

PRESS RELEASE · 8 OCTOBER 2026 · [MEDIARUN.COM](https://mediarun.com)

A revolution at Mediarun.com: AI, services, rankings, an English version, briefs, reports and much more

After years, Mediarun.com has launched a completely new version of the site. Since 8 October 2026 the new Mediarun.com has been running as a BETA, in Polish and in English. Mediarun.com estimates that its new tools save people working in marketing about 40 hours a year on average — roughly a full working week otherwise spent searching for content and rankings, preparing briefs and doing everyday calculations.

Mediarun.com publishes news from the marketing, media and communication market, case studies, interviews and rankings, with an archive going back to 2012. The new version has been rebuilt practically from scratch on its own HEX AI CMS system. It brings editorial content together with a knowledge base about companies and people in the industry, and with tools that shorten marketers' everyday work.

A working week back every year

The estimate covers tasks marketers do all the time: checking what competitors and clients are doing, looking for rankings and company data, preparing a brief for an agency, working out budgets and campaign metrics. The new Mediarun.com puts all of this in one place:

- AI — Jasmin, the AI assistant, answers by text or voice and guides users through the site's tools, while the HEXX tools analyse a brand's visibility in search engines and in AI answers. AI-generated answers are labelled.
- Briefs — a step-by-step brief generator helps prepare a brief for an agency.
- Rankings — 15 Mediarun Ranking lists of agencies, media houses, media, advertisers and brands, including the TOP 50 PR agencies based on financial data from the Polish National Court Register. Positions in the rankings cannot be bought.
- Reports and research — market research results and reports gathered in one section.
- Company directory and WHO IS WHO — profiles of brands, agencies, media and organisations with their publication history, plus profiles of people in the industry.
- Services for companies — Mediarun HUB packages for brands, corporations, digital agencies and PR agencies, plus publications, advertising and event tickets in the site's shop.
- Calculators and glossary — 46 marketing calculators and 487 terms with definitions and examples.
- Video, audio and newsletter — articles with video in one place, articles you can listen to, and a newsletter with the key market news.
- English version — mediarun.com/en: articles, rankings and WHO IS WHO in English.

Heading for international markets

The goal is to grow Mediarun.com and the other HEXAGON NETWORK projects on international markets, which is why the new Mediarun.com runs in English from day one. English versions are already available for the Marketing Director of the Year / CMO of the Year competition, the CMO Executive Summit conference, the Leaders in Europe ranking and the Innovative Leader awards.

A BETA we are building together with our readers

The new Mediarun.com launches as a BETA. Readers can report bugs directly from the site, and every accepted report earns 1,000 tokens to use in Mediarun.com's tools.

The new Mediarun.com runs under the claim "Knowledge. Tools. Real results." The site belongs to the HEXAGON NETWORK group, which organises the Marketing Director of the Year / CMO of the Year competition and the CMO Executive Summit conference.

For years Mediarun.com has been the place where marketers check what is happening in the industry. Above all, the new version is meant to save them time: news, rankings, company profiles and tools — from briefs to calculators — are now in one place. We are launching as a BETA because we want to develop the site together with our readers, and in English from day one, because our goal is to grow Mediarun.com and our other projects on international markets.

Paweł Netczuk, founder of Mediarun.com, CEO of HEXAGON NETWORK

Mediarun.com in numbers (as of 8 October 2026)

8,976

articles in the archive (since 2012)

4,685

brands in the directory

337

agencies in the directory

487

terms in the glossary

15

Mediarun Ranking lists

46

marketing calculators

ABOUT MEDIARUN.COM

Mediarun.com covers marketing, media and communication in Poland. It publishes market news, case studies, interviews and rankings, runs a directory of companies, brands, media and people in the industry, and provides tools for marketers. It is part of the HEXAGON NETWORK group. mediarun.com

ABOUT HEXAGON NETWORK

HEXAGON NETWORK creates the brands where marketing and business leaders meet: the Marketing Director of the Year / CMO of the Year competition (held since 2010), the CMO Executive Summit conference, the Innovative Leader awards, the Leaders in Europe ranking and the Mediarun.com news site. Group companies: HEXAGON NETWORK INT LTD (London) and HEX-NET Sp. z o.o. (Warsaw). hexagon-network.com

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