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| <b>Editorial Profile</b>    | Polityka is Poland's most read newspaper. It reports well grounded about important events in politics, economy and culture.                 |
| <b>Language</b>             | Polish  |
| <b>Frequency</b>            | weekly (We)   |
| <b>Print run</b>            | 310.000 copies (IMS 2005)   |
| <b>Average circulation</b>  | 278,135 copies (ZKDP 2005)  |
| <b>Average distribution</b> | 1,600,000 readers per issue   |
| <b>Readership</b>           | Nearly 60% of readership represent are in age groups with the highest purchasing power (25-54 years). More than 57% have university degree. |
| <b>Internet site</b>        | <a href="http://www.polityka.pl">http://www.polityka.pl</a>   |