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The Internet Services for Women – an Attempt to Diagnose the Market

ABSTRAKT

Serwisy internetowe dla kobiet – próba diagnozy rynku

Serwisy internetowe dla kobiet cieszą się dużą popularnością wśród internautek. Nazywane są także internetowymi magazynami. Analizując zawartość tematyczną widać wyraźnie, że poruszają te same treści, które dostępne są na łamach popularnych czasopism kobiecych. Zmienił się kanał dystrybucji treści. W latach 2007-2017 pierwsze miejsca na listach rankingowych zajmowały te serwisy, które należały do dużych grup mediowych, tj. Ringier Axel Springer (kobieta.onet.pl), Grupa Wirtualne Media (kobieta.wp.pl), Agora S.A (kobieta.gazeta.pl), Bauer Media (kobieta.interia.pl). Od 2013 roku widać zmiany na rynku. Mniejsze, samodzielne serwisy, tj. polki.pl czy kafeteria.pl zostały liderami rankingów. Celem artykułu jest: 1) próba diagnozy rynku serwisów internetowych dla kobiet; 2) ukazanie ilościowych i jakościowych zmian zachodzących w tym segmencie rynku medialnego; 3) analiza prób koncentracji własności w rękach największych wydawców.

SŁOWA KLUCZOWE: serwisy internetowe dla kobiet, koncentracja własności.

The Internet services addressed to the female recipient enjoyed great popularity among the female internet users in the period from 2007 to 2017. Both the owners of those services and their users used to name those services online women's magazines. A comparative analysis of both the internet services and popular magazines addressed to women shows a high level of similarity in terms of their content. It seems that the same or similar topics were disseminated, for commercial purposes, via other distribution channels. The most popular women's websites belonged to the largest, horizontal media groups operating on the Polish media market, i.e. Grupa Wirtualne Media Polska, Grupa Onet Ringer Axel Springer, Grupa Interia.pl and Grupa Gazeta.pl.¹

¹ According to Gemius company, in March 2017, the most popular publishers (the website and the internet programs owners), which are used by the most Internet users (all the devices were included) were: Google Group

The article is an attempt to diagnose the market of online websites addressed to the female recipients, with particular emphasis on the quantitative and qualitative changes taking place in this segment of the Polish media market. It also tries to present an introductory analysis of the involved capital concentration.

In December 2013, the PBI/Gemius research was published. It concerns the following question: „What content do women look for on the Internet most frequently?” the analysis reveals that the topics related to health, home and family were the most popular among the Polish Internet users (63% of the Internet users on these websites are women). The Polish Internet users used to visit most of all online stores (62%) and websites with the Internet cards and greetings (60%). Culinary, parenting, feminine and lifestyle online services were very frequently chosen by the Internet users from the Czech Republic, Romania, Slovakia, Moldova, Turkey, Ukraine and Hungary. The services dealing with pregnancy and motherhood were the most popular in the Czech Republic (62%) and in Slovakia (56%). Lifestyle was the number one topic for the network users from Moldova (63%) and Turkey (53%), whereas the websites with recipes attracted the biggest attention among Bulgarians (64%). The Ukrainian Internet users looked primarily for a recipe for health (62%). In Hungary, the topic that generated the most interest was luxury. Almost 59% of those Internet users in this thematic category were women².

Tab. 1. Ranking of the most popular thematic categories among the Internet women users

COUNTRY	DOMINANT TOPIC					
The Czech Republic	pregnancy and motherhood	62%	health	56%	hobby	53%
Poland	health, home family	63%	shopping	62%	cards the Internet wishes	60%
Moldava	lifestyle	63%	social Internet websites	57%	search engines	52%
Ukraine	health	62%	women	62%	work	56%
Slovakia	women and mothers	56%	health	56%	work and education	53%

(26.5 million – 96% reach among the Internet users), facebook.com (22.8 million – 82.6%), GrupaOnet-RASP (21.5 million – 77.6%), Wirtualna Polska Group (21.1 million – 76.4%), youtube.com (20.0 million – 72.3%), Interia.pl Group 18.7 million – 67.9%), OLX Group (16.7 – 60.7%). See more at <https://businessinsider.com.pl/media/internet/najpopularniejsze-strony-internetowe-w-polsce-w-marcu-2017-roku/ylx1d3d> (04.10.2017)

² In order to check which thematic categories of the websites attract the majority of women, Gemius company analyzed the sex of the websites users (with regard to the indicator presenting the match, which means the ratio of the number of users of the target group to the number of all the users in the selected thematic website category in the chosen period of time). The analysis concerns the countries in which the research conducted by Gemius company takes the websites categorization into account. The data come from an international study conducted in over 30 countries in Europe, the Middle East and North Africa (Gemius Audience) by Gemius company. The aim of the research is to get to know the number and demographic profile of the Internet users and the way they use the Internet websites. The study was conducted in accordance with the principles of the ICC/ESOMAR international code. In Poland, it is carried out under the name Megapanel PBI/Gemius.

Hungary	luxury lifestyle	59%	family	56%	culinary	55%
Bulgaria	culinary	64%	health	61%	women	60%
Turkey	lifestyle	53%	social portals	48%	video	47%

Source: ranking based on a meta-analysis of the content available at <https://www.gemius.pl/agencje-aktualnosci/kobiece-spojrzenie-na-internet.html>

Lifestyle – a Feminine Category

The issues of home, family, health, interior decoration, interpersonal relations, culinary, fashion and beauty, etc., which are associated with the female recipient, were treated collectively as „lifestyle” by Megapanel PBI/Gemius³. This category includes both multi-thematic websites and the ones concentrated on a single leading issue.

One of many definitions of lifestyle is as follows:

„the totality of qualities characteristic for the behaviour of individuals or communities [...] visible especially in everyday life (in attitudes towards work, ways of spending free time, consumption, clothes, interpersonal relationships, etc.)”⁴.

According to Andrzej Siciński, lifestyle is the scope and form of everyday behaviours of individuals or groups, specific because of their social position, i.e. manifesting social position and perceived as characteristic of this position, and thus enabling the wider social location of other people. This concept concerns not only human behaviour, but also psychophysical mechanisms that are at the basis of behaviours: human motivations, needs, accepted values⁵. The researchers of lifestyle put emphasis on the behaviours that occur every day because repeated and routine behaviours are taken into consideration. Thus, are lifestyle allows for making some choices from a wider repertoire of cultural patterns that known and accepted in a given cultural circle⁶. The repertoire of patterns in the media society is frequently created by the media via their offer. According to Siciński the notion of lifestyle, perceived in such a way has three functions:

- it deals with belonging to a given social group;
- it distinguishes a given group from a wider community;

³ Gemius company studied the websites in Poland in over 20 thematic categories, i.e.: business, erotism, communities, sports, the automotive industry, e-commerce, tourism, business-finance-law, information and journalism, culture and entertainment, lifestyle, the automotive industry, building, construction and real estates, education, companies, new technologies, work, community, communication, maps and locators, hosting, public, search engines and catalogues.

⁴ Socjologia. *Przewodnik encyklopedyczny*, Warszawa 2008, p. 212. In its most frequent and most general application, this term reflects alternative ways of life, which can generally be perceived through the values and forms of consumption that accompany the growing diversity of the developed capitalist societies.

⁵ A. Siciński, *O funkcjach stylów życia*, [in:] *Styl życia: przemiany we współczesnej Polsce*, A. Siciński, (eds.), Warszawa 1978, p. 387.

⁶ *Socjologia. Przewodnik...*, op. cit., p. 212.

- it determines the level of expressing the personality of an individual⁷.

It is clearly visible that the first two functions refer to the community. The third one refers to an individual and his/her functioning in the society.

Comparing the way we live, in other words comparing *lifestyle* with the contemporary media, we can say that it is the concept that is fashionable, capacious and evokes positive associations. Carolina Pietyra, a media planner from Pro Media House, states that „everyone uses this term because it is a good marketing gimmick. Unfortunately, sometimes it denotes nothing”⁸. What is more the term sounds good in English, evoking positive associations. Beata Mietkowska, the editor of „Elle” notices that:

„luxury magazines are considered to be *lifestyle ones* because they present a given lifestyle in the most consistent way. For me *lifestyle* is the consistency of the outfit and way of thinking, where we eat, what we read, what music we listen to”⁹.

The free market made the emergence of generic media possible and the Internet websites for women belong to it without any doubt. Małgorzata Lisowska-Magdziarz notices that the results of marketing research have become the basis for the generic profiling, which is expressed by the media selecting and shaping their content according to the presumed feminine or masculine preferences, interests, tastes and emotional and aesthetic needs¹⁰. Therefore on their pages, they offer a specific lifestyle that clearly correlates with the affluence wallet. There is a conviction among the advertisers that the lifestyle label makes big city dwellers use media of such a profile. They have money and want to spend it on the advertised products. They accept the lifestyle and do not mind the costs they have to incur. Don Kummerfeld, connected with The International Federation of the Periodical Press (FIPP), is of a similar opinion. He admits that there was no formal definition of this press segment. This observation can also be referred to lifestyle websites. In his opinion, this concept usually refers to these media products in which we deal with consumer interests manifested in the way of the life they choose and the type of products or services they purchase¹¹. Thus, it can be said that from the research perspective concerning the media offer, the category of lifestyle results from the everyday choices of individual consumers and from a wide range of behaviours that are possible in a given culture.

⁷ A. Siciński, *O funkcjach stylów...*, op. cit., p. 388.

⁸ A. Wieczerzak, *Styl w formie*, „Press” 2008, No. 9, p. 56.

⁹ Ibidem, p. 57.

¹⁰ M. Lisowska-Magdziarz, *Media powszechne. Środki komunikowania masowego i szerokie paradygmaty medialne w życiu codziennym Polaków u progu XXI wieku*, Kraków 2008, p. 285-286.

¹¹ A. Wieczerzak, *Styl w formie...*, op. cit., p. 56.

„Lifestyle” in PBI/Gemius studies is a capacious category, which, as it has been already mentioned, includes multi-subject websites, namely women's and thematic websites targeted at one leading issue, e.g. parenting, culinary. In October 2016, 81% of all of the Internet users visited at least one website belonging to the „Lifestyle” category. According to PBI/Gemius research, the most popular of them were: women's websites (52%), health and medicine (49%), kitchen and cooking (44%), rumors – the life of celebrities (39%), children and parents (32%) , fashion and beauty (24%), services for men (18%)¹².

Tab. 2. „Lifestyle” – popularity ranking (October 2016)

NAME	USERS (REAL USERS)	THE RANGE OF THE INTERNET USERS %
Women's services	13 572 240	52,04
Health and medicine	12 691 575	48,66
Kitchen and cooking	11 360 690	43,56
Lifestyle of others	10 836 993	41,55
Rumours and celebrities life	10 064 114	38,59
Children and family	8 455 181	32,42
Fashion and beauty	6 213 909	23,83
Men's services	4 774 771	18,83
Religion	4 303 172	16,50
Diets, slimming, fitness	3 689 958	14,15
Dream book, horoscopes, magic	3 455 334	13,25
Hobbies	1 682 561	6,45
Students and youth services	1 288 874	4,94
Wedding and wedding receptions	845 036	3,24

Source: Megapanel PBI/Gemius.

The owners of the online lifestyle websites for women

The most popular women's websites belonged to the largest, horizontal media groups operating on the Polish media market. The first place in terms of the number of real users was taken by Wirtualne Media Polska Group (over 11 million). The second one belonged to Grupa Onet Ringer Axel Springer (almost 10 million). The Interia.pl Group, belonging to Bauer Media, and Grupa Gazeta.pl, (6.3 million) had similar achievements. Out of the eight media groups investing in

¹² More on this subject see: J. Ciemniowska, *Internetowe serwisy o zdrowiu PBI report*, <http://pbi.org.pl/wp> (21.06.2017).

this market sector, six were also associated with the press market. The Ringer Axel Springer group started with women's magazines. In 2007, the company profile was changed. Having sold the female titles, Marquard Media Polska company began investing in websites and web portals. Resigning from the women's press did not mean resigning from the female recipient. On the contrary, they began expanding the offer addressed to women. The third company in the ranking – the Interia Group – belonged to the Bauer Media company, the undisputed leader in the women's press segment, which systematically expanded its online portfolio with services and portals addressed to this group. Edipresse Polska and Burda Media developed women's websites based on their flagship titles. The United Entertainment Enterprises Group also entered this market sector.

Tab. 3. Ranking of websites by monthly reach – „Lifestyle”

Name	Users (real users)	Range %	Users (real users)	Range
	2015 July		2015 December	
WirtualnaPolska Group	11 225 515	45,01	9 906 915	40,56
Onet RASP Group	9 910 565	39,74	9 792 710	40,09
Interia.pl *	6 335 680	25,42	6 372 009	26,09
Gazeta.pl Group**	6 309 947	25,30	6 119 114	25,09
Edipresse Polska Group	5 313 987	21,31	5 495 196	22,50
ZPR Media Group	4 847 723	19,44	4 604 734	18,85
Popular.pl ¹³	2 028 410	8,13	1 576 082	6,45
Burda Media Polska Group	1 908 099	7,65	2 529 904	10,36

Source: Own study based on Megapanel PBI / Gemius.

* Interia.pl Group belongs to Bauer Media Polska

** Gazeta.pl Group belongs to Agora S.A.

¹³ The service came into being in April 2014. Within a few months it was ranked 7th in two categories: lifestyle and information/journalism. The competitors, of its namely large media groups, did not know anything about the existence of popular.pl, unlike almost 2.5 million users and over 100,000 Facebook users who took to this website in only three months. The success of popularni.pl was built on the aggregation of specific content. The title of the first article that appeared on the website was: „A Woman in an Amazing Way Gives Birth on the Pavement in front of the Hospital”. Among other titles, there were: „10 Disgusting Things that People Eat”, „The Man Created Portraits of Women Without Seeing them... When They Saw them, they Felt like „Crying” or „18” Pages of Hate Caves. That’s how the Internet haters live.” A short, two or three sentence introduction preceded a survey of funny photos and aggregated comments from the Internet users from various forums. It brings some doubt that this website was evaluated in the categories of information and journalism and lifestyle. It would not raise any doubts if the website was placed in the entertainment category. In the successive ranking research Megapanel the service lost the 7th place for the Bauer Media Polska Group, Burda International Group. It seems, therefore, that the website creators slotted in the needs of the Internet users with well-cut material, „with traps for clicks and likes”, see more <http://natemat.pl/116317,takiego-debiutu-w-megapanelu-pozazdroscilby-kazdy-ale-serwis-popularnie-pl-budzi-watpliwosci> (04.10.2017).

Multi-Thematic Websites for Women – the Offer Overview

Multi-thematic websites for women were also referred to as online women's magazines, excellent guides or online guides. It seems that the female Internet users valued the diversity of materials and transparent graphics that facilitated the use of website resources. The pages promoting the content from the female Internet users were considered the most popular. They made given website vivid and interactive. The users of the portal *Kobieta.wp.pl* could place the reviews concerning the presented content. What was the most popular were the forums and discussion groups where the users presented their opinions and comments on the articles. As a result, one could start existing as a content sender. In this way, a sender became institutionalized and due to an internet service that communicates content according to the scheme *one to many* the entry into the interaction *one to one* and *few to few* was possible. It seems that the *Wizaz.pl* website, which at first was a meeting place for women exchanging experiences and tips on make-up, hairstyles and cosmetics, offered the most of the interactivity possibility of the comments application. In 2009, *Wizaz.pl* became one of the flagship women's websites belonging to the Edipresse Polska company, in whose portfolio there were: *Polki.pl*, *ZdrowyBobas.pl*, *mamaCafe.pl*.

The value of the popular women's websites was the ability to adjust the content to a precisely defined target group consisting of the woman above the age of 20. PBI/Gemius research shows that the Internet women users expected practical information and interesting advice from the websites¹⁴. They often became the subject of discussion on the Internet forums. The published advice, guide article, contributed to the exchange of additional information, which became more and more personalized. *Wizaz.pl* elaborated the forum by cataloguing advice into five main categories: beauty, health and medicine, woman – an absolutely feminine point of view, hobby and fun. The forum was easy to navigate due to the internal structure and clear organization of the topics in each category. For example, in the category of beauty, whose subtitle informed: forums with the advice from the specialists and our dear users and the topics discussed were arranged in the following way: make-up questions to a make-up artist, mineral cosmetics, make-up gallery, my make-up, metamorphosis, care – questions to a beautician, cosmetic biochemistry, nails, hair and hairstyles, fashion, fashion – shopping together¹⁴. The article from the editor presented with the following title: „How can I define my beauty type? „ received the publication of commentaries from 584 women¹⁵. They were shown 30,884 times in total. Below the extensive text supplemented with numerous graphs, colour palettes

¹⁴ <http://wizaz.pl/forum/> (05.12.2017).

¹⁵ Number of comments on 06.12.2017.

and tables, there were comments, such as: „I still do not know what type I am”¹⁶, „To your comfort, neither do I”¹⁷. Another Internet user reacted „I myself went through True Summer, then Soft Summer, Soft Autumn (sudden change from cold to warm type), then True Autumn + considerations Dark Autumn, and maybe True Spring. You name it”¹⁸.

The editors encouraged the users to enter other thematic forums, which, as in case of the women's press and the breakfast television, oscillated around categories of interest for a potential recipient of this content. The website offered health forums „advice and discussions on topics related to the prevention, diagnosis and treatment of human diseases” or „advice and discussions connected with the plastic surgery procedures. You will get information on such procedures as lip, nose and ear correction. Psychological guidance could not be missed” our emotions, feelings, relationships, intimate confessions and questions. Here you will get the support and advice”, „classy questions and on the sex life of a man”. The way of spending free time and advice related to this is an important component of the offer addressed to women:

„advice and discussions about excursions, holidays, holiday leaves, trips in Poland and abroad. The opinions about how to organize your trip on your own or via a travel agency. You will get information about prices, accommodation, hotels, boarding houses, campsites, cheap air tickets, what to be prepared to, what documents to take, how to pack your suitcase and hand luggage, what means of transport to take, what to get vaccinated against before you go abroad”¹⁹.

The popularity of online forums revealed the willingness of interpersonal communication, which allowed the contact with other users interested in the topic. The opportunity „to get further information straight from the horse's mouth” contributed to the credibility of the advice. Contrary to the women's press, women websites editors did not put emphasis on the culinary topics. Such behaviour resulted from the great popularity of blogs and culinary websites, which satisfied the needs of the Internet users for this type of content.

Topics concerning fashion, beauty, family, interpersonal relationships, health and life of celebrities are topics present on every website for women. Many websites used slogans that are stereotypically associated with a female recipient, such as horoscopes, dream books, a child and a family, advice, but the content of particular articles entitled in such ways can be diversified as far as the content is concerned. The Internet women users emphasized that „known women's websites are similar, but nevertheless helpful and reliable. They try to help”²⁰ or

¹⁶ <http://wizaz.pl/forum/showthread.php?t=1146131> (05.12.2017).

¹⁷ Ibidem.

¹⁸ Ibidem.

¹⁹ <http://wizaz.pl/forum/> (05.12.2017).

²⁰ *Portal Polki.pl w oczach internautek*, Warszawa 2007, p. 17, http://pliki.gemius.pl/Raporty/2007/2007_11_case_FGI_polki%20en.pdf (12.10.2017).

„give the opportunity to get advice, check the opinions of other women on various topics or find answers to various questions that I am ashamed to ask”²¹.

In some projects, there were inspirations influenced by the solutions characteristic of blogs, especially very popular fashion blogs. Aleksandra Węgorowicz, the interactive media manager of Zenith Optimedia Group, emphasized:

„in the case of interactive media, the women users are getting more and more demanding. Competition communication, which can get the reader involved, but for a short time, without building a bond with the brand, is not enough. The key is qualitative content set precisely in the context. As the Internet supports cognitive processes, content should be a source of reliable, practical information for women users. However, considering the specificity of the target group, female emotionality is worth taking into account”²².

The youngest Internet users at the ages from 15 to 19 were the most dissatisfied with the multi-thematic websites addressed to women. Their content did not fulfil their expectations. According to them, Portal bravo.pl, „is addressed to children”²³. The absence of services for this age group may result from the difficulties related to the precise determination of their interests. These young women are no longer children, but they are not yet interested in the matters connected with family, professional work, reconciliation of functioning in the private and public life spheres, health problems of the loved ones, etc. The thematic spectrum is narrowed. The internet users themselves admitted that they are most interested in information on fashion, beauty, diets and various types of advice. Practical guidance concerning work outfit, behaviour at an exam, gift selection for aunties helped young women spring into the existence in new situations related to the social roles taken, for example as a student or as an employee. The practical aspect was strongly emphasized. Kasia 21, admitted, „who is to help me, if not the Internet and women's services. Mind you, the parents, adults have no knowledge. They do not understand this world”²⁴. On such a designed, tailor-made website for young women, the Internet women users would like to read advice on fashion „suiting every pocket”, on beauty, for example, „advice on nail care”, „recipes for face masks that can be made on one's own”²⁵. The practical nature of the information is essential for the users, if not the most important. The website is to serve as a guidebook that will help one prepare oneself to leave for school or university. Issues such as satisfying appearance or appropriate stylization became priorities. That is why in the case of the youngest

²¹ Ibidem.

²² M. Banach, *Cata prasa jest kobietą*, „Media i Marketing Polska” 2012, April, special offer, Target kobieta 2012 [in:] http://pic.media.com.pl/pic/SKLEP/Do_pobrania/Target_kobieta_2012.pdf, p. 8, (17.10.2017).

²³ Portal Polki.pl w oczach internautek, Warszawa 2007, p. 16, http://pliki.gemius.pl/Raporty/2007/2007_11_case_FGI_polki%20pl.pdf (12.10.2017).

²⁴ Respondent's statement – own research carried out in Kielce in May 2016.

²⁵ *Portal Polki.pl w oczach...*, op. cit., p. 20.

Internet users, the advice „how to get dressed to look good”, „how to hide the belly” or „extend the legs” was very important.

The popularity of websites addressed to women is determined by their content suitable for the needs of the user. Therefore, each of them includes practical and uncomplicated recipes that can be quickly prepared, expert advice, life tips that can be applied in everyday life and more. The Internet women users expressed dissatisfaction with the publication of the articles coming from women's magazines. They appreciated the organization and the structure of websites. The possibility to navigate easily, the use of simple and understandable language, a wide range of topics proved to be important.

Tab. 4. The Content of the Thematic Categories in the Most Popular Women Services

NAME	OWNER	DOMINANT TOPIC
Polki.pl	Edipresse Polska	diet and fitness, culinary, fashion and beauty, interpersonal relationships (relationships and sex); off-the-clock (music, film, books, travels)
Kafeteria.pl	Grupa Wirtualna Polska	health, beauty, interpersonal relationships (relationships and sex), culinary, fashion, lifestyle, culture, forum
Wizaz.pl	Edipresse Polska	fashion, hairstyles, care, beauty, shopping, cooking, child (motherhood, offering upbringing), culture (trend book), expanded forum.
Styl.pl	Bauer Media	media fashion, beauty, culinary, health, home, celebrities, culture (reports, interviews). Two tabs: Pani and Twój Styl directly referred to the luxurious magazines of Bauer Media Polska
Ofeminin.pl	Ringer Axel Springer	beauty, fashion, fitness, health, interpersonal relationships, culinary
Ek.pl	Grupa Wirtualne Media	fashion, beauty, health, culinary, celebrities, celebrities bloomers
Kobieta.wp.pl	Grupa Wirtualne Media	interpersonal relationships (relationships and sex), fashion, beauty, health, celebrities, culinary, home, diets, interesting people/women
Kobieta.onet.pl	Ringer Axel Springer	beauty, health, home, interpersonal relationships, fashion interesting people/women
Kobieta.gazeta.pl	Agora. S.A	interpersonal relationships (feelings and sex), fashion , beauty, culinary (diets , slimming), interesting people/women
Kobieta.pl	Burda International	fashion, beauty, lifestyle, health, relationships, sex, child, travelling, passions, interiors, culinary, forum
Lula.pl	Agora. S.A.	fashion, beauty, shopping, interesting people, quizzes
Snobka.pl	Grupa Wirtualna Polska	beauty (make-up, cosmetics, hairdo style), fashion (accessories, fashionable stylization), shopping
Kafeteria.tv (the Internet Television)	Grupa Wirtualna Polska	fashion, beauty, health, culinary, interpersonal relationships (sex and relationships), celebrities, forum
Vumag.pl	Ringer Axel Springer	fashion (trends in fashion), beauty, shopping, lifestyle

Source: Own study

Out of the fourteen most popular women's websites, there were five – Kafeteria.pl, Ek.pl, Kobieta.wp.pl, Snobka.pl, and Kafeteria.tv – that belonged to the portfolio of Wirtualna Media Group. Ringer Axel Springer owned three websites: Ofeminin.pl, Woman.onet.pl and Vumag.pl. Two of them belonged to the Edipresse and Agora companies. Bauer Media and Burda International each owned one.

Multi-Thematic Websites for Women – Popularity Ranking

Comparing the data on the number of users of multi-thematic websites addressed to women in 2010, 2011 and 2013, it is clearly visible that three of them: Kafeteria.pl (then Grupa o2.pl), Wizaz.pl (Grupa Edipresse), Kobieta.wp.pl (Grupa Wirtualne Media) as the only ones exceeded the level of 2 million users. Kafeteria.pl had the most real users and mobile page views in 2011. In 2011, the Internet users spent the most time on using Wizaz.pl and Kobieta.wp.pl, which were promoted with the slogan: „The more interesting side of femininity”. They recorded the most page views at that time²⁶. Among other websites, only Polki.pl (the Edipresse Group) reached over one million real users, whereas, on papilot.pl, an average user had 30 page views and spent 20 minutes. Over the year, Kafeteria.pl and Wizaz.pl recorded small changes in the number of visits on the website. But Kobieta.wp.pl lost about 220 thousand users and over 11 million page views. Styl.fm had approximately 135 thousand real users and over 9 million page views fewer than a year earlier, and Stylistka.pl – enjoyed almost 100 thousand real users and over a million page displays fewer. On the other hand, Kobieta.onet.pl gained over 110,000 users in a year and over 6.5 million page views, and Kobieta.gazeta.pl – got around 250,000 users and 3.3 million page views. Papilot.pl reached approximately 225 thousand users and 2.9 million page views more.

Tab. 5. Ranking of Websites for Women – Comparison between 2010 and 2011. (according to the number of users from October 2011)

NAME	USERS		PAGE VIEWS		AN AVERAGE USING TIME	
	2010 X	2011 X	2010 X	2011 X	2010 X	2011 X
kafereria.pl	2 770 814	2 801 020	23 421 750	22 338 197	00:13:46	00:12:54
wizaz.pl	2 339 854	2 366 874	34 887 260	34 706 920	00:20:40	00:20:01
kobieta.wp.pl	2 378 652	2 156 535	70 871 786	59 605 687	00:12:26	00:12:50
polki.pl	1 027 910	1 067 087	9 298 606	9 045 189	00:06:19	00:05:28

²⁶ More about the campaign, see: <http://www.wirtualnemedial.pl/artykul/ciekawsza-strona-kobiecosci-wirtualna-polska-reklamuje-serwis-dla-kobiet> (10.10.2017).

kobieta.onet.pl	747 567	860 946	5 556 234	12 330 089	00:06:35	00:08:00
kobieta.gazeta.pl	584 486	832 237	6 870 142	10 194 434	00:10:52	00:11:12
kobieta.interia.pl	871 424	802 246	8 510 719	8 284 806	00:07:48	00:08:40
papilot.pl	473 070	699 091	19 015 029	21 888 044	00:27:36	00:20:09
stylistka.pl	720 925	625 636	7 942 659	6 855 205	00:07:44	00:05:31
styl.fm	718 005	581 892	718 005	10 643 000	00:11:46	00:08:06
ofeminin.pl	534 830	556 360	4 870 759	4 551 409	00:04:39	00:03:36
lula.pl	579 601	546 920	1 030 7428	10 233 760	00:21:28	00:14:01

Source: Ranking based on Megapanel PBI / Gemius

In October 2014, four websites had over 2 million real users. The leader was the Polki.pl service, which joined the Wieszjak.pl website. Over the year, Polki.pl achieved a very large growth of its user. The number of the users increased by 175% (from 1.19 to 3.27 million), and in terms of page views by 155% (from 9 to 23 million). This good position of the website was an effect of the acquisition of content from the Wieszjak.pl website, which Edipresse bought along with several other services from the Infor PL group in November 2013²⁷. At the end of 2013, Wieszjak.pl stopped operating as a separate website and became a department in Polki.pl service.

From 2013 to 2014, Kafeteria.tv accounted a large increase in page views visits (from 250,000 to over one million real users). Wizaz.pl and Vumag.pl did not get along so well. In 2014 among the main horizontal portals, female sections of Wirtualne Media Group were the most popular and the group was ahead of Interia, Onet and Gazeta.pl. The popularity of Kafeteria.pl decreased and it lost 216.1 thousand users and 1.28 million domestic page views. Wizaz.pl had 576.6 thousand users and 3.18 million national page views fewer in 2014. Within a year Kafeteria.tv gained 778.4 thousand visitors and 2.25 million domestic page views. The increase resulted from, among others, the fact that in the middle of 2013 the content from websites was displayed on the main page of the WP.pl portal.

Tab. 6. Ranking of Websites for Women – Comparison between 2013 and 2014 (according to the number of users from October 2014).

NAME	USERS		PAGE USERS		AN AVERAGE USING TIME	
	2013 X	2014 X	2013 X	2014 X	2013 X	2014 X
Polki.pl	1 188 418	3 268 197	9 007 717	23 015 128	00:04:45	00:04:32
Kafeteria.pl	2 986 592	2 770 514	19 744 977	18 465 611	00:09:04	00:08:26

²⁷ More on this subject here: <http://www.wirtualnemedial.pl/artykul/edipresse-kupil-serwisy-od-grupy-infor-pl> (10.10.2017).

Kobieta.wp.pl	2 906 089	2 359 242	59 919 063	31 542 691	00:10:47	00:08:10
Wizaz.pl	2 601 039	2 024 420	31 036 409	27 860 164	00:15:58	00:16:54
Interia.kobieta.pl	1 575 225	1 357 922	13 233 938	10 288 336	00:07:33	00:07:00
Styl.pl	1 482 138	1 329 957	10 926 249	12 054 162	00:07:57	00:08:19
Ofeminin.pl	1 101 657	1 157 058	7 762 079	11 356 844	00:03:31	00:05:25
Ek.pl	1 170 514	1 105 576	–	–	–	–
Vumag.pl	1 386 425	1 083 277	5 053 531	4 081 747	00:04:38	00:04:39
Kobieta.onet.pl	837 356	913 883	1 959 505	2 834 720	00:07:45	00:12:29
Kobieta.gazeta.pl	959 120	741 269	6 784 022	4 785 320	00:06:17	00:05:48
Kafeteria.tv	247 521	1 035 941	636 305	2 887 260	00:02:38	00:07:29

Source: Ranking based on Megapanel PBI / Gemius

Summary

The services addressed to the female recipient are the growing media market. The services offered by large, horizontal media groups such as Bauer Media, Grupa Wirtualne Media and Edipresse Polska enjoyed popularity among the Internet women users. In this sector of the media market, the tendencies that were observable in the case of the women's press evolved for years emerged. Namely, the „big ones have more”. The companies expanded their portfolios, apply the economies of scale and thus could function on a difficult media market more easily.

The most popular multi-thematic women websites dealt with the same issues that the women's press offered, yet in slightly different proportions. Fashion, beauty and diets are predominant in them. The female internet users were the most interested in counselling on these three topics. This state of affairs is indicative of the target group to which the surveyed websites are addressed. In the majority, these are younger women between the ages of 18 to 29. The information and advice concerning health, psychological counselling, interpersonal relationships, child upbringing, culinary skills functioned on the websites, but they were not as dominant as in the women's press or breakfast television.

The Internet forums available as a part of women's websites were an important component of increasing the attractiveness of the offer. Due to them the Internet women users could, without embarrassment, ask any question, enter into a personal interaction with an adviser, and talk with other women who shared a similar problem. It is important that they could do it at the time and place convenient for them.

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The Internet Services for Women – an Attempt to Diagnose the Market

Summary

The Internet websites for women, often referred to as online magazines, enjoy great popularity among the Internet women users. While analyzing them, it is clearly visible that they deal with the same content that is available in popular women's magazines, however, the channel of distribution has definitely changed. Over the period 2007-2017, the first places on the ranking lists were occupied by those websites that belonged to the large media groups, i.e. Ringer Axel Springer (kobieta.onet.pl), Grupa Wirtualne Media (kobieta.wp.pl), Agora SA (kobieta.gazeta.pl), Bauer Media (kobieta.interia.pl). However, since 2013, there have been changes in the market as smaller, independent websites such as polki.pl or kafeteria.pl became rankings' leaders. Thus the aim of this paper is to diagnose the online services market for women recipients. Moreover, the author wants to present the quantitative and qualitative changes in this media market segment and analyse the capital concentration in the hands of the largest editors.

Keywords: the Internet services for women, the capital concentration