



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

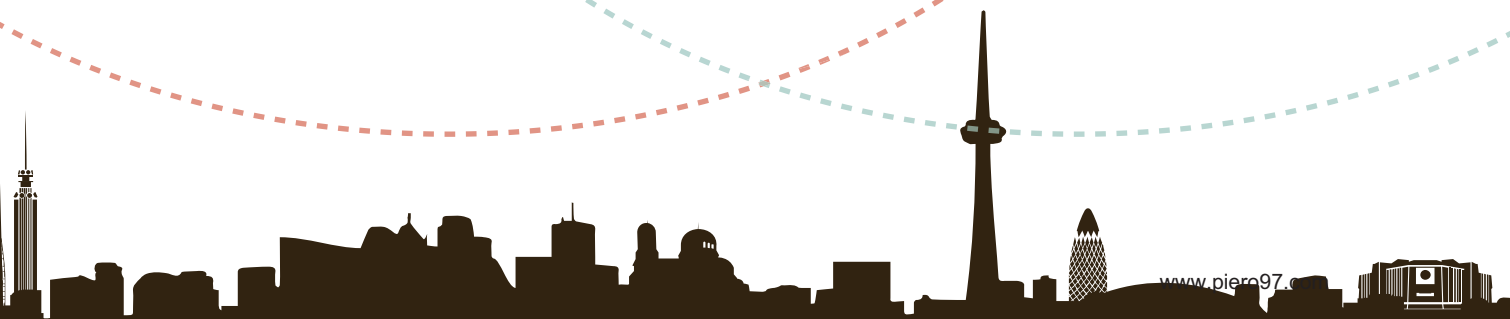
**Personal
blog**

*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 града

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.

