

# MEDIA KIT

20  
25



## MAGDA CIACH- BAKLARZ

**Italia poza szlakiem**

travel blogger,  
author of books  
and articles  
about Italy



# About Me

My name is Magda Ciach-Baklarz and since 2013 I have been running the blog Italia poza szlakiem (Italy off the beaten path) – one of the leading and award-winning Polish sources of knowledge about Italy. It is a comprehensive guide created by an expert with over 25 years of experience and nearly 80 trips across Italy.

My passion started in 1998, when I lived for six months with an Italian family, learning the language, cuisine and traditions.



**200K+**

READERS



**87K+**

LIKES



**4K+**

FOLLOWERS



**31K+**

FOLLOWERS



## About Italia poza szlakiem

For over 12 years, Italia poza szlakiem has been one of the leading Polish blogs about Italy, trusted by a loyal audience of over 200,000 monthly readers. Combining storytelling with practical tips, it inspires readers to discover authentic Italy and effectively promotes Italian regions, culture, and lifestyle brands in an authentic way.



# Experience and publications

- Author of books about Italy, including:
  - Naples & Campania Light (Neapol i Kampania Lajt, 2025),
  - Tuscany Light (Toskania Lajt, 2025),
  - Ciao Apulia! Gargano – paradise beaches, charming towns, hidden gems (Ciao Apulia! Gargano – rajskie plaże, urokliwe miasteczka, sekretne miejsca, 2025, e-book),
  - Travel Inspirer – Italy (Włochy. Inspirator podróżniczy, 2021–2025),
  - Travel Inspirer – Northern Italy (Włochy północne. Inspirator podróżniczy, 2019–2025),
  - Travel Inspirer – Tuscany & Umbria (Toskania i Umbria. Inspirator podróżniczy, 2019–2025),
  - Italy. Practical Guide (Włochy. Praktyczny przewodnik, 2017).
- Regular contributor to All Inclusive Magazine – writing about travel and Italian culture.
- Expert for De'Longhi's Dolce Vita Academy and certified Italian Ambassador for promoting Italy worldwide.
- Recipient of numerous prestigious awards, including Travel Blog of the Year Europe (2023), Best Specialist in Italian Food & Travel in Poland (2022), and the Twój Styl Award at the See Bloggers Festival (2023).



## Contact

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