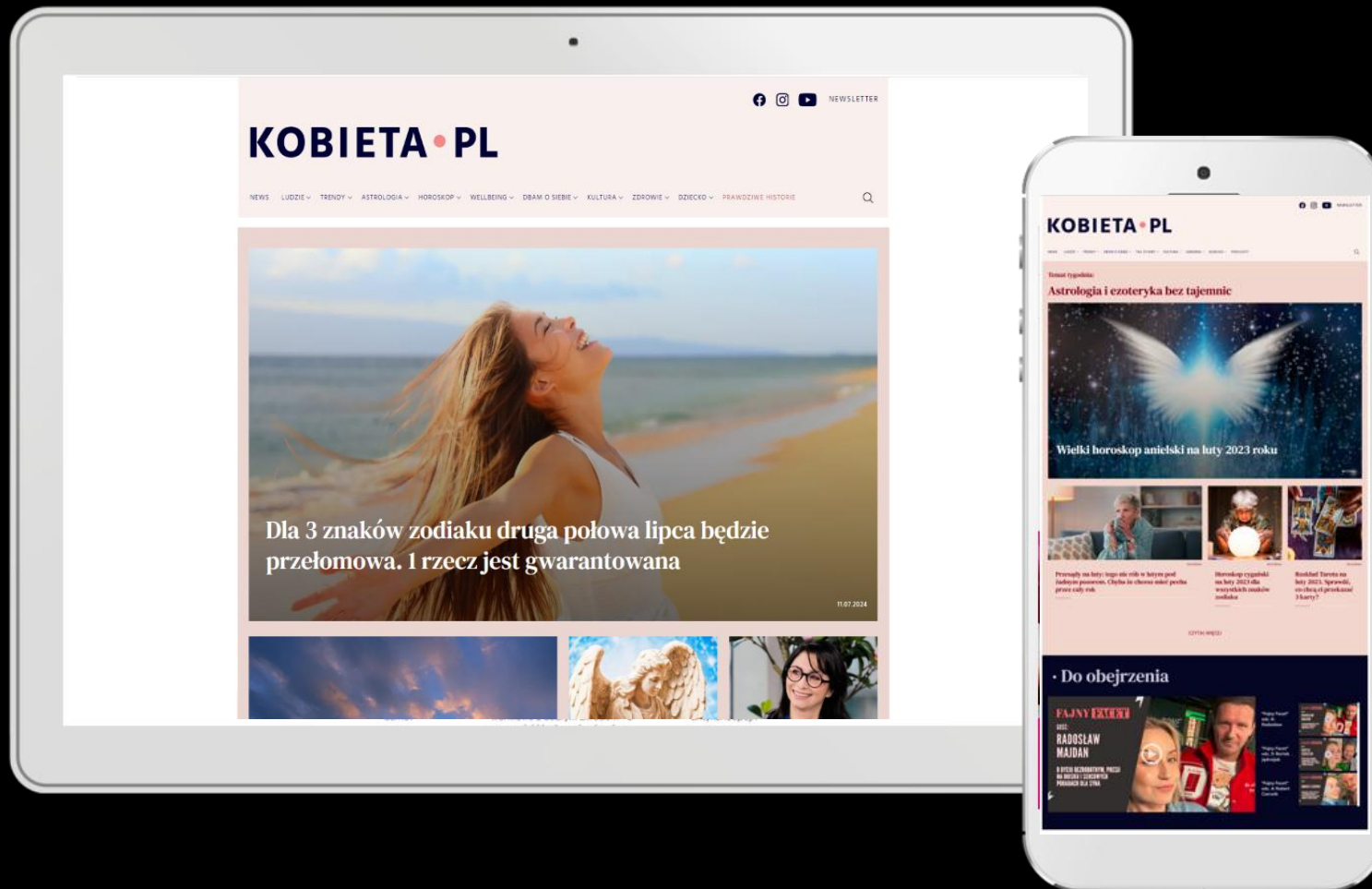


KOBIETA • PL



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Mediakit 2026



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.**

KOBIETA•PL

8,78 PV
1,65M RU



129,9K followers
861,4K total reach



27,7K followers

Source: Mediapanel 01.2026; Sotrender 01.2026

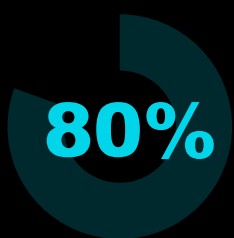


BurdaMedia
Polska

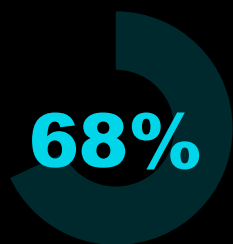
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The user of kobieta. pl:

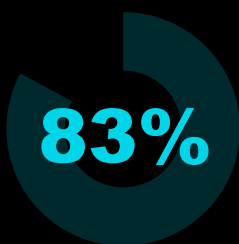
- **Is educated and looking for balance**
- Creates a family and lives in the city
- 83% woman with secondary or higher education
- 68% live in a city
- 80% women aged 30-69



is aged between
30-69 years



Lives in cities

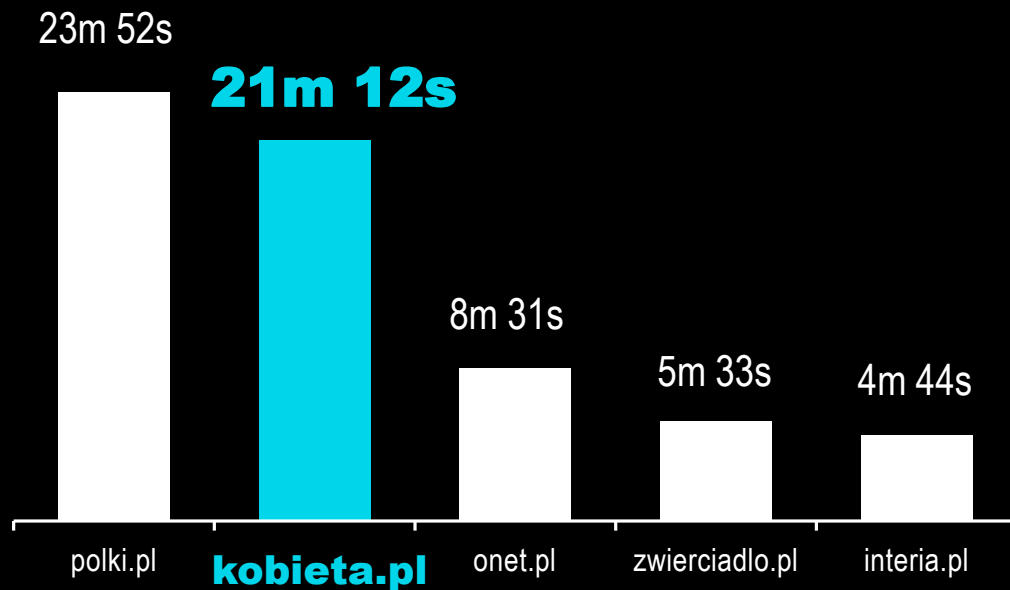


has a secondary or
higher education



KOBIETA.PL

**SECOND HIGHEST
AVERAGE TIME SPENT**
among multi-topic women's websites!



Source: Mediapanel, 01.2026, group: all, audited websites and webpages with over 1 million real users, category: multi-topic women's websites, ATS (Average Time Spent),

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Polska**

KOBIETA.PL

No 1 in terms of the most engaging women media among all women's online services!

| 2026.01 | RJ | Reach | Time per view |
|---------------------------------|-----------|-------|---------------|
| Multi-themed websites for women | | | |
| kobieta.pl | 1 648 350 | 5,07% | 3m 59s |



Source: Mediapanel 01.2026, group: all, category "Multi-themed websites for women, ranking Time per view

BurdaMedia
Polska

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Contact us

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..

ISSN: 1232-8308



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