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The most important women's magazines and their publishers on the Polish press market in the years 1989–2018

Abstract

In the years 1989–2018 the women's press was an important element of the Polish media market which was dominated by the foreign publishers. The most important of these are Bauer Media, Edipresse Polska, Burda International. Each year the companies introduced new magazines to the market. Their total number was around 100. Most of them settled on the Polish press market and, due to a good position on the market of recipients and advertisers, generated revenue for their publishers. The author captured quantitative changes in the segment of the women's press, analysed the involvement of the publishers in this part of the press market and highlighted the most important trends.

Keywords: women's magazines, segmentation, circulation, women's press publishers.

Najważniejsze magazyny kobiece i ich wydawcy na polskim rynku prasowym w latach 1989–2018

Streszczenie

W latach 1989–2018 prasa kobieca była ważnym elementem polskiego rynku mediów zdominowanym przez zagranicznych wydawców. Do najważniejszych z nich należą: Bauer Media, Edipresse Polska, Burda International. Każdego roku koncerny wprowadzały nowe czasopisma. Łącznie ich liczba oscylowała w okolicach 100. Większość z nich zadomowiała się na polskim rynku prasowym i, dzięki dobrej pozycji na rynku odbiorców i reklamy, generowała przychody swoim wydawcom. W artykule autorka uchwyciła ilościowe przeobrażenia w segmencie prasy kobiecej, przeanalizowała zaangażowanie wydawców w tę część rynku prasowego oraz wypukliła najistotniejsze tendencje.

Słowa kluczowe: magazyny kobiece, segmentacja, sprzedaż, wydawcy prasy kobiecej.

Introduction

Poland in the early nineties became the arena of great historical changes connected with the fall of the real socialism. These changes were many-sided. In the socio-political field, there was a process, which was characterized by moving from a centrally directed

economy to a market economy, from a bureaucratic-totalitarian system to a democratic system, from an enslaved society to a civil society. The basic foundations of the pluralist society began to form in all life areas. These various changes triggered civilization changes in the development of mass communication and the expansion of new information and communication technologies.¹ The mass audience was offered the growing range of media – products such as colourful magazines, various serials, talk shows, radio shows, reality shows and so on.

Contemporary media consumers may find it hard to imagine supermarkets, railway stations, shopping malls without newsagent offices/or stands with colourful, high-circulation magazines. They are a permanent element of social space. The multitude and apparent variety of the periodicals can be impressive. Well-known public figures, celebrities, well-groomed women, elegant men and cheerful children with their happy parents from magazines covers attract potential readers' attention. The vast majority of this offer is the offer from Western European publishers.² It is not possible to miss the presence, engagement, permanent investments on the Polish press market, which are to generate the expected profits. Editors with the foreign capital began to create modern high-circulation periodical press addressed especially to women.³

Despite the expansion of the internet⁴, women's press is still an important segment of the contemporary media market. This is evidenced by their participation in the global magazine circulation. Although in the recent years the readers' interest in magazines has decreased, the result at the level of 413 million copies in 2016 still satisfied the publishers. It made 58.9% of the global magazine circulation controlled by

¹ See more: T. Mielczarek, *Monopol pluralizm koncentracja. Środki komunikowania masowego w Polsce w latach 1989–2006*, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2007; A. Adamski, *Media w analogowym i cyfrowym świecie. Wpływ cyfrowej rewolucji na rekonfigurację komunikacji społecznej*, Dom Wydawniczy ELIPSA, Warszawa 2012; B. Dobek-Ostrowska, *Polski system medialny na rozdrożu. Media w polityce, polityka w mediach*, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 2011.

² Z. Oniszczyk, *Kapitał niemiecki w polskich mediach. Polityczne implikacje tego zjawiska* [in:] *Stosunki polsko-niemieckie w okresie przemian ustrojowych*, ed. P. Dobrowolski, Wydawnictwo Uniwersytetu Śląskiego, Katowice 1997, p. 70–82; B. Golka, *Kapitał Zagraniczny w polskich mediach* [in:] *Dylematy transformacji prasy polskiej (1989–1993)*, ed. A. Słomkowska, Elipsa, Warszawa 1994, p. 34–47; Z. Oniszczyk, *Niemiecki kapitał w prasie krajów Europy Środkowej (na przykładzie Węgier, Polski i Czech)* [in:] *Polska i jej sąsiedzi w latach dziewięćdziesiątych*, ed. B. Łomiński, M. Stolarczyk, Wydawnictwo Uniwersytetu Śląskiego, Katowice 1998, p. 337–348; Z. Oniszczyk, *Ekspansja niemieckiego kapitału na rynku prasowym Węgier, Polski i Czech*, „Zeszyty Prasoznawcze” 1999, nr 1/2, s. 93–103; O. Dąbrowska-Cendrowska, *Dwadzieścia lat minęło. Działalność wydawnicza koncernów: Burda Polska, H. Bauer, Gruner + Jahr Polska, Axel Springer Polska na polskim rynku prasowym*, „Studia Medioznawcze” 2010, No. 2, p. 90–109; J. Flankowska, *Zalety i wady obecności kapitału zagranicznego w polskich mediach drukowanych – próba systematyzacji problemów*, „Studia Medioznawcze” 2002, No. 5, p. 121–130.

³ J. Dzierżyńska-Mielczarek, *Rynek Mediów w Polsce. Zmiany pod wpływem nowych technologii cyfrowych*, Oficyna Wydawnicza Aspra-JR, Warszawa 2018, p. 189–205.

⁴ The author decided to spell by the use of small letters, because she does not treat the internet as the proper noun, but as the one of the media means – a ‘global web’ covering many local networks of various range. She treats the internet as a medium, not as a system.

The Institute of Press Circulation Control (Związek Kontroli Dystrybucji Prasy). For comparison: in 2005 the result amounted to 64.3%. ZKDP includes magazines belonging to seven typological groups (sub-segments) in the female press category. These are multi-thematic women's magazines, parenting magazines, culinary magazines, true story, entertainment and gossip magazines, people magazines and tv-guides.

The dynamic changes in the media market did not discourage the publishers from introducing new periodicals, though the copy sales used to decrease systematically. "Blżej Ciebie" (Bauer Media; 2010), "Gracja" (Bauer Media; 2012), "Uroda Życia" (Edipresse Polska; 2014), "100 Rad" (Bauer Media; 2017), "Well" (Bauer Media; 2018) and "Vogue. Poland" (Business Insider; 2018) found their place on the already saturated press market. It is worth mentioning that in the years 2010–2018 none of the leading high-circulation periodicals addressed to the female readers was closed down.

Segmentation within the female press played an important role in the development of these expectations of the press sector. On the one hand it enabled adjusting the offer to the interests and expectations of the readers, on the other hand it gave the possibility of reaching the advertisers who looked for the most appropriate, most profitable advertising channels.⁵

By segmentation, I understand the division of the entire consumer market into target groups with similar demographic, sociological, economic and psychological characteristics. It made it possible to treat these groups as independent markets for products and services that meet their needs.⁶

The women's press segment, abounding in the titles, got systematically divided into smaller typological groups, which could be called sub-segments, i.e. small subsets of the basic set-The women's press.⁷ The segmentation of the market considerably facilitates planning and running advertising campaigns, making it possible to target the clear message at the specific groups and designing the effective strategy by minimizing media acquisition costs.⁸

The aim of this article was captured quantitative changes in the female press segment, analyzed the engagement of the publishers with the foreign capital in this part of the press market and highlighted the most essential trends. Based on the methodology of media studies, it was decided to conduct a comparative analysis. The chosen research method allowed to show the dominant trends in the women's press segment. Because of the formal requirements, it is not possible to present all the magazines of the leading media companies in the article, so the author focused on those which generated the highest revenues from the copy sales. From an economic point of view, they were

⁵ See more, O. Dąbrowska-Cendrowska, *W stronę sprofilowanego odbiorcy – próba analizy zjawiska na przykładzie oferty koncernów z zagranicznym kapitałem*, „Rocznik Bibliologiczno-Prasoznawczy” 2012, Vol. 15, z. 2, p. 71–87.

⁶ *Słownik terminologii medialnej*, ed. W. Pisarek, Universitas, Kraków 2006, s. 223.

⁷ The author based on the typology proposed by R. Filas when she named the female press sub-segment. See more: R. Filas, *Polskie czasopisma w XXI wieku – rozwój czy kryzys?*, „Zeszyty Prasoznawcze” 2007, No. 1/2, p. 1–30.

⁸ *Słownik terminologii medialnej...*, *op. cit.*, p. 224.

the most important. The paper deals with the period of the years from 1989 to 2018. The first date is not to be discussed. The year 1989 brought about not only the collapse of the real socialism, but also it started a thorough modernization of the socio-political system and legal norms regulating the functioning of the means of the mass communication, including high-circulation magazines among them. The introduced changes made the investment of Western European capital on the Polish press market possible. The year 2018 is of a symbolic value. It represents a compromise between the most up-to-date research and the formal and technical aspects connected with the publishing process.

The publishers of the women's magazines

The magazines addressed to the female audience form a rich and heterogeneous press sector, which consists of both the general topic magazines (i.e. "Twój Styl", "Claudia", "Pani Domu") and those focused on the leading topic (i.e. "Mamo to Ja", "Twoje Imperium", "Prześlij Przepis").⁹

The leading editors of the women's press in the years 1989–2018 were companies with the foreign capital. The problem of the presence of foreign capital on the Polish media became significant during the transformation of the press. The first messengers of the foreign press groups appeared in Poland in the late 1980s.¹⁰ However, the law in force did not allow them to publish press in Poland. In exceptional cases they could, at most, support some publishing initiatives. Due to the political changes the legal changes became possible. As it has already been mentioned, the "Round Table" agreement, backed up by the amendment of the Press Law Act of June 1989, resulted in the rise of thousands of press titles. Under this law, every grown up and not – punished citizen of Poland could become a press publisher. It was not difficult for foreign publishers to benefit from this right as well. They enjoyed the approval of the Ministry of Foreign Affairs. The unregulated legal rules concerning the entry of the foreign capital onto the Polish press market caused the invasion of large Western press and publishing companies and the emergence of many new magazines in Poland.¹¹ It is obvious that rich countries, and more precisely press concerns and companies which operated in them invested in foreign markets. Poland was in their sphere of interest. Such great tycoons as Silvio Berlusconi, Axel Springer, H. Bauer, David Chase, Rupert Murdoch, Robert Hersant, Jörg Marquard, Nicola Grauso and Bertelsman appeared on the market. Media tycoons resorted not only to publishing printed press. With the passing of time, private commercial television and radio stations and new information and communication technologies started to gain their interest.¹²

⁹ O. Dąbrowska-Cendrowska, *Prasa kobieca w czasach ekspansji nowych mediów*, „Zeszyty Prasoznawcze” 2016, 2016, No. 2, p. 424–439.

¹⁰ B. Golka, *Kapitał Zagraniczny w polskich mediach...*, *op. cit.*, s. 42–45.

¹¹ Z. Bajka, *Rynek mediów w Polsce* [in:] *Dziennikarstwo i świat mediów*, ed. Z. Bauer, E. Chudziński, Universitas, Kraków 2004, p. 84–85.

¹² See more: J. Dzierżyńska-Mielczarek, *Rynek mediów w Polsce...*, *op. cit.*, s. 207–257.

In the years 1989–2018, three major companies, two German companies and Swiss one dominated the market¹³. Bauer Media Polska, the biggest company with the German capital, took over Phoenix Press company in 2009. Both companies have been cooperating for many years. Bauer gave the Phoenix Press a special edition license under their respective magazines. In the second half of May 2009, Heinrich Bauer Verlag Beteiligungs of Bauer Media Group bought 79% of shares in the Phoenix Press. The purchase formalized previous internal relationships and contracts. Bauer Media consistently sought to establish a monopoly position in the individual market segments. It dominated the tv-guides yellow press. The next segment that aroused its keen interest were the titles belonging to the real life stories or true stories, that used to be published by Phoenix Press. As a result Bauer Media owned 51 magazines.

The second place was taken by the company with the Swiss capital – Edipresse Polska, which edited 23 magazines. This much smaller company published mainly parentings magazines, luxury magaiznes and people magazines.

The third place belonged to Burda International Polska¹⁴ with 10 magazines and which since 2006 has been trying to strengthen its position so as to compete with Bauer and Edipresse Polska. At the beginning of 2006, Burda announced the merger with Hachette Filipacchi Polska. Officially, the new company has been in operation since the beginning of July 2006. Capital control over the new structure, Hachette Filipacchi was taken over by Burda Polska, which owned 51 per cent shares. In April 2013, Burda Media Polska informed the public about the possibility of acquisition of Gruner + Jahr Polska shares. At the beginning of August 2013, the Office of Competition and Consumer Protection issued a positive opinion, which resulted in the company becoming the publisher of 30 magazines, 20 websites and a book publishing house, becoming one of the top three companies offering free time magazines. The process of the merger of the two companies started in December 2013. Thus, Burda's portfolio comprised international brands such as "Elle", "National Geographic", and "Gala" or "Claudia".

There were also smaller publishers such as Marquard Media Polska, Agora S.A., United Entertainment Enterprises Group (Grupa Zjednoczone Przedsiębiorstwa Rozrywkowe) or Publishing House "Zwierciadło" Sp. z o.o. The women's press segment underwent systematic transformations, which consistently led towards the situation in which a relatively constant number of titles (oscillating around 100) are in the possession of the smallest number of owners.

Having analysed the women's press market in the years 1989–2018, a growing capital concentration is visible. In 1996 foreign and Polish publishers got involved in the women's press segment. In 1990 the company The Publishing House with the Polish capital introduced its first luxury magazine – "Twój Styl". This monthly magazine

¹³ See more: O. Dąbrowska-Cendrowska, *Koncentracja, specjalizacja, dywersyfikacja produktów i usług. Działalność koncernów prasowych z zagranicznym kapitałem na polskim rynku magazynów wysokonakładowych*, „Studia Medioznawcze” 2015, No. 1, p. 71–83.

¹⁴ This name has been established by the company since 2013 after the acquisition of G + J Poland.

became the undisputed leader among exclusive women's magazines. The publisher also offered "Filipinka" addressed to teenagers¹⁵. In 2002 this Publishing House was sold to the German concern Bauer Media Group. The study conducted make us claim that this was a preview of the dynamic transformation, consolidation and specialization of publishers, that has resulted in the deepening segmentation within the women's press. In 2006 up to 11 publishers edited 100 magazines (Bauer Media Polska – 27, Phoenix Press – 18, Edipresse Polska – 16, Axel Springer – 10, Gruner + Jahr Polska – 8, Agora SA – 6, Burda Media Polska – 6, Marquard Media Polska – 2, Hachette Filipacchi Polska – 2, Prószyński Ltd., ZPR – 2, Zwierciadło Sp. z o.o. – 1 magazine). Ten years later, on the market there were seven players left, who published the same number of magazines (Bauer Media Polska – 51, Edipresse Polska – 23, Burda International – 10, Agora SA – 9, Marquard Media Polska – 5, Zwierciadło Sp. z o.o. – 1, ZPR – 1).

As mentioned above, Bauer Media Polska was the largest publisher of women's press in Poland in the years 1989–2018. The company debuted in 1992 with the launch of „Tina”, which was a ready – made pattern of a German periodical with the same title. The colourful magazine was enthusiastically accepted by the Polish readers who used to read black and white, plain periodicals. The publisher consistently developed his offer which resulted in its dominant position in the magazine sub-segment of true story magazines (31 magazines) and entertainment-gossip ones (8 periodicals). Bauer Media Polska achieved a very good position among the bi-weekly entertainment and guidance (3 periodical magazines), luxury magazines (3 periodicals) and monthly guidance (2 periodicals). Table 1 presents the most important magazines of the company

Table 1. The ranking of the most important Bauer Media magazines

Title	In company	Average company sales in thousand ¹⁶ copies	Female press sub-segment
„Życie na Gorąco”	1994	648	entertainment and gossip magazines
„Świat Kobiety”	1993	411	monthly guidance magazines
„Kobieta i Życie”	2008**	402	monthly guidance magazines
„Tina”	1992	374	bi-weekly guidance and entertainment magazines
„Show”	2008	355	people magazines
„Twoje Imperium”	1998	354	entertainment and gossip magazines
„Chwila dla Ciebie”	1995	305	true story magazines
„Twój Styl”	2002*	244	luxury magazines

Source: Own research. The sales data from ZKDP.

* „Twój Styl” came into existence in 1990.

** „Kobieta i Życie” came into existence in 1946.

¹⁵ „Filipinka” debuted on the Polish publishing market in 1957 on the initiative of the editorial of women's magazine “Kobieta i Życie”. The youth magazine aimed to educate future readers of “Kobieta i Życie”.

¹⁶ Average sales were calculated on the basis of annual data published by ZKDP in the years 2004–2015. It seems that this perspective is enough to emphasize the dominant tendencies and the most important magazines.

Edipresse Polska is a company with the Swiss capital, which in 1995 appeared on the Polish press market with the purchase of "Przyjaciółka"¹⁷ – the magazine that was well – known to the Polish readers. The company started to develop its portfolio in the sub-segment of the magazines of true story type (8 periodicals), of parenting magazines (5 periodicals) of the magazines of the people type (3 periodicals), and bi-weekly entertainment and guidance magazines (2 periodicals). For 20 years the company continued expanding its portfolio, becoming the publisher of 23 titles that belonged to five press segments. The most, 8 titles were offered to the readers of the group of true story magazines. The company did not report these periodicals to ZKDP, therefore there is no reliable data showing the position of these magazines on the market.

Table 2. Ranking of the most important Edipresse Polska magazines

Title	In company	Average company sales in thousand copies.	Female press sub-segment
"Party. Życie Gwiazd"	2007	402	people magazines
"Poradnik Domowy"	2013*	373	monthly guidance magazines
"Przyjaciółka"	1995	369	bi-weekly guidance and entertainment
"Flesz"	2011	209	people magazines
"Viva"	1997	196,5	people magazines
"Twój Maluszek"	2005	136	parenting magazines

Source: Own research. Data from the sale of ZKDP.

* "Poradnik Domowy" appeared in 1990.

Burda International began to function on the Polish press market in 1989. It acted as Hubert Burda Media. The company changed its name several times because of the acquisitions of smaller companies. The acquisitions of a French-owned company – Hachette Filipacchi Polska and Gruner + Jahr Polska – a company with German capital were the most important. Burda, which started its activity on the Polish market from a wide range of cutting and dressmaking patterns, consistently kept changing its offer. In their portfolio there was "Burda", and also exclusive magazines namely: "Elle", "Glamour", "In Style", "Claudia". Table 3 presents the most important titles belonging to this company.

Table 3. Ranking of the most important Burda Polska magazines

Title	In company	Average company sales in thousand copies	Female press sub-segment
"Dobre Rady"	1995	422	monthly guidance magazines
"Claudia"	2013*	348	monthly guidance magazines
"Glamour"	2008	144,5	luxury magazines
"InStyle"	2003	75	luxury magazines
"Elle"	2006**	74,5	luxury magazines

Source: Own research. Data from the sale of ZKDP.

* "Claudia" appeared in 1993

**"Elle" appeared in 1994

¹⁷ "Przyjaciółka" appeared on the Polish market in 1948.

Agora S.A is one of the largest media companies in Poland. Its offer includes newspapers, (“Gazeta Wyborcza” 1989), outdoor advertising, cinema network, internet and radio enterprises, magazines, and the sale of editorial collections. Unlike Bauer Media, Edipresse Polska and Burda International, which started with the offer targeted at women and gradually invested in other sectors of the media market, Agora began with the everyday press and treated the women’s press as a supplement to its media business. The Group’s offer is presented in Table 4.

Table 4. Ranking of the most important Agora S.A magazines

Title	In company	Average company sales in thousand copies	Female press sub-segment
“Wysokie Obcasy. Extra”	2010	89	luxury magazines
“Dziecko”	1995	76,5	parenting magazines
“Kuchnia. Magazyn dla Smakoszy”	1995	20	culinary magazines
“Dziecko. Extra”	2016	no data	parenting magazines
“Lubię Gotować”	1998	no data	culinary magazines

Source: Own research. Data from the sale of ZKDP.

Marquard Media Polska is another company with the Swiss capital, which in the summer of 1993 invested in the Polish press market. The company is definitely smaller but consistent in its activities. From the beginning it was interested in luxury magazines, issued on better paper. In addition to the women’s press, it also published luxury magazines addressed to men such as “Playboy” and “Esquire”. Table 5 presents the offer of the company.

Table 5. Ranking of the most important magazines Marquard Media Polska

Title	In company	Average company sales in thousand copies	Female press sub-segment
“Joy”	2006	135	luxury magazines
“Cosmopolitan”	1997	116	luxury magazines
“Hot Moda”	2010	75	fashion and beauty magazines
“Shape”	2004	49	health and lifestyle magazines
“Harper’s Bazaar”	2012	30	luxury magazines

Source: Own research. Data from the sale of ZKDP.

The offer of high-circulation magazines addressed to women was complemented by the luxury magazine “Zwierciadło” and “M jak Mama” targeted at parents. The first one belonged to the Polish Publishing House “Zwierciadło” Sp. z o.o. Its average sale amounted at the level of 89 thousand. The other one was owned by the United Entertainment Enterprises Group (54 thousand).

The comparison of the results from the average copy sales of magazines which are first in the ranking of particular publishers, entitles one to state that Bauer Media Polska was the undisputed leader, outclassing some publishers. Table 6 presents the sales leaders.

Table 6. The Sales Leaders

Title	In company	Average company sales in thousand copies	Female press sub-segment
"Życie na Gorąco"	Bauer Media	648	entertainment and gossip magazines
"Party. Życie Gwiazd"	Edipresse Polska	402	people magazines
"Dobre Rady"	Burda Polska	422	monthly guidance magazines
"Wysokie Obcasy. Extra"	Agora SA	89	luxury magazines
"Joy"	Marquard Media	135	luxury magazines
"Zwierciadło"	Zwierciadło	89	luxury magazines

Source: Own research.

The publishers also invested in various types of websites among which: woman.interia.pl (Bauer Media) or woman.gazeta.pl (Agora S.A.) that was not based on the name of any title owned by the owners, were very popular. Burda International accepted a different strategy. It offered services based on well-known titles such as caludia.pl, glamour.pl or gala.pl. Marquard Media Polska possessed two types of services. Some of them were associated with the name of the periodical namely: shape.pl and hotmoda.pl, and the others were somehow independent i.e. kozaczek.pl. Table 7 presents this offer.

Table 7. Press companies and their websites

Company name	The internet services	
	addressed to women	others
Bauer Media Polska	mam.dziecko.interia.pl; kobieta.interia.pl; kobieta.naj.pl; styl.pl; plotek.pl; swiat.seriali.pl.	mobile applications (Android operating system) – koko play; krzyżówki pro; durszlak; pyszne. durszlak.pl; krainakiko.pl; astro.pl; konkursyphoenix.pl. interia.pl; sunrise.system.pl; artefakt.pl. topsolutions.pl
Edipresse Polska	party.pl; wizaz.pl; polki.pl; babyonline.pl; gotuj.pl mobile applications (Android operating system) "Viva", "Be Active", "Party", "Uroda Życia", "Mamo to Ja".	
Burda International Polska	burda.pl; elle.pl; galla.pl; glamour.pl; instyle.pl; kobieta.pl; mojegotowanie.pl; prześlij.przepis.pl; rodzice.pl; styl.io.pl; claudia.pl. elledecoration.pl; mójpięknyogród.pl	focus.pl, national-geographic.pl, crn.pl, chip.pl
Agora S.A.	avanti.pl; kuchnia-magazyn.pl; e.dziecko.pl; avanti24.pl; wysokieobcasy.pl; kobieta.gazeta.pl, gazeta.dziecko.pl; plotek.pl dynamic development of mobile offer for example: "Avanti", "Kuchnia", "Wysokie Obcasy Extra".	Gazeta.pl, wiadomości.gazeta.pl, wyborcza.pl, zdrowie.gazeta.pl, weekend.gazeta.pl, sport.pl, PolskaBiega.pl, MyFitness.pl, Junior.Sport.pl, Deser.pl; Moto.pl, Ladnydom.pl, Czterykaty.pl, Bryla.pl, Domiwnetrze.pl, Dmosfera.pl i E-ogrody.pl, podróże.gazeta.pl

Company name	The internet services	
	addressed to women	others
Marquard Media Polska	milion.kobiet.pl; kozaczek.pl; zeberka.pl, Boksal.pl, supermamy.pl, hotmoda.pl, shape.pl, jamiemagazine.pl mobile applications: "Joy", "Cosmopolitan", Hot.Moda&Shopping", "Harper's Bazar".	Esquire.pl, ckm.pl, playboy.pl, auto.stuff.pl, voyage.pl,
Zwierciadło Sp. z o.o	Zwierciadło.pl (service shared by two magazines: "Zwierciadło" i "Sens").	
ZPR	mjakmama.pl	Se.pl, eska.pl, eskago.pl, eskarock.pl, eskainfo.pl, murator-dom.pl, poradnikzdrowei.pl, muratorplus.pl, urzadzamy.pl

Source: Own research.

Conclusion

In the years 1989–2018 the Polish market of high-circulation magazines addressed to women was dominated by the companies with the foreign capital. In 1996 up to 13 companies, including three companies with the Polish capital, possessed 100 titles. In 2006 there were 11 players left on the press market. Ten years later, in 2016, there were only 8 players left. Large, well-known companies gave up the publishing of the women's press in Poland. Hachette Filipacchi Poland, G + J Poland, Phoenix Press were taken over by major publishers as they did not stand the changing market conditions and ever harsher competition. Axel Springer Polska sold its titles because of the change of its publishing profile. It resigned from investing in the women's press and concentrated on new information and communication technologies.

Due to the mergers and acquisitions that took place between 2000 and 2014, major publishers could introduce the product diversification and service strategy and deepen the specialization and segmentation of the press offer. The decisive dominance of Bauer Media in the sub-segment of the true story and the position of monopoly in the group of entertainment and gossip magazines is an example of this phenomenon. Companies adapting to the new media ecology invested also in web sites, which were the next distribution channel of the content prepared.

It seems that this process will get developed. Women's press publishers wanting to exist in an intensively changing media market must look for a new channel for distribution of their content. It should also be remembered that the age of the media audience is significant. Young media users prefer network resources. It can be assumed that the magazines' circulation will continue to decrease as the group of users for whom the internet is the most important medium continues to grow. In general, we can say that a 60-year-old person looks for information about celebrities in entertainment and gossip magazines and 25-year-olds in gossip portals. It seems that the surveyed media groups are forced to invest in other sectors of the media market in order to make

profits. The owners of these companies are well aware that colour magazines are not enough in a network society.

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