



Readership:

**1 873 000 people**

Circulation:

**125 500 copies**

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

**72 000 copies**



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

**UU 19 646 000; PV 136 689 000**



Twitter: **791 100 likes**



FB: **710 000 followers<sup>4)</sup>**



### Gazeta Wyborcza is the biggest opinion-making daily in Poland.

It is a reliable source of information about Poland and the rest of the world. 24 local editorial offices supply information about matters important to the citizens.

Wyborcza is strongly involved in social campaigns: for years now it has organised nationwide and local events of social, educational, and cultural nature. Gazeta Wyborcza is also the leader of digital transformation of the press in Poland. It was the first paper in Poland to implement the system of limited access to its content (paywall) and the digital subscription.

### 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

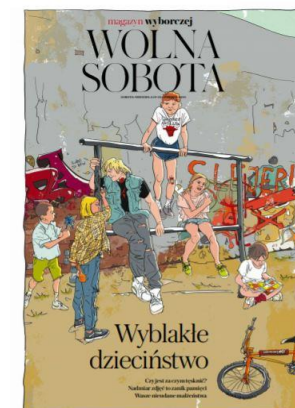
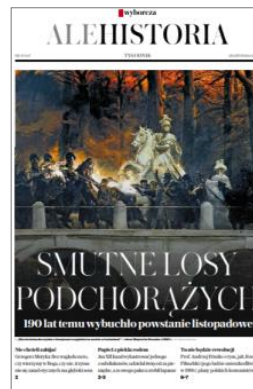
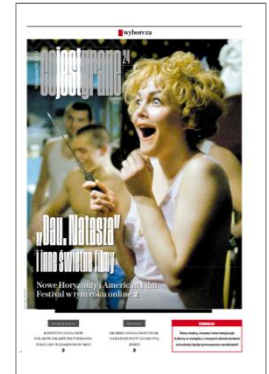
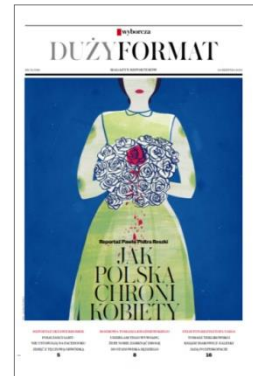
As much as 75% of Gazeta Wyborcza's and Wyborcza.pl's content pertains to culture, lifestyle, health, and science. Both the online and the paper editions offer a lot of additional content included in the thematic supplement, including but not limited to „Duży Format”, „Ale Historia”, „Mój Biznes. Ludzie,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

### DID YOU KNOW:

Wyborcza.pl has 243 000 subscribers – loyal, involved readers.<sup>5)</sup> It holds the 10th. Place in the Europe and 21st. 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

