

"Pismo. Magazyn opinii" is a unique pro bono media project run by the Pismo Foundation. "Pismo's" mission is to shape current and future leaders of social, political and cultural life by exposing them to the most important issues and inspiring them to reflect on the trends shaping the future.

Who are we?

We are a team of people who believe in honest, reliable, high-quality journalism working for the public purpose. Every day we strive to keep creating socially sensitive, in-depth and non-partisan content in an editorially independent environment. Our values always come first and no financial gain would ever sway us to engage in sensationalized reporting or to instigate pointless partisan disputes. We take great pride in our uniqueness and we are thrilled to create "Pismo" for our committed readers, who are open to the world.

What is "Pismo"?

"Pismo" is a monthly magazine publishing non-fiction (reportages, essays, portraits or interviews), fiction (short stories, poetry) and image (illustrations of high artistic value and photos). As probably the only editorial team in the country, it conducts diligent fact-checking of all content published. From the start, "Pismo" has been published in three formats – paper, digital and audio (available at magazynpismo.pl) – and produces the first Polish non-fiction podcast series "Śledztwo Pisma" ("Pismo Investigation").

How is "Pismo" evaluated?

Although "Pismo" has been published only since 2018, it has already been recognized by international journalist awards. It has been nominated for the European Press Prize (twice) and for the True Story Award. In Poland, it has received nominations and awards in contests such as Grand Press, Grand Press Photo, Wojciechowski Award or Sensitive Festival awards. Each season of "Śledztwo Pisma" was nominated for Grand Press Awards, and Season 2 received the Grand Press Award for audio reportage in 2020.

In 2019, Media & Marketing Polska awarded "Pismo" for "uncompromised setting of standards and reminding what the essence of press is", and in 2021 the Polish Chamber of Books awarded it for the promotion of reading, emphasizing that: "[Pismo has] created an unusual formula, innovative and attractive, which includes both poetry and reportage. It is a magazine of opinion emphasizing its independence from partisan politics (...) it restores a balance and encourages reflection on the surrounding world".

Who are the recipients of "Pismo"?

About 20.000 people read and listen to "Pismo" every month, its paper edition is published in 12.000 copies, and almost 7.000 subscribe to it. Digital editions average 30.000 unique users per month, and the content of the audio version is listened to nearly 30.000 times. About 300.000 unique listeners 1.5 million times listened to or downloaded episodes of the three seasons of "Śledztwo Pisma".

"Pismo" is proud to reach thought leaders; people who have an impact on the opinions and attitudes of others (60% of them are middle and senior managers, entrepreneurs, representatives of professional services, academic and high school teachers). We also reach future leaders, two thirds of our readers being under 35. Our audience is very engaged: the Net Promoter Score (NPS) of "Pismo" is almost 80%, which is considered world-class.

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