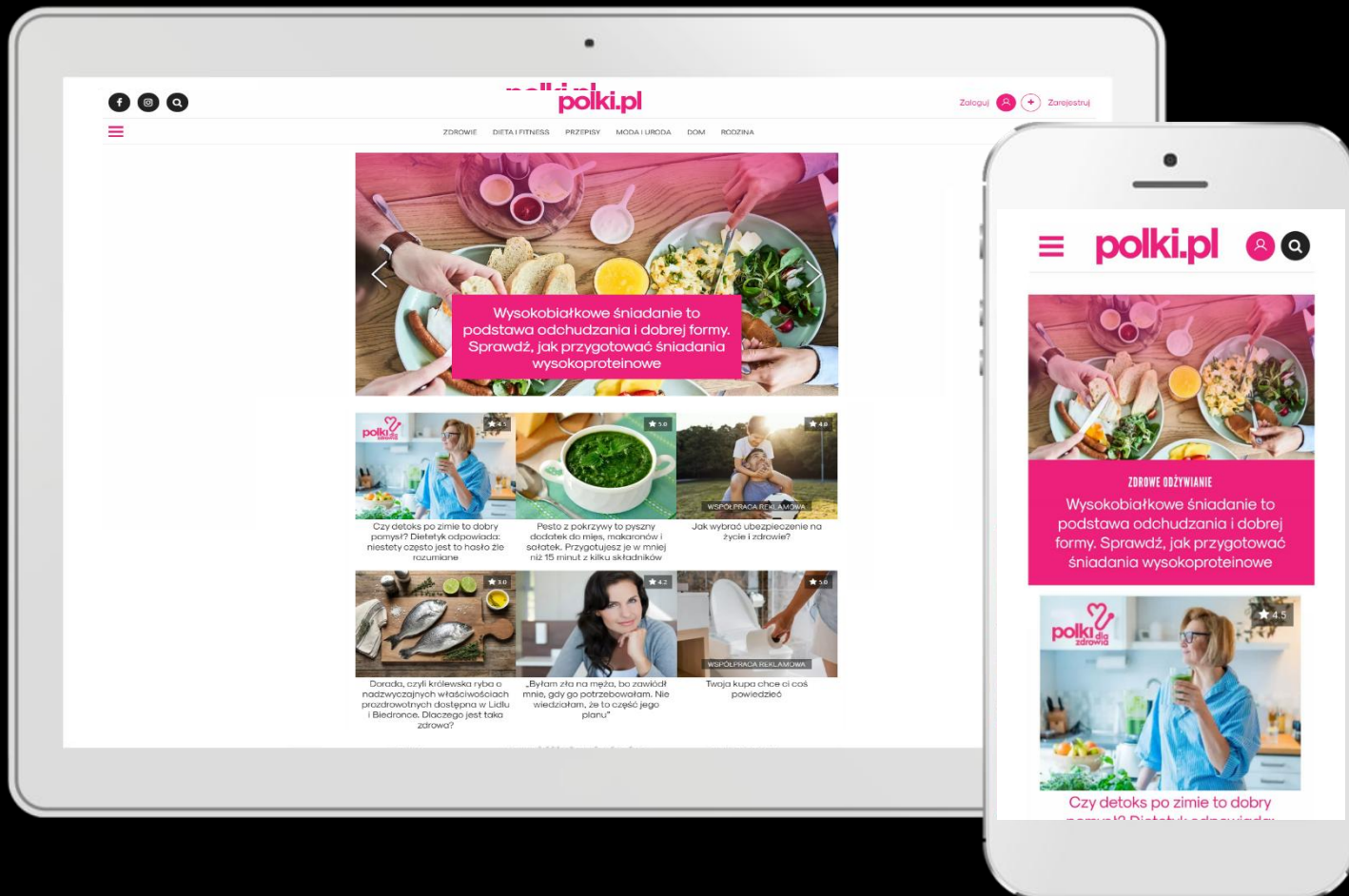


polki.pl



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Mediakit 2026



polki.pl

We have been accompanying Polish women in their lives **for over 24 years** advising and helping them.

polki.pl

17,11 mln PV
2,5 mln RU



308,7K followers
3,1M total reach



24,7K followers

Source: Mediapanel 01.2026; Sotrender 01.2026

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
Polska

polki.pl

TOP 3 among all websites
for women!

IEWS

onet.pl / Multi-themed websites for women

19 673 346

gazeta.pl / Multi-themed websites for
women

18 164 746

polki.pl

17 111 896

Source: Mediapanel, 01.2026, group: all, category, audited websites and webpages with over 1 million real users,
„Lifestyle / Multi-themed websites for women, websites' ranking



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polki.pl

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

47%

is aged
25-59

69%

lives in cities

79%

has secondary
or higher
education

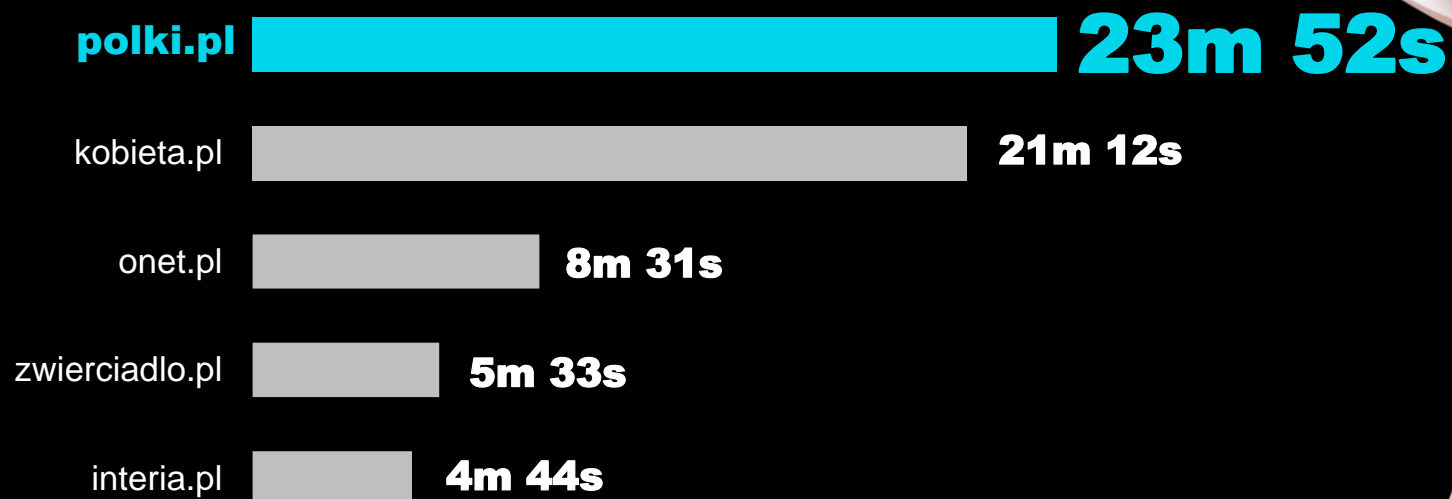


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Polska

polki.pl

The highest ATS!

Our user spends almost
24 minutes on the website!



Source: Mediapanel, 01.2026, group: all, audited websites and webpages with over 1 million real users, category „Lifestyle / Multi-themed websites for women, websites’ ranking ATS (Average Time Spent) [s]

BurdaMedia
Polska



polki.pl **Product testing**

**Find out what Polish women think of the tested products.
Find out their recommendations and which products are worth buying.**

- Product testing is carried out in the FB group
- Native communication with the group via Community Manager
- Promotion of the recruitment: invitation to the FB group, in-feature on the website, display campaign, SoMe promotion
- Summary material - article with videonews, including all feedback after the test, display + SoMe promotion

Up to 100% post-test feedback

Up to 100% of testers with declared IG/TT

Thousands of valuable recommendations!

polki.pl

Contacts

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



Monika Muszyńska
Sales Director Digital & Consumer Insights
mob. 602 606 353
monika.muszynska@burdamedia.pl



Aleksandra Bigorajska
Sales Team Leader Beauty & FMCG
mob: 601 990 014
aleksandra.bigorajska@burdamedia.pl



Iwona Chmielewska - Borkowska
Sales Team Leader Beauty & Pharmacy
mob: 605 621 224
iwona.chmielewska@burdamedia.pl



Agnieszka Jakubowska
Senior Digital Manager Beauty & Pharmacy
mob: 693 311 310
agnieszka.jakubowska@burdamedia.pl



Agnieszka Rosiak
Senior Account Executive
mob.: 519 538 027
agnieszka.rosiak@burdamedia.pl



Marzena Wach
Senior Digital Manager Beauty & FMCG
mob: 885 223 360
marzena.wach@burdamedia.pl



Małgorzata Dominik
Advisory, Food, Garden, Special Interest
Team Leader
mob: 694 455 070
malgorzata.dominik@burdamedia.pl



Tomasz Orlicki
Senior Digital Manager
mob: 692 440 107
tomasz.orlicki@burdamedia.pl



Izabela Sameryt
mob: 692 440 107
izabela.sameryt@burdamedia.pl



Ewa Świąder-Kalinowska
tel. 691 363 952
ewa.swiader@burdamedia.pl