

Warsaw, 12 April 2023

Market debut of the “*Vogue Polska Sport & Wellness*” special edition

The portfolio of the Visteria publishing house is being expanded with the new “*Vogue Polska Sport & Wellness*” special edition. The star of its cover page is Natalia Kaczmarek, an Olympic gold medalist in the 4x400 meter relay. This new publication consisting of over 240 pages will be available as of Thursday, April 13.

“Our ambition was to create a magazine like no other in the Polish market. A publication that would not only approach sports from the perspective of athletic competition, but also highlight body awareness, efforts aimed at achieving healthy balance and self-care in its broadest sense,” — writes Ina Lekiewicz Levy, the editor-in-chief, in her opening letter for this issue.

Natalia Kaczmarek, a track & field athlete and a New Balance ambassador presented on the cover page, is an Olympic gold medalist in the 4x400 meter relay. For her, practicing sports means mostly overcoming your weaknesses. Magda Linette would most probably agree. The Polish professional tennis player made it to the WTA top 20 in her 30s. She admits that preventing the impact of actual achievements in sports on self-esteem as a whole is her greatest struggle. Many other Polish athletes appear in the magazine. Adrian Meronk, a professional golfer, promotes this noble discipline in Poland. Kuba Kuzia, a surfer, travels the world to catch the waves. Joanna Wołosz and Magdalena Stysiak, volleyball players, represent the Polish national team and top Italian clubs. We also take a look at the sports passion of Małgorzata Szumowska, a Polish film director.

The first edition of “*Vogue Polska Sport & Wellness*” shows also the links between sports and fashion, such as kits and uniforms worn by various athletes that have been inspiring fashion designers or the omnipresent athleisure style. Celebrities, influencers and athletes, including a few men, such as Andrzej Bargiel, Maciej Musiał, Krzysztof Zalewski or Jakub Przygoński, present their favorite gear and workout accessories.

Important topics presented in this issue also include self-care in its broadest sense, including workout (personal trainers of celebrities are presented), healthy food (Michał “Rozkoszny” Korkosz offers his superfood recipes) and body & soul awareness (Ewa Bakota, Ilona Rechnio and Agnieszka Zygmunt explain such concepts as biohacking, myofascial release or TRE). The new magazine treats sports and wellness as equally important.

The “*Vogue Polska Sport & Wellness*” special edition will be available for PLN 19.90 in newsstands and online on Vogue.pl as of Thursday, April 13.

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