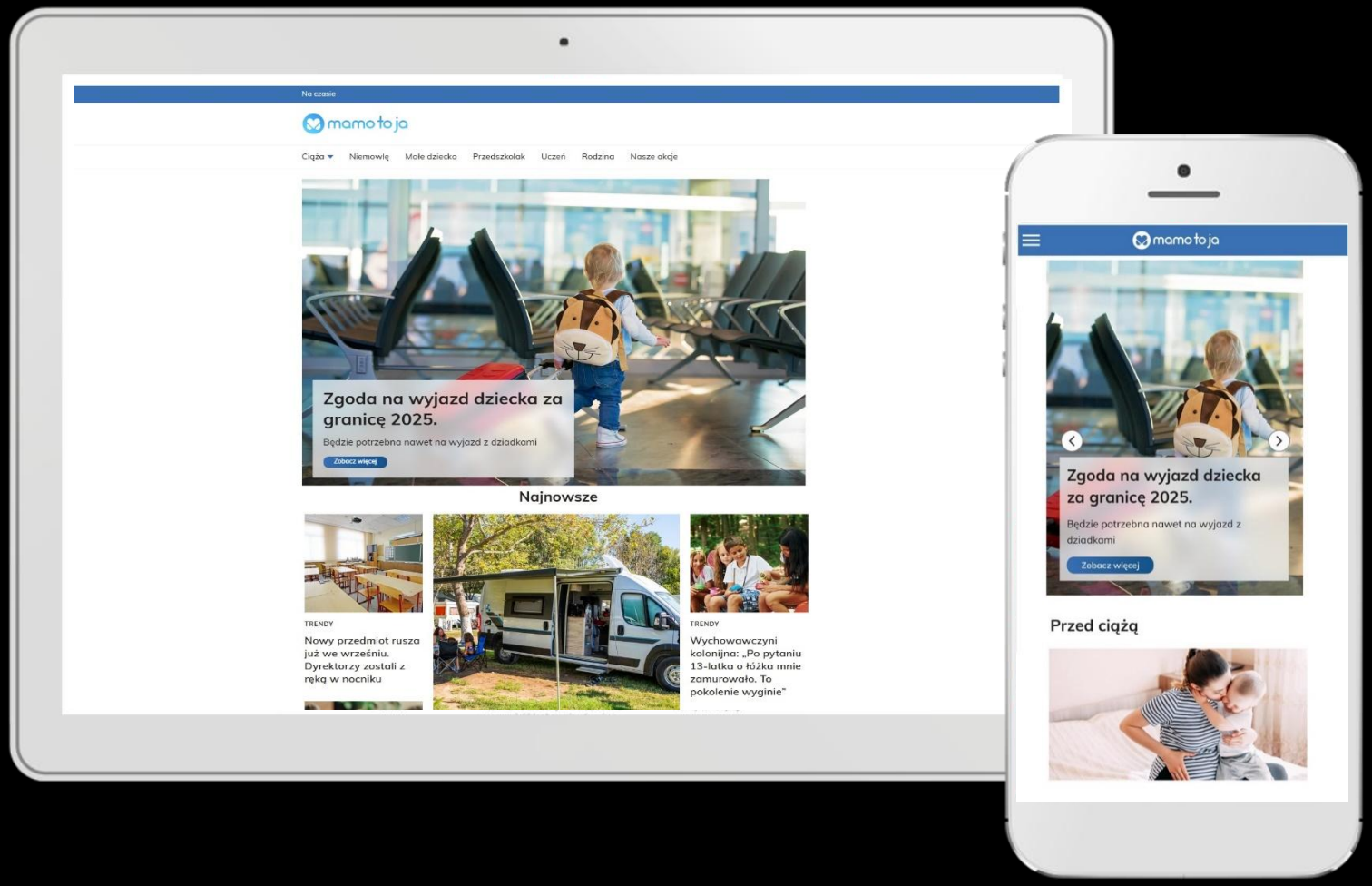
BurdaMedia
Polska

mamo to ja

Mediakit 2026



BurdaMedia Polska

mamo to ja

We've been supporting women and parents for years, combining psychological insight with journalistic expertise.

Mamo To Ja is the most recognizable parenting brand in Poland, perceived by users and clients as trustworthy and expert-driven.It focuses on authenticity, expertise, and building meaningful relationships with parents.The brand creates and implements content formats that respond to the needs of modern parents – thoughtful, engaging, and built on trust and connection.

Today **Mamo To Ja** is not only an expert parenting brand, but also a space where parents can feel heard.We produce podcasts, are active on social media, and run engaging special campaigns.

Marta Kabulska,
Editor in-chief, MAMO TO JA

BurdaMedia Polska

mamo to ja

It has been supporting pregnant women and young parents for years.

Mamo To Ja is the most recognizable parenting brand in Poland, perceived by users and customers as reliable and expert. We invite experts to join us, we offer interactive tools, i.e. calculators and calendars. We create and participate in special actions and engage the community on Facebook.

PV	**1 376 208**
RU	**651 564**

78,1K followers
4,3M total reach

15,2K followers

Source: Mediapanel 07.2026; Sotrender 07.2026

BurdaMedia Polska

mamo to ja

For 30 years we have been in constant dialogue with young parents, learning about their needs and promptly responding to them.

mamy to!

Podcast “Mamy to!”

It is a modern, empathetic video podcast for women and mothers who want to better understand the world around them, make informed decisions, and have a judgment-free space. Hosted by Marta Kabulska, Editor-in-Chief of mamotoja.pl, the podcast explores what truly shapes family life – relationships, emotions, mental health, motherhood, and the everyday choices adults make.

mamo to ja

IN THE TOP 2 OF PARENTING WEBSITES

2026.07	RU	Reach	ATS (s)
Parenting			
mamotoja.pl	**651 564**	2,20%	4m 3s

Source: Mediapanel, RU 07.2026, Parenting rating sites , ATS (Average Time Spent) [s]

mamo to ja

We invite you to work with us

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 Deadline
after publication of the advertisement, on the basis of an issued VAT invoice, within the period indicated on the invoice or order.

ISSN: 1232-8308

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

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

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

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

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

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

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

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

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