



INGLOBO MEDIA

Media Kit 2024

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We are InGlobo Media – an intelligent and inspiring mix of print, digital, audio and live media aimed at a curious and knowledge-thirsty audience.

We are storytellers interested in travel, art, great people, science and all that is unknown.

Our slogan is '**For a more intelligent world**' and we always stick by it. We provide a fresh look on the world we live in through captivating literary style and out-of-the-box visual approach across various interrelated channels.

BRAND VALUES



Eight years of good stories

Since launching in 2015, INGLOBO has championed quality long read journalism.

Our team brings insights into how the world works and where it is headed. Our curiosity is directed at those stories, which change people, countries and lives for the better.

We search for the people, places and ideas that will furnish our audience with action-provoking opinions. These ideas are thoughtfully crafted in concise and consistent forms of print, web site, podcast and events to best convey our philosophy.

INGLOBO's primary mission is to work for a smarter world. Always doing so with impeccable style and uncompromising quality.



OUR AUDIENCE

Well-Informed and affluent, the INGLOBO community follows us on all platforms.

Our audience looks to INGLOBO for a global perspective on all aspects of life, from the places they travel to life inspiration.

Their average age is 35.
65% of them are female.

They are highly educated, hold senior positions in their organizations and are satisfied with their job. Some of them own businesses.

They are active, urban, high-income earners, foodies, influencers and bloggers. And INGLOBO has a reserved spot in their hearts.

AUDIENCE IN NUMBERS

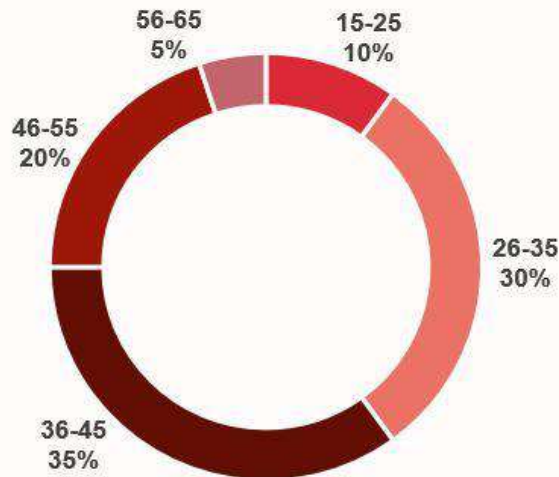
65% Female
35% Male

85% live in big
cities

60% holding senior
job positions

70% have been reading
INGLOBO since launch

AGE



InPrint

MEDIA KIT 2024

www.inglobo.bg

www.piero97.com



InGlobo Print Magazine

A medium for those who love great reads, classy design and the smell of paper.

With 10 core issues per year, INGLOBO operates a strict “no free copies” policy and a subscription model through two platforms.

National circulation – 10 000 copies and audience of 30 000 people.

112 pages with occasional 144-page special issues.

Already published 75 issues since December 2015.



A multi-topic publication with thoroughly researched and originally presented articles, offering an emotional and meaningful experience to the readers.

Long-form journalism interspersed with short pieces about curious facts.

Our visual identity is an integral part of the brand, ensuring specific recognizability on the market and providing design to connect.

Unique Graphic Approach



BESPOKE SOLUTIONS



We worship native materials and we do them via inspiring messages.

We can suggest innovative and bold formats that are guaranteed to stand out and optimize impact in the magazine.

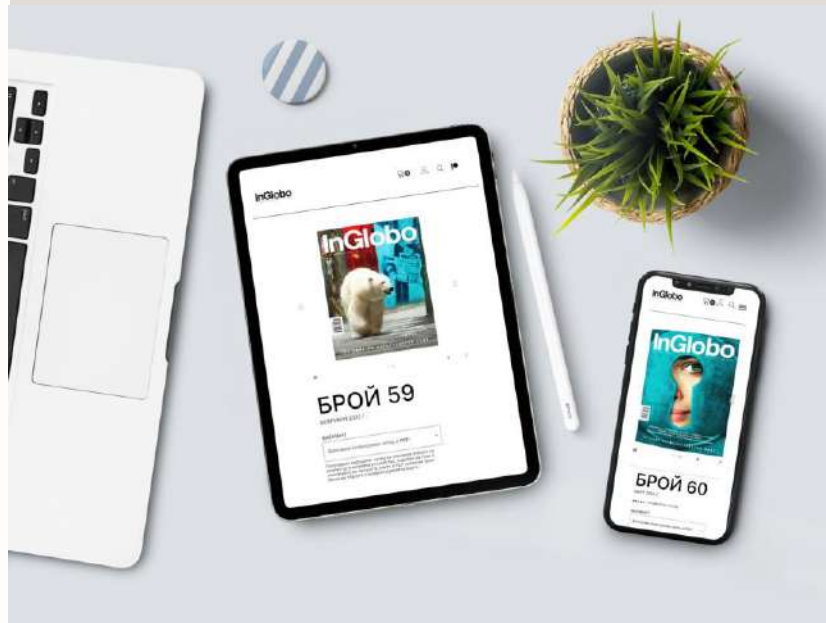
Whether it's the amplification of a key brand message or the creation of a new campaign, INGLOBO's print advertorials offer partners a unique perspective on their brand that will appeal to our affluent audience.

InGlobo Digital Magazine

Print transforms into a digital magazine every month, reaching thousands of homes. Thanks to our e-reader on the web site and the PDF copy download users have different options to meet their favorite stories.

INGLOBO is the first magazine in Bulgaria offering an e-reader directly on its website.

In our online shop our audience can choose between paper copy and digital options.





InWeb

inglobo.bg

Variety of topics with strong emphasis on travel. INGLOBO website offers free reading in different categories. We tell stories about travel destinations, places, people, popular science, art, culture, and those stories which have changed our world for good and made us better.

INGLOBO's aim is to tell timeless stories and NOT to look for the immediate news of the day.

Long reads are essential for the INGLOBO online home and for those who search for high-quality, profound and truthful story telling.

Audio and video formats are incorporated in the articles.

DIGITAL AUDIENCE

50 000 average monthly unique
visitors

650 000 average monthly
impressions

Depth of reading – 6
pages

Average time spent on
site – 5 min.

> 10 000 followers in
Facebook

> 4 500 followers in
Instagram

80%



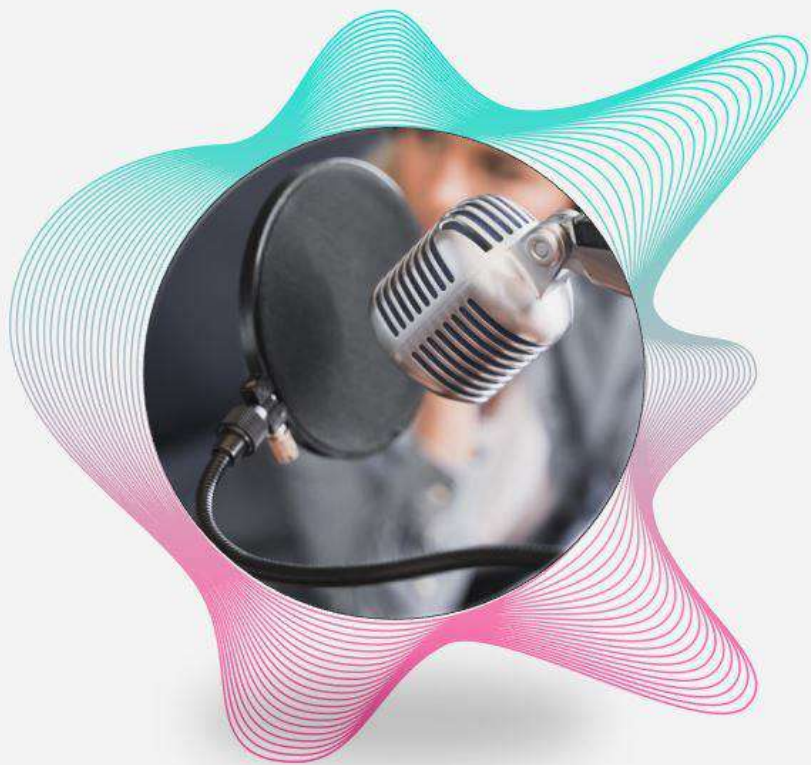
20%

ONLINE SOLUTIONS

From native materials and advertorials, banners to sponsoring newsletters, the InGlobo digital offering gives our partners a multitude of options.

New wave media, microsites, branded content and seamless campaign integration with bespoke solutions all help to connect our partners and their content with our unique audience of readers, listeners and website visitors.





InCmopuu

The InGlobo podcast

Where stories live their own lives



InStories – The InGlobo Podcast

Where stories live their own lives

A podcast about travel as a way of life and life as a journey. Fascinating conversations with interesting guests or just between the two hosts on everything travel related. They talk about their journeys and adventures, touching on various topics.

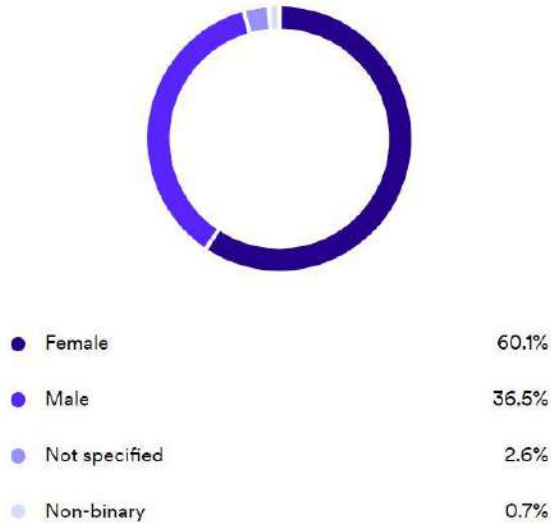
InStories' guests are travelers from all walks of life. Their stories take our listeners to deserts, peaks and distant lands, but often off the beaten track.

Each episode is between 40 and 60 minutes long. A new episode of InStories comes out every two weeks. There are also various miniseries on specific travel-related topics.

Currently in its 5th season with more than 40 episodes. Over 50 000 plays of all episodes. №1 podcast in the Places&Travel category on Apple podcast in Bulgaria.

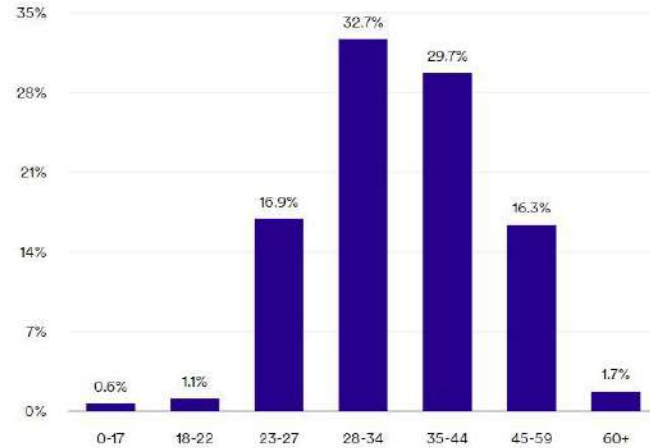
PODCAST AUDIENCE

Gender



Source:  Spotify

Age



Source:  Spotify

Stories Hunters InGlobo storytelling events

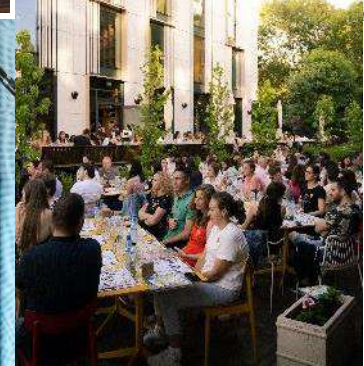
On-stage events, which show what InGlobo does best – telling stories.

Each event gathers storytellers under the motto of a certain theme: food, photography, sport, filmmaking, green footprint, etc.

We bring the stories closer to people, leaving room for casual conversations with the audience at the event. We invite guests who are sometimes out of the limelight, but who light up our lives with their actions. They know how to tell stories and change the environment unobtrusively.

Guests' work is showcased through photos, videos, food, etc.

300-500 people attending each event.



Engage your audience

By partnering with our media, you above all gain access to a quality audience that has a lasting relationship with the InGlobo brand and positively perceives any content served.

Your support helps and develops the quality content that InGlobo creates as an independent media in Bulgaria!

THANK YOU!



InGlobo Media



www.inglobo.bg

For more information, rates and
special requests, please contact us!

