

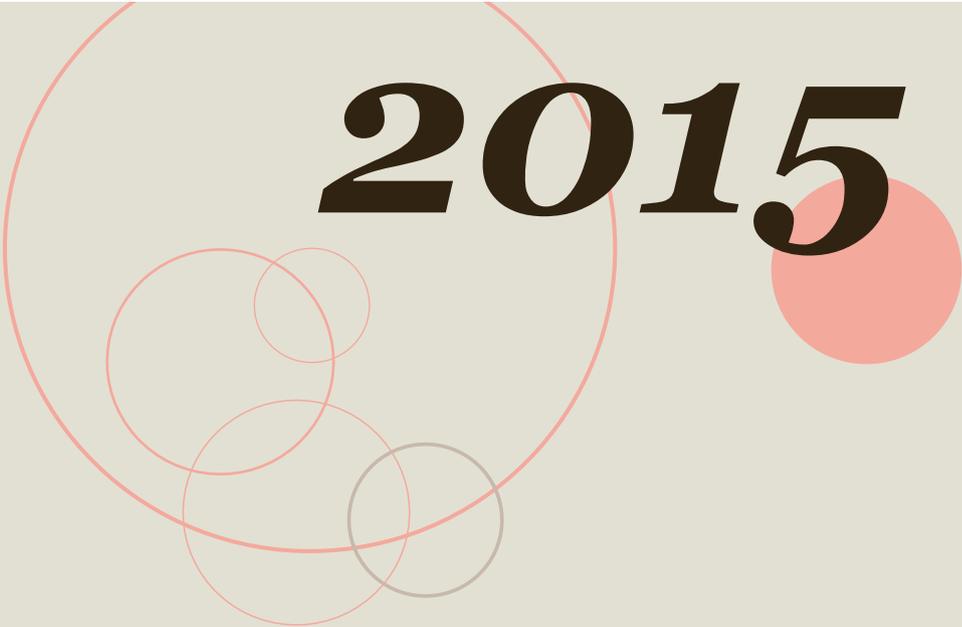
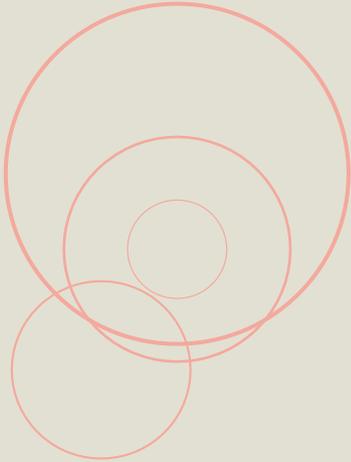


[momichetataotgrada.com](http://momichetataotgrada.com)



***Downtown Girls  
Presentation***

**2015**



# МОМИЧЕТАТА от града

## *Who we are*



*We are Momichetata ot grada (the Downtown Girls). Girls who have an opinion and are not afraid to share it with others. Girls who know what they want in life or at least they think so...*

*In this site we share our point of view, sincerely and open-heartedly.*

*This is not a women's magazine, this is a community of writers and readers who themselves turn into writers...*

*A community of similar lifestyle and shared values...*



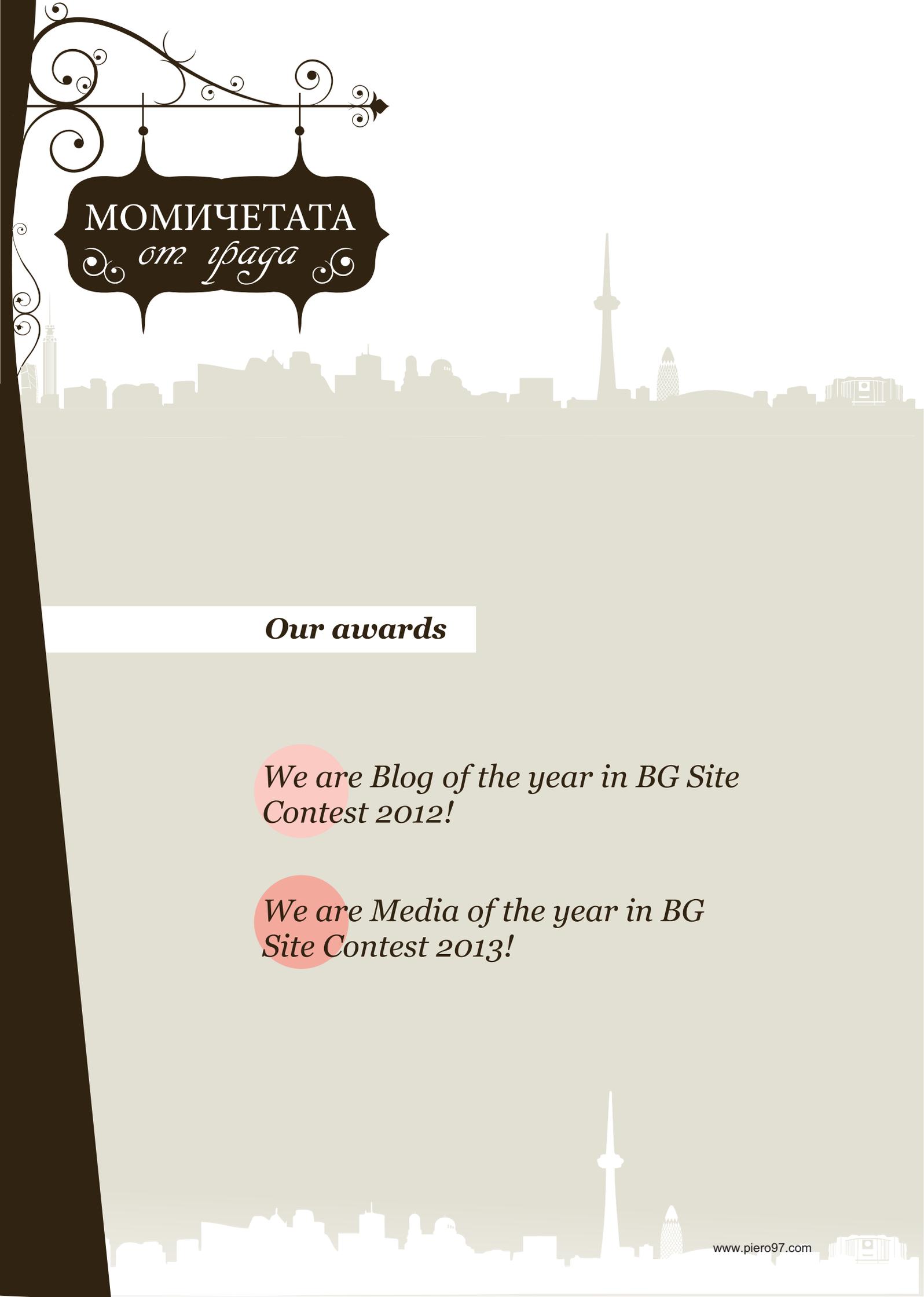
МОМИЧЕТАТА  
*от града*

***We have***

*125 000 unique monthly visitors*

*60 000 FB fans*

*320 000 monthly impressions*



МОМИЧЕТАТА  
*от прага*

## ***Our awards***

*We are Blog of the year in BG Site Contest 2012!*

*We are Media of the year in BG Site Contest 2013!*

**МОМИЧЕТАТА**  
*от прага*

*A media of new generation*

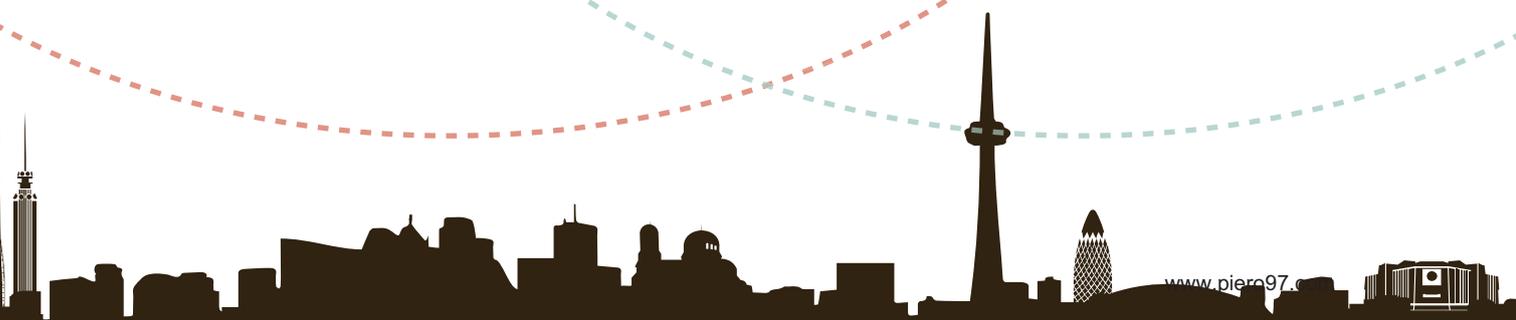
**Personal  
blog**

*Provides the  
proximity to  
our readers and  
the personal  
touch*

*We not only provide  
information,  
we  
shape opinions.*

**Media  
website**

*Gives us full  
flexibility with  
content and  
creativity*





МОМИЧЕТАТА  
*от прага*

## ***Our advantages***

### ***High quality content***

*Created by our community authors*

*Personally experienced*

*Trustworthy and inspiring*

### ***High quality audience***

*Accumulated organically*

*Clear and attractive demographic and social profile*

*Active lifestyle*

### ***Community***

*Sharing similar lifestyle and values*

*No distance between authors and readers*

### ***Unique visual identity***

*Differentiating design: modern, urban, girlish*

*Illustrations of characters*



МОМИЧЕТАТА  
*от игра*

***Our values***

***Authenticity***

***Femininity***

***Individuality***

***Empathy, friendship, love***

***Constant evolvement***



МОМИЧЕТАТА  
*от града*

***Our content***

***Beautiful:*** Fashion, Girls' Secrets, Beauty Kit

***Inspired:*** Books, Films, Art

***Excited:*** Emotions, Love, Retro

***Interested:*** Society, Events, People

***Happy:*** Travel, Cooking, City Treasures

# МОМИЧЕТАТА *от града*

## ***Our team***

*Our key people have long experience in marketing and advertising, together with a strong publishing and media background*

*Levena Lazarova, Editor in Chief*

*Kossara Chigireva, Sales Director*



# МОМИЧЕТАТА

*от прага*

## ***Our team***



*Authors – most of our authors are active and popular bloggers, each one a specialist in different field:*

***Lilly Georgieva: Psychology***

***Elitsa Pavlovitch: Art, Fashion***

***Lillia Sophia Popgancheva: Psychology***

***Teodora Slavova: Music***

***Magdalena Pashova: Healthy living; Nutrition***

***Maria Giurova: Eastern phylosophy***

***Petya Petkova Shtiffler: Cooking***

***Elena Milanova: Cooking***

***Kristina Mladenova: Beauty***

***Momchil Lazarov: Retro***

***Ina Ivano: Varna events, City treasures***

***Dina Karagyurova: Plovdiv events, art***

***Smilyana Dimitrova: Parenting***

# МОМИЧЕТАТА от брака

## *Our reader*

*She is a lady (85,8%)*

*Mostly 25-34 years of age (39,5%)  
and second between 35-44 (28,%)*

*She lives in Sofia and the biggest cities. She is rather engaged, already a mother or is expecting soon to become such. Definitely highly educated, with interesting profession and good carrier, with a sufficient personal income and opportunities to enjoy cinema, theater, concerts and parties.*

*She has a great desire to do some sports and tries different, modern sport activities. Meets difficulties to stay on a diet, but is interested in healthy nutrition. She loves to go out with her girlfriends and family for a dinner, a drink, coffee or a cocktail. Loves to cook. Prefers wine and is a coffee lover.*

