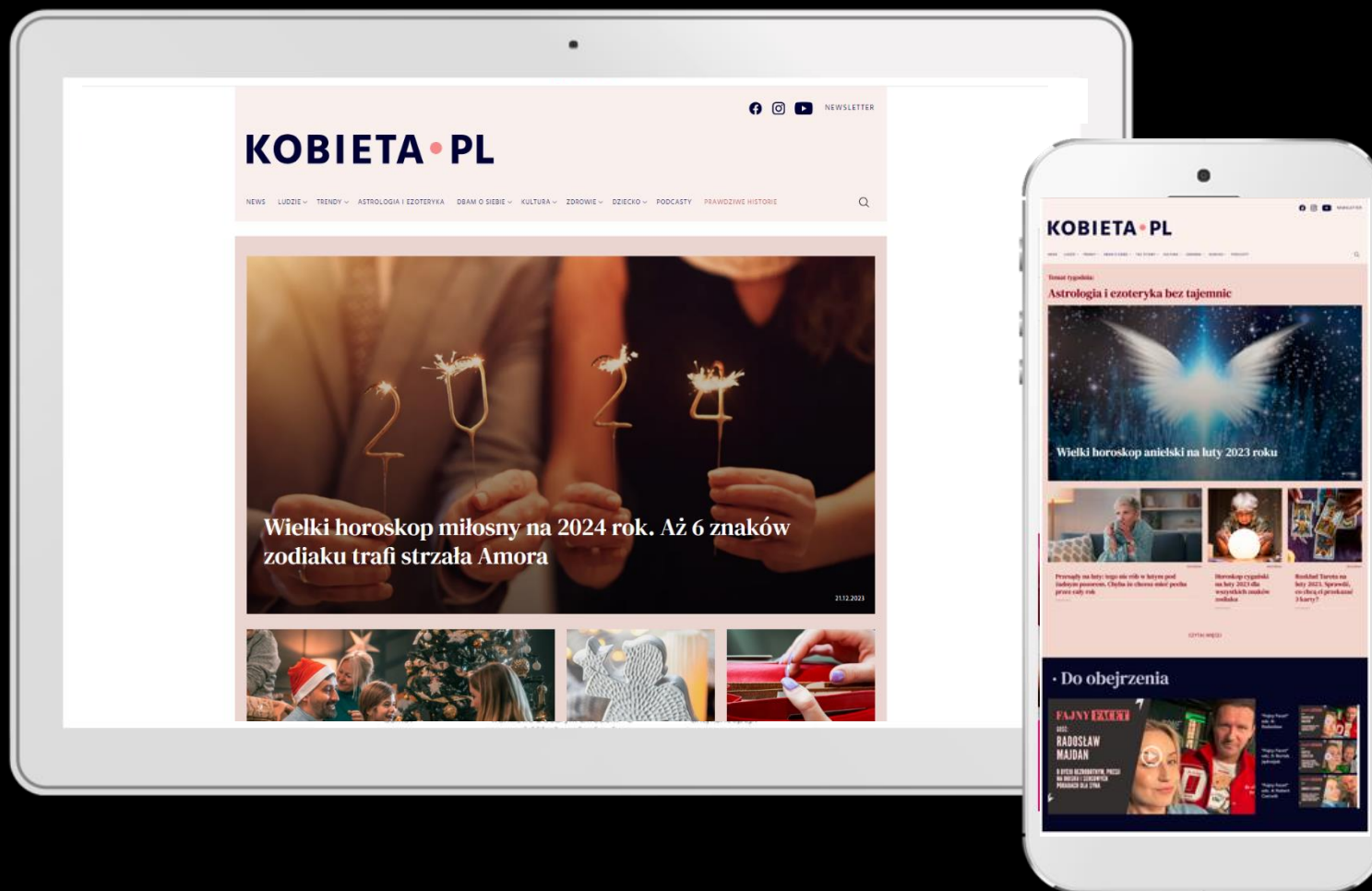


# KOBIETA • PL



# KOBIETA•PL

# Mediakit 2024



**BurdaMedia**  
**Polska**

# 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

**8,6 mln** PV

**3,1 mln** UU

**92 tys.** fans

**29 tys.** followers



Source: GemiusPrism X 2023; Sotrender X 2023



**BurdaMedia**  
**Polska**

# KOBIETA.PL

## The user of kobieta.pl is:

- Educated and looking for balance

Creates a family and lives in the city

81% woman with secondary or higher education

66% live in a city over 100,000

75% women aged 25-64

75%

is aged between  
25-64 years

66%

lives in cities

81%

has a secondary or  
higher education



# KOBIETA•PL

Who are we?

**A thriving and growing**

**independent women's service**

**PV VARIATION by 120% !**

We write about things that concern women in their professional, physical and spiritual development

Source: Mediapanel, X 2022 vs X 2023



**BurdaMedia**  
**Polska**

# KOBIETA.PL

**In TOP 3 in terms of time spent on site among all women's online services!**

2023.10	RU	Reach	Time/UU (s)
Multi-themed websites for women			
<b>kobieta.pl</b>	2 220 372	6,8%	<b>9m 25s</b>

Source: Mediapanel, X 2023, group: all 7-75, category "Lifestyle Multi-themed websites for women, ranking



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## Contact us

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

**BURDA MEDIA POLSKA SP. Z O.O.**

ul. Marynarska 15  
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..

ISSN: 1232-8308



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