

Rate card MAGIC 2024

effective as of 1 January 2024

MAGIC FM	MONDAY - SUNDAY (30 seconds)				
	07:00 - 11:00	11:00 - 16:00	16:00 - 19:00	19:00 - 23:00	23:00 - 07:00
National coverage	65	40	50	25	25
Sofia	55	30	40	20	20
Plovdiv, Vidin	17	13	15	8	8

Coefficient scale for a length other than 30 seconds											
Length up to	5 sec	10 sec	15 sec	20 sec	25 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
Coefficient	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

Fixed time: +20%

Fixed first or last position in a commercial break : +30%

Fixed second or penultimate position in a commercial break: +20%

Co-advertising (additional brands) +20%

All prices are in BGN, VAT excluded



MAGIC

COVERAGE

