



Readership:

**1 697 000 people**

Circulation:

**140 353 copies**

Average sales of Gazeta Wyborcza<sup>1)</sup>

**92 177 copies**



Wyborcza.pl<sup>3)</sup>

**UU 20 255 000; PV 136 689 000**



Twitter: **769 500 likes**



FB: **695 000 followers<sup>4)</sup>**



### RECIPIENTS of Gazeta Wyborcza and wyborcza.pl<sup>2)6)</sup>

Wyborcza's recipients live in cities and are at the height of their professional activity. They hold senior jobs and are well-off.

They are educated, open-minded and curious about the world; they are also engaged in social life.

### THEMATIC SUPPLEMENTS

As much as 75% of Gazeta Wyborcza's and Wyborcza.pl's content pertains to culture, lifestyle, health, and science. Both the online and the paper editions offer a lot of additional content included in the thematic supplement, including but not limited to „Duży Format”, „Mój Biznes. Ludzie, praca, innowacje”, „Wyborcza TV”, „Co Jest Grane 24”, „Magazyn Świąteczny”, „Nasza Europa”, „Wysokie Obcasy”, „Ale Historia” and „Wolna Sobota”

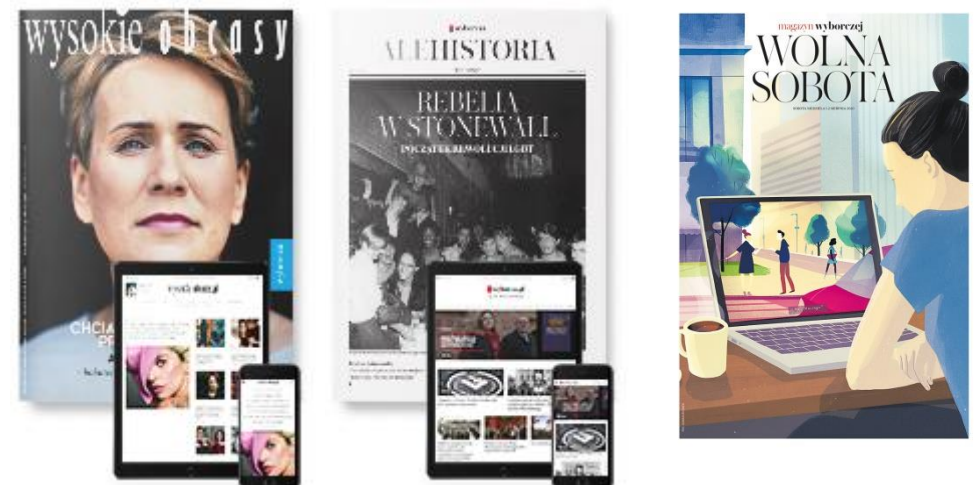
### DID YOU KNOW:

Wyborcza.pl has 240 000 subscribers – loyal, involved readers.<sup>5)</sup> It holds the 23 th place in the world when it comes to the number of digital subscriptions, which places it ahead of such titles as National Geographic or The New Yorker<sup>7)</sup>

 [fb.com/grupawyborcza](https://fb.com/grupawyborcza)

## REGULAR EDITIONS

TITLE	PUBLISHED ON
Duży Format	Monday
Mój Biznes. Ludzie - Praca - Innowacje	Tuesday
Wyborcza TV	Friday
Co Jest Grane 24	Friday
Wysokie Obcasy	Saturday
Ale Historia	Saturday
Wolna Sobota	Saturday



## STRENGTHS



**REACH**  
nationwide and local



**DIVERSITY**  
of subjects; social campaigns, news, tips, lifestyle



**MULTI-CHANNEL**  
press, internet, events



**BROAD GROUP OF RECIPIENTS**  
men and women, teenagers, and adults



**PROFESSIONALISM**  
of editorial offices and co-operation with experts



**QUALITY**  
of communication, engaging recipients



**EXACTING READERS**  
who pay for the content

