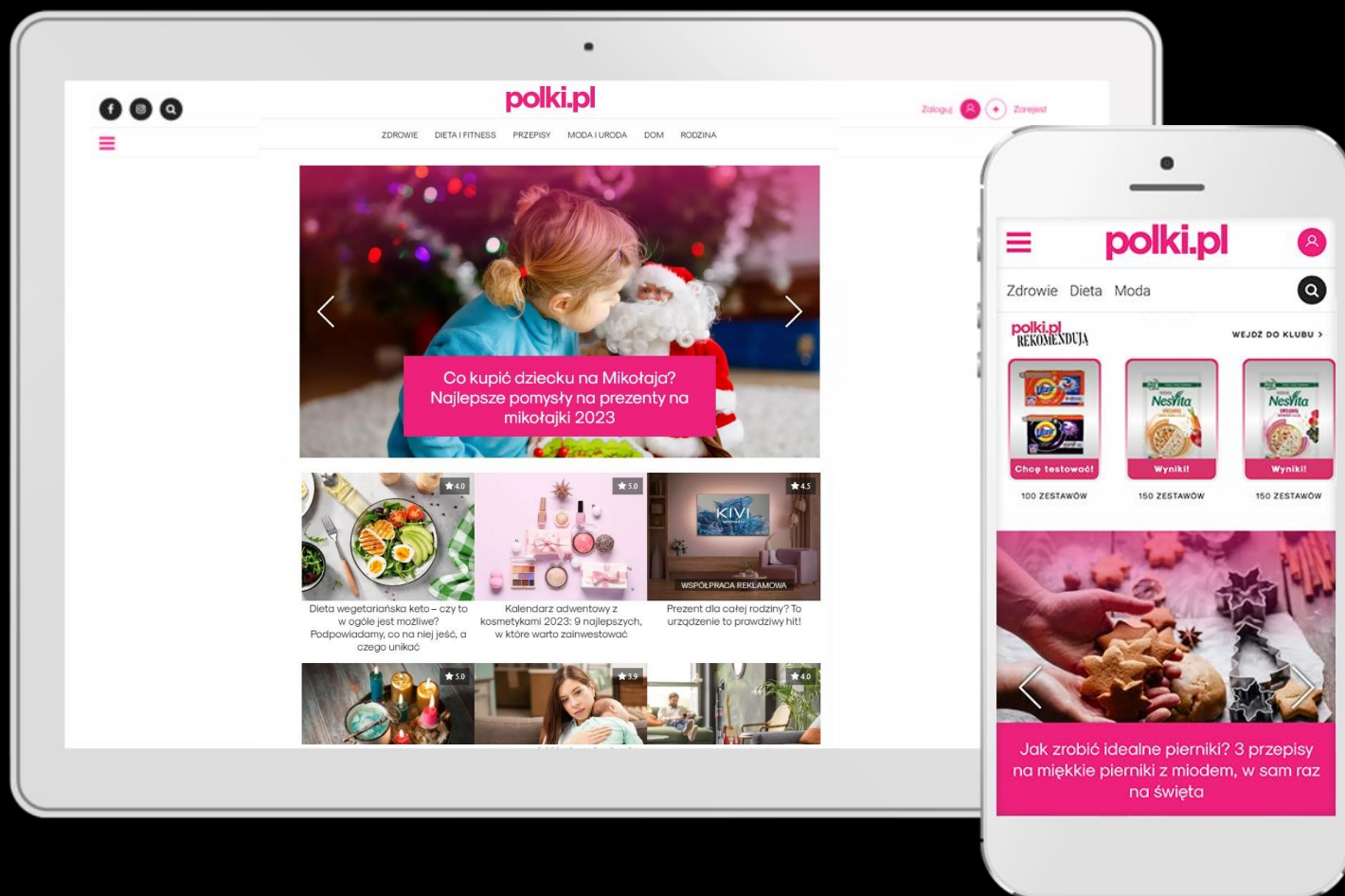


polki.pl



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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

polki.pl



24,5 mln PV
5,3 mln UU

250 tys. fans

24,5 tys. followers

Source: GemiusPrism X 2023; Sotrender X 2023



BurdaMedia
Polska

polki.pl

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.**



BurdaMedia
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polki.pl

TOP 5 among all websites for women!

	VIEWS	VISITS
wp.pl / Multi-themed websites for women	72 761 480	51 536 830
gazeta.pl / Multi-themed websites for women	39 718 248	29 605 333
interia.pl / Multi-themed websites for women	24 715 867	19 223 406
onet.pl / Multi-themed websites for women	21 553 100	17 039 379
polki.pl	21 484 207	13 821 767

Source: Mediapanel, X 2023, 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

64%

are aged
35-64

77%

create small and
mediumsized households
(1-4 people)

67%

live in cities

80%

have secondary
or higher
education

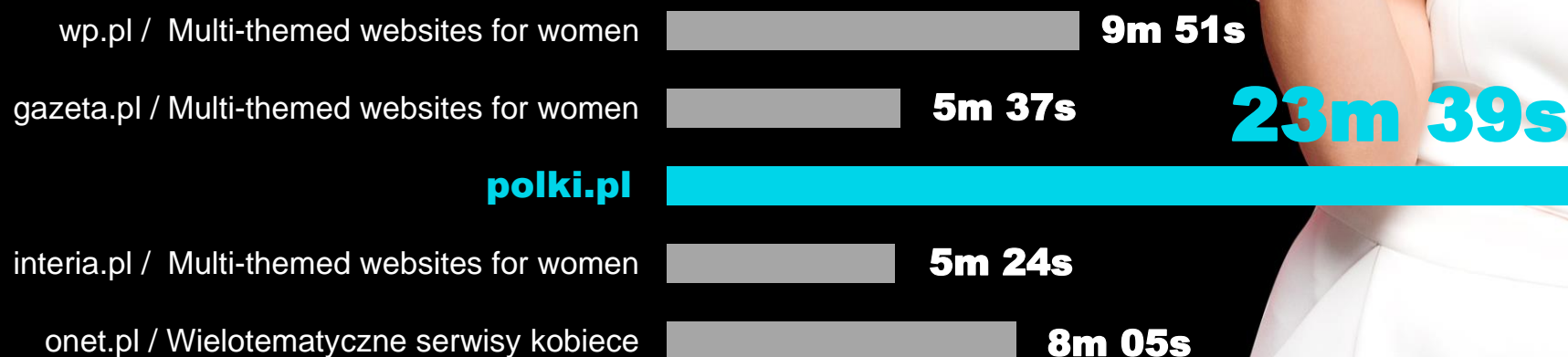


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The highest ATS !

Our user spends as long as
23 minutes on the website!



Source: Mediapanel, X 2023, group: all 7-75, category „Lifestyle / Multi-themed websites for women, websites’ ranking ATS (Average Time Spent) [s]

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Kontakty

www.burdamedia.pl

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02-674 Warszawa
NIP: 897-14-11-483

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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