Poczta Polska maintains a strong position in the press sales market. Customers are also happy to use subscriptions

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Research shows that 82% of people aged 15-75 read the press in Poland, whether in print or digitally. Poczta Polska is one of the major sellers of paper press. Readers visiting post offices are interested in titles aimed at people of all ages and with different passions. Poczta Polska customers also like to use the subscription service â€“ and the press is delivered to them regularly and without additional fees, directly to the indicated address.

Poczta Polska offers a total of almost 1,000 press titles, including local and national dailies and magazines (weeklies, monthlies, quarterlies, semi-annuals and yearbooks) – opinion magazines, industry titles, hobby titles, television titles, children's titles, and guide and entertainment magazines. Special editions and supplements to various press titles can also be purchased at post offices.

Newspapers straight to your home – thanks to the subscription service

Poczta Polska offers its customers a subscription service and delivers the press titles they have ordered to the specified address without additional delivery and service charges. Subscription orders can be placed via the Poczta Polska website , at post offices and from postmen, with the option of choosing the payment method. Thanks to this, customers receive their favorite titles regularly to the address they have specified.

The press subscription service can be used by individuals as well as legal entities or organizational units without legal personality but with legal capacity (e.g. partnerships - general partnership, professional partnership, limited partnership, limited joint-stock partnership, housing communities, budgetary units, capital companies in organization).

Using the subscription service offers a number of benefits for the reader. One of them is saving time and money. The press - without any additional costs - goes where the customer wants it (the place indicated in the order).

What do customers most like to buy at branches?

In 2024, Poczta Polska recorded sales growth in the following categories: opinion weeklies,

hobby weeklies (including sports-related ones) and some regional dailies. Poczta Polska customers were eager to buy opinion weeklies, including "Newsweek Polska", "Polityka", "Angora", advice weeklies - "Dobry TydzieÅ„", "100 Rad", "PrzyjacióÅ‚ka", "Kobieta i Å»ycie" and "Poradnik Domowy". However, the undisputed sales leaders among weeklies were popular magazines for women: "Chwila dla Ciebie", "Å»ycie na GorÄ…co" and "Twoje Imperium". The title addressed to football fans - "PiÅ‚ka NoÅ¼na" also sold very well.

For years, TV weeklies have also been selling very well in Poczta Polska. Last year, the first place was taken by "Tele TydzieÅ„", but customers were also eager to reach for other titles in this category.

Among the dailies, Poczta Polska customers most frequently bought "Fakt", "Gazeta Wyborcza", "PrzeglÄ…d Sportowy" and "Super Express", and among the local titles "Echo Dnia", "Gazeta Krakowska", "Gazeta WspóÅ‚czesna BiaÅ‚ystok" and "Dziennik Å□ódzki".

Among the titles for younger readers, various types of educational magazines and those related to popular children's interests: Lego blocks, LOL dolls or Pokemon sold well. For years, Poczta Polska customers have also been very keen to buy various types of crosswords: panoramas, jolki, cryptic crosswords, puzzles, crossword puzzles, sold as stand-alone editions and special editions of various press titles.

Thousands of points of sale

Through Poczta Polska, you can buy newspapers throughout the country – in about 4,600 post offices, located in large agglomerations, but also in smaller towns and rural areas. In many locations, Poczta Polska is the only place providing access to the press. In post offices, the press is usually displayed on dedicated stands. Before buying, customers can browse the titles they are interested in, and in about 300 offices, where the standard of displaying the press has changed, you can also ask an employee supporting customers in the service room, the so-called frontman, for advice on the commercial offer.

Poczta Polska monitors trends in the press market and responds to customer needs. It also intends to continue and develop its services in this area in order to meet the needs of readers and maintain a strong market position in the press sales segment.

The press is an important source of information

According to PBC (Polish Readership Research), last year over 280 million copies of the press were sold in printed and digital form. In the population surveyed by the press market analysis center, printed editions are read by 44% of people, and digital press by

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69%. Printed press is preferred primarily by people aged 55-75, and with the age of readers, the intentional choice of printed press as the main source of information increases. Printed press is the least likely to be read by people aged 15-24, but for almost 30% of people aged 15-24, printed press is still the main source of information.

Source: Poczta Polska

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