





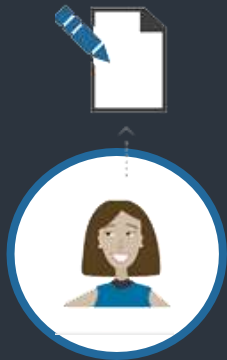
The leading media group for home and interior in Bulgaria.

3a MaistorPlus

- ✓ 360° structure of the group, engaging the audience on 3 levels: direct users of the MaistorPlus service, media visitors, forum users.
- ✓ We inform over 300,000 people monthly about everything related to home: photos, articles, products.
- ✓ Over 1,500 requests per month for construction and renovation solutions, with a total value exceeding 1,500,000 BGN.
- ✓ The first and largest online community for home and interior in Bulgaria - *forum.napravisam.bg*.
- ✓ Best online service of 2013. 
- ✓ A hybrid between an online service and media - we maintain extremely close relationships with our audience.
- ✓ 70,000 guaranteed daily impressions with the possibility of viewable CPM buying model.
- ✓ Member of 

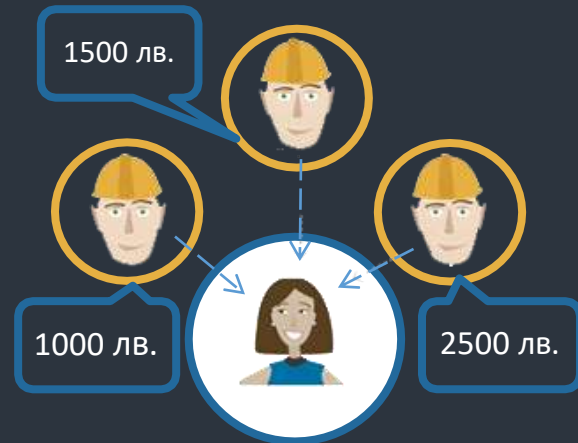
Как работи услугата?

1. Submitting a request



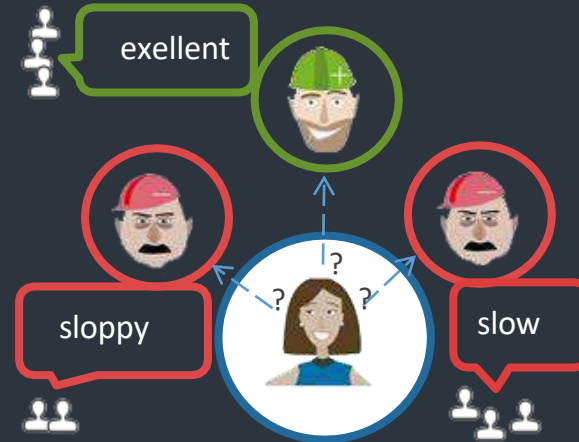
The customer submits its Job in MaistorPlus.

2. Comparing offers



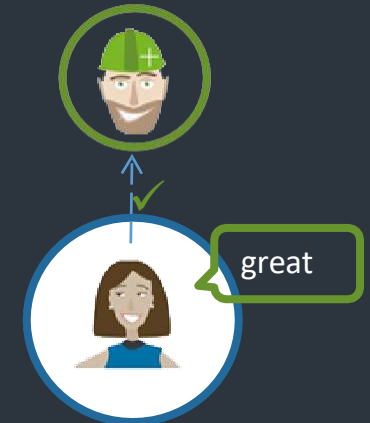
The system sends the request to relevant professionals, and they provide their offers.

3. Compare reviews



In the profile of each professional, opinions about the quality of their completed requests are visible. This way, clients can easily choose whom to trust.

4. Hire the best and leave feedback

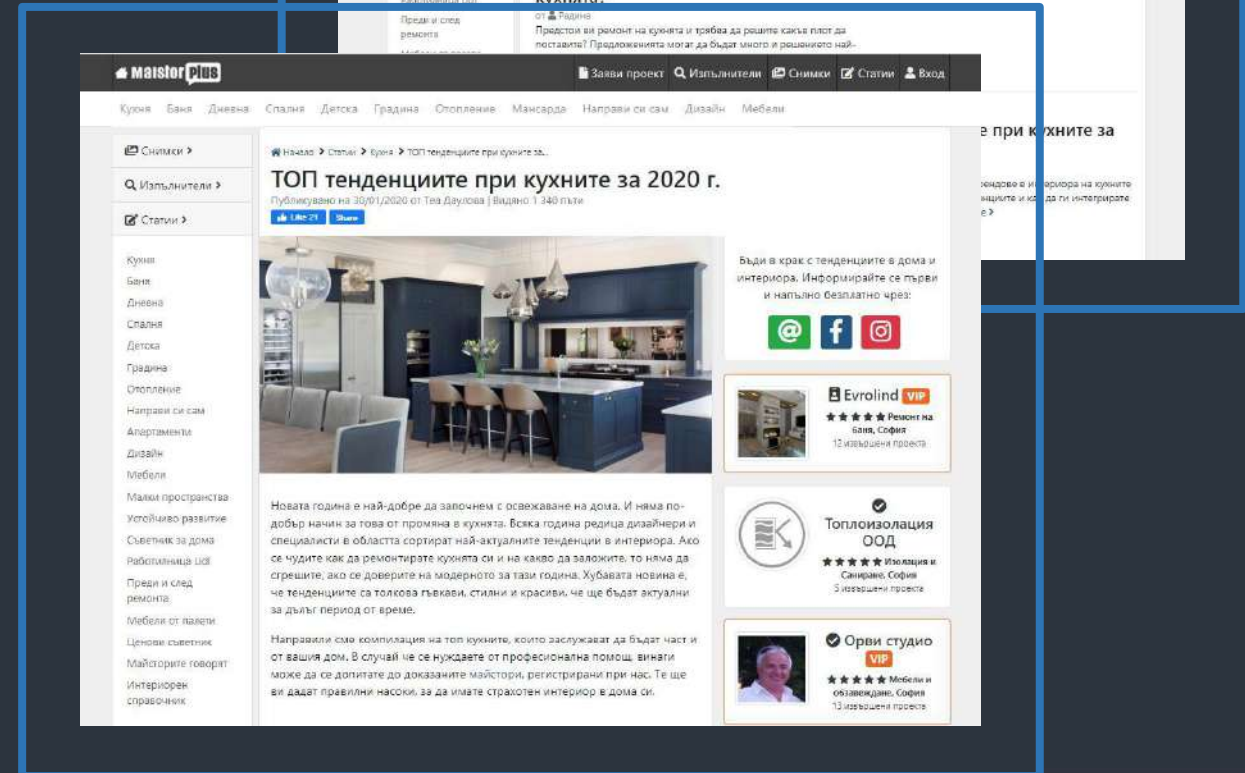
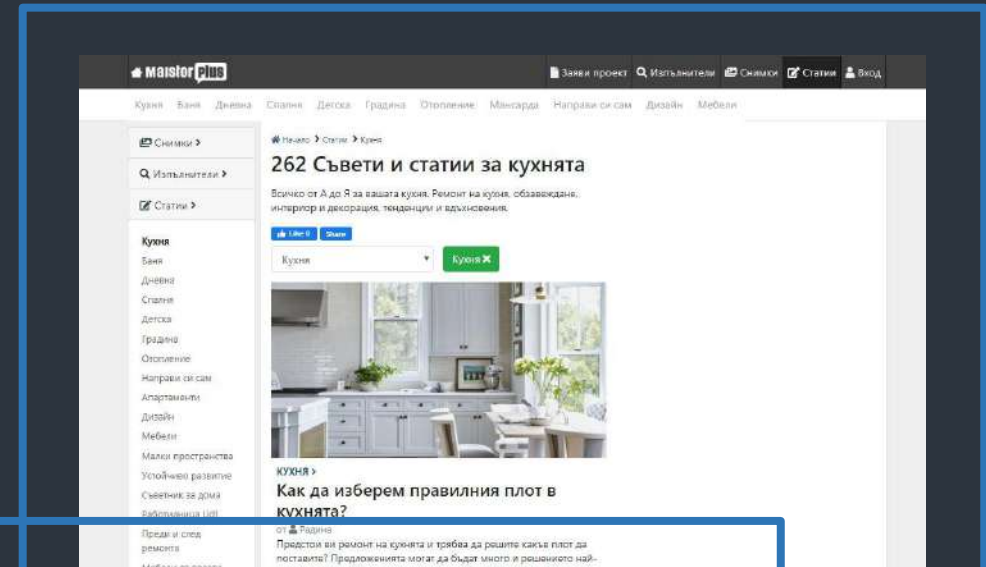


After the job is done, each client has the opportunity to leave their opinion about the quality of the performed work.

Audience profile

MEDIA SECTION: Over 15,000 articles and photos about home and interior (100 000 monthly unique visitors /Gemius/)

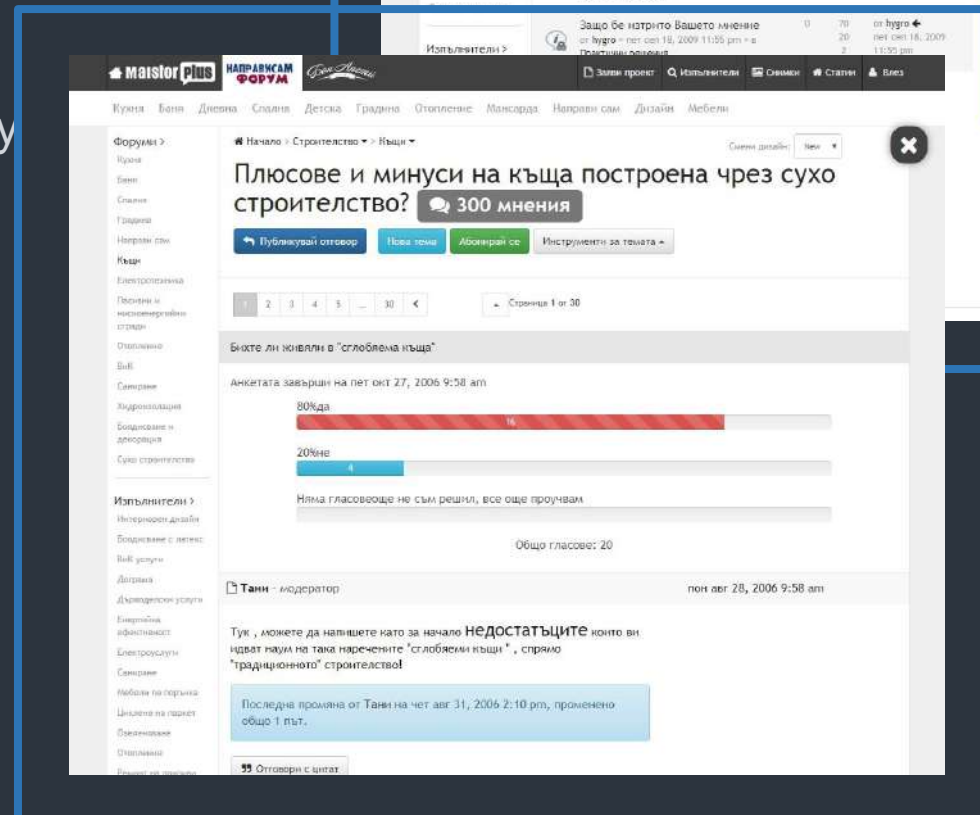
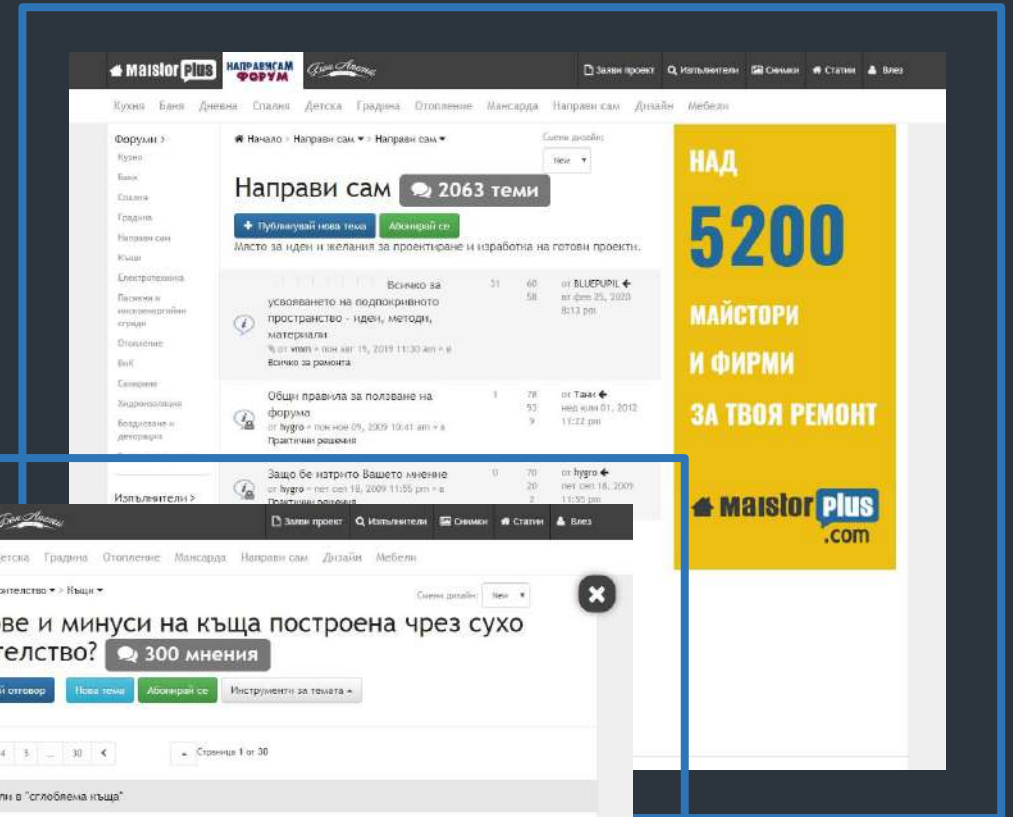
- Highly valuing the comfort of a well-maintained and furnished home.
- Investing time and resources in the maintenance and development of their home.
- Enjoy staying informed about new trends in furnishing and interior design.
- Financially stable and willing to plan for the long term.
- Capable of appreciating the benefits of credit financing and insurance as financial tools for maintaining/security and ensuring a good standard of living.



Audience profile

FORUM SECTION: 86,255 users; 45,916 topics and 876,768 posts (270 000 monthly unique visitor /Gemius/)

- DIY hobby enthusiasts.
- Loyal core of Opinion Leaders.
- Value making informed choices and are willing to invest time and effort in finding the necessary information.
- Price-conscious.

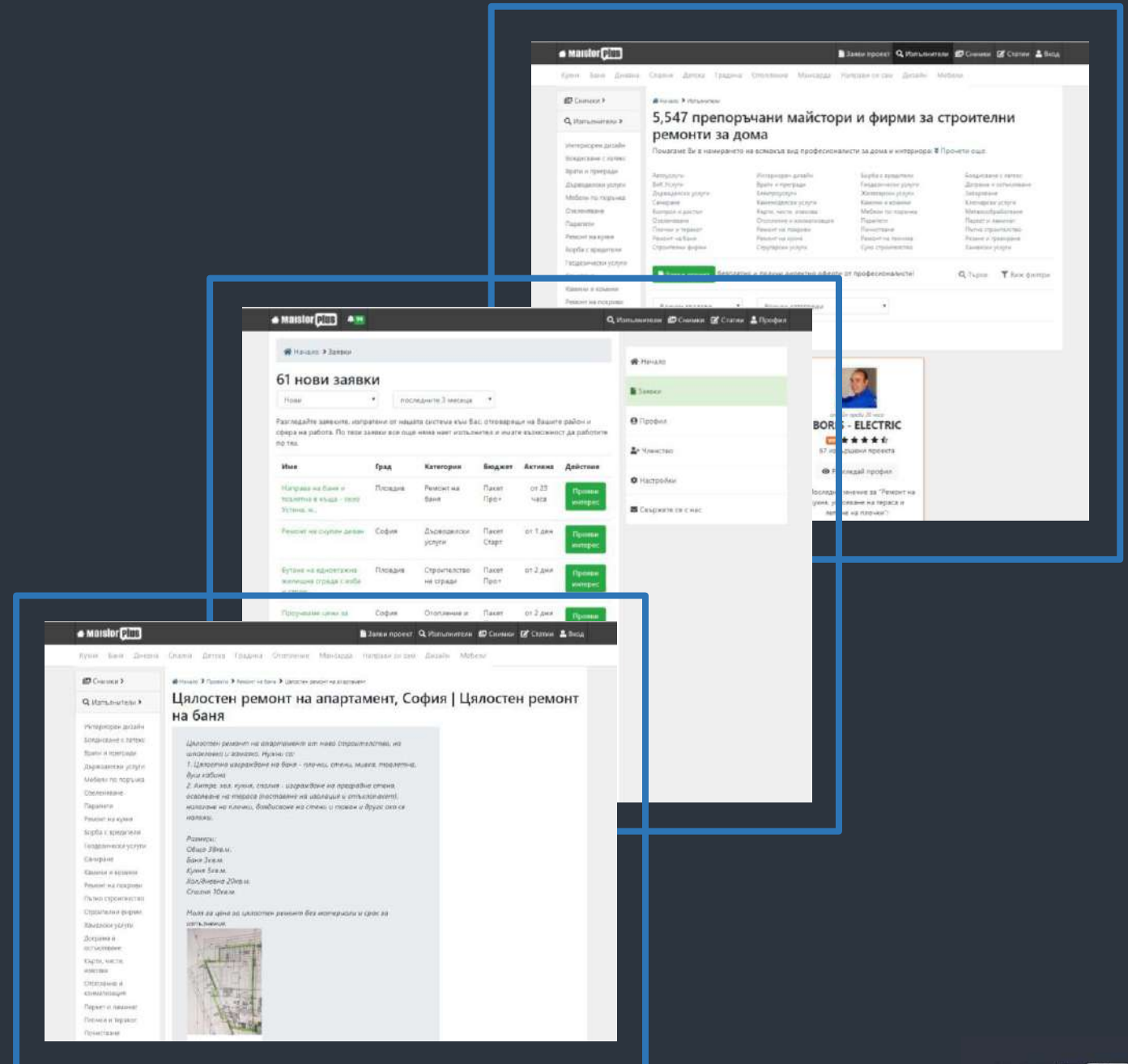


Audience profile

DIRECT USERS OF THE SERVICE:

Over 5,000 registered professionals, over 1,000 end users monthly.

- Innovators & Early adopters, willing to trust and try new services and products.
- Digitally literate, utilizing online services.
- Actively seeking clients or professionals for construction, renovation activities, and home improvement.

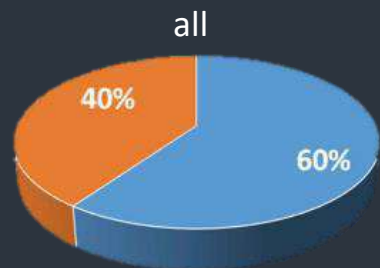


Demographic profile of the audience.

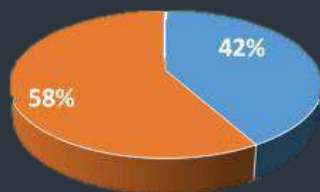
/Gemius/

Gender

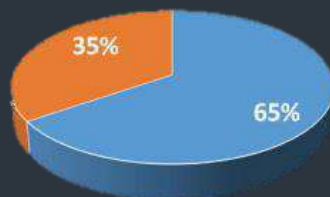
- Male
- Female



maistorplus.com



napravisam.bg



Age

- 15 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55+



maistorplus.com



napravisam.bg

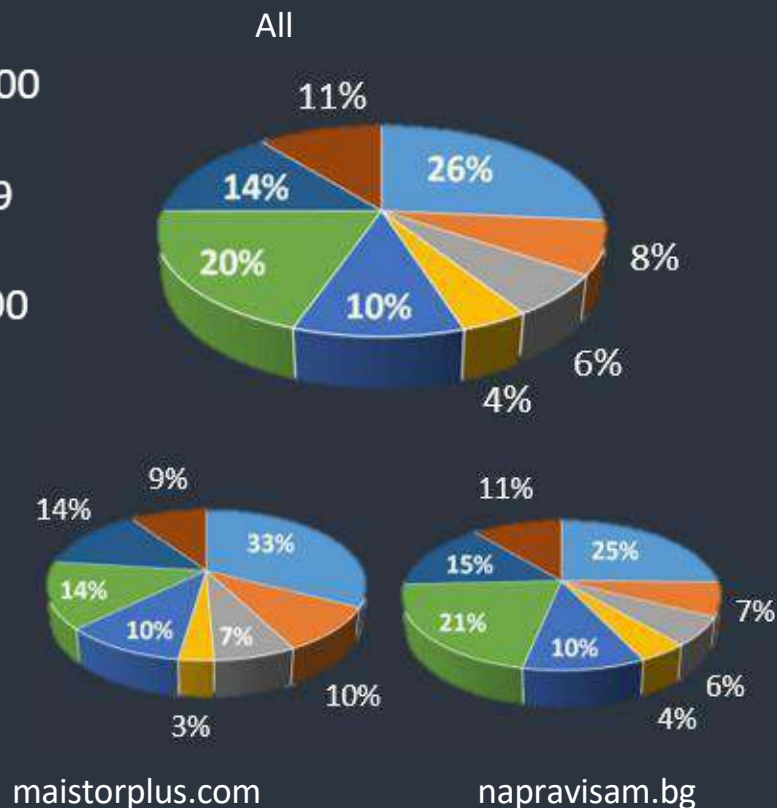


Demographic profile of the audience.

/Gemius/

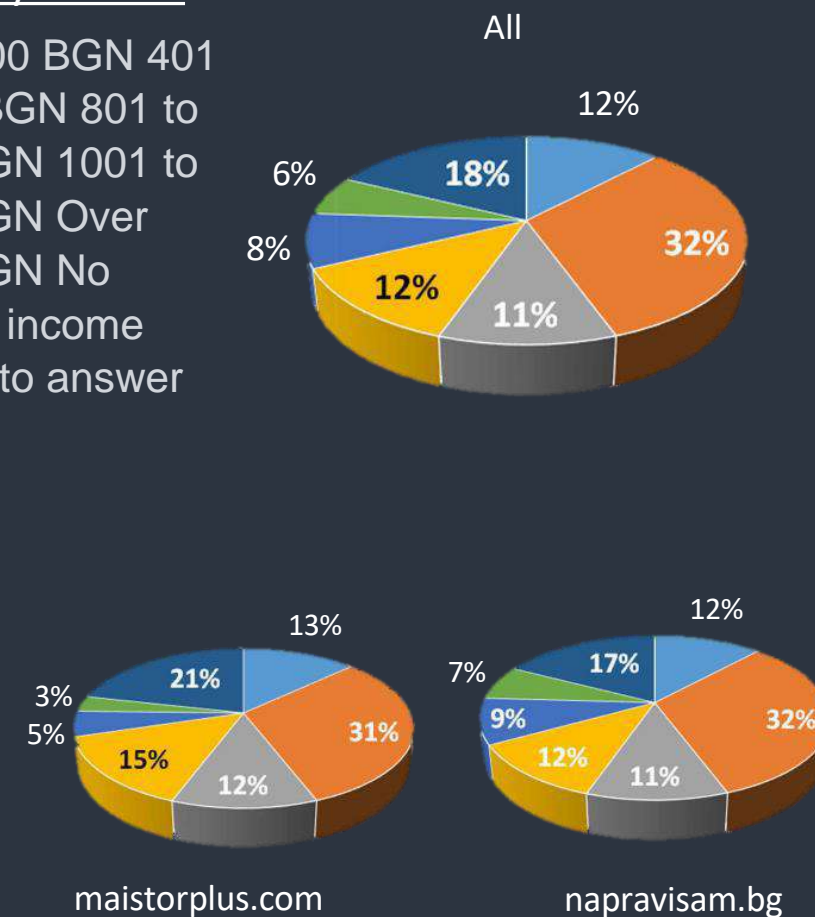
Населено място

- София
- Варна
- Пловдив
- Бургас
- Друго с над 100 000 жители
- С 20 000 до 99 999
- С 5000 до 19 999
- С по-малко от 4000 души



Net monthly income

- Up to 400 BGN
- 401 to 800 BGN
- 801 to 1000 BGN
- 1001 to 1500 BGN
- Over 1500 BGN
- No monthly income
- Decline to answer



Audience interests

The profile of our audience and the ability to communicate with **potential customers at the exact moment** they need our brand and products enables us to provide advertising positioning with unmatched effectiveness in the Bulgarian market, reaching **potential customers with interests in the following areas:**

- Industrial goods (**construction materials and repair products**)
- Consumer goods for the home (**appliances, furniture and furnishing, home decorations and improvements**)
- Financial services (**consumer and mortgage loans from banking institutions; insurance institutions**)
- Automotive industry (**family, light-duty, and heavy-duty vehicles**)
- Telecommunications (**fixed services for home and office**) Home chemicals (**laundry and cleaning products for the home**)
- FMCG (**food and beverages, specifically related to the "Garden & Barbecue" sections in the media**).

Някои от нашите клиенти

Services

Automobile

Financial and Insurance Services

Home Appliances

Construction

Retail Chains





A bold step forward towards achieving
maximum campaign efficiency.

MaistorPlus timeline

/September 2019/

Following best global practices and our desire to meet and achieve higher standards in our collaboration with partners, we offer the opportunity to purchase advertising inventory on MaistorPlus websites through our advertising services platform. This includes various advertising formats such as banners, text ads, and sponsored content. By leveraging our platform, advertisers can effectively reach our engaged audience and maximize the impact of their campaigns. [viewable CPM buying model!](#)

/November 2019/

Starting from the end of 2019, by [joining IAB Bulgaria](#), we have become part of the global digital advertising organization, IAB, whose main mission is to establish and uphold new standards in digital advertising. By embracing this mission, we will be able to collaborate with other members of the bureau and work together towards the development of digital marketing. This partnership allows us to join forces in shaping the future of the digital advertising industry and driving innovation in the field.

/December 2019/

Thanks to our focus on delivering highly effective digital campaigns, [we now have 86 partners, including leading advertisers in the country!](#)

Our key to effective online advertising

- Our ability to navigate and convert the audience of our media into direct users of the MaistorPlus service enables us to provide our partners with formats and strategic approaches for advertising positioning. These approaches are **daily optimized and validated firsthand**.
- **Personal approach, maximum transparency, and sharing our expertise** are the foundation of our collaboration with partners and the development and maintenance of best practices in the Bulgarian digital advertising market.



Formats

Premium display

Mobile & Desktop high visibility positioning, through a wide variety of format [link](#)

Viewable CPM buying model

A unique opportunity in the country for premium display positioning, providing convenient and flexible planning of various formats at a unified price.

It offers a significant competitive advantage in display positioning and addresses the low average viewability rate in the country of 53%*. [link](#)

PR & Native positioning

Positioning through textual content and integrated formats. [link1](#) & [link2](#)

MaistorPlus Google remarketing

Enhancing premium campaigns with performance positioning to reach our audience both on and off the media sites.
: [link](#)

