



Kraków Among the Most Media-Visible Cities in Poland

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According to the latest report by the Institute of Media Monitoring (IMM), Kraków ranked second among the most media-visible urban centers in Poland in February 2026, surpassed only by Warsaw. Notably, both Kraków's media visibility score and the value of its media exposure are among the highest in the country.

Kraków ranked second in Poland - 2.19 billion media points

In the IDEAS model, which evaluates brand visibility across five dimensions (Earned, Domestic, Interactive, Advertising, Sponsoring), Kraków scored 2.19 billion points, ahead of Wrocław and other Polish cities. This result is largely driven by the Earned category—editorial publications in the press, radio, television, and online media.

At the same time, Kraków was one of the most active local governments in Poland in terms of its own communication. The City Office widely informed the public about:

- investment plans for the city's transport network in 2026,
- planned adjustments to the Clean Transport Zone,
- infrastructure and mobility-related actions.

These topics drew the attention of national and local media in February, generating a significant share of the city's total score.

Media exposure valued at over 1 billion PLN

According to IMM data, media content relating to Kraków in February 2026 reached a value of 1.08 billion PLN. This is the second-highest result in Poland, confirming that the city remains one of the key points of interest for national editorial offices, the public, and internet users.

For comparison:

- Warsaw - 2.57 billion PLN
- Kraków - 1.08 billion PLN
- Wrocław - 740 million PLN

Kraków clearly dominates this part of the ranking over all other cities (except the capital), illustrating its significant media presence and the importance of topics that generate public discussion.

Strong presence in social media

Although Kraków did not reach the national TOP3 in terms of number of interactions (dominated by Wrocław, Łódź, and Warsaw), it remains one of the most active Polish cities in the Domestic category—communication carried out through the city's official channels.



Kraków's profiles regularly shared information about:

- changes in road traffic,
- progress of investments,
- public consultations,
- activities related to safety and urban mobility.

This active communication and dialogue with residents secured Kraków second place in Poland in terms of its own local government online activity.

Why is Kraków so visible in the media?

The IMM report clearly shows that Kraków's media visibility is shaped by both infrastructure-related topics and discussions concerning the city's development direction. In February, the dominant themes were:

Transport investments for 2026

The expansion of the road network and public transport system is one of Kraków's major challenges. Every announcement related to key investments resonates widely in both local and national media.

Clean Transport Zone

The Clean Transport Zone (SCT) remains a topic that evokes strong emotions among residents and in public debate. Announced adjustments to its rules became one of the most frequently discussed issues in February.

High communication activity by the city

Kraków is one of the best-managed major Polish cities in terms of communication—both with the media and through its own official channels.

Kraków compared with ranking leaders

Although Warsaw remains the leader—a natural outcome of its political and administrative role—Kraków has a firmly established position as the second most media-visible city in the country.

Wrocław, despite achieving enormous success in social media (a record 381,000 interactions), did not reach Kraków's level of overall media visibility in February. This confirms that Kraków's city brand remains exceptionally strong in traditional media, while also being stable and consistently developed.

What does the IMM report tell us?

IMM experts emphasize that media visibility rankings are not merely numerical summaries. Rather, they serve as a social radar showing how cities communicate with residents, which topics spark public emotion, and how dialogue develops between local governments and public opinion.



**Magiczny
Kraków**

Thanks to its balanced presence in traditional media and its own communication channels, Kraków remains one of the best-evaluated and most frequently represented cities in Poland's media landscape.

[Full ranking available](#)