

UNLIMITED

CREATIVE NEW SOLUTION

PROFESSIONAL

# MEDIA PORTFOLIO

STREAMING VALUE





UNLIMITED

PROFESSI

CREATIVE NE

Despite the multiple media channels, the radio reaches up to 89% of the population on a monthly basis (15 - 69 years) and up to 93.5% of those living in the urban areas on a monthly basis (25 - 54 years) \*





# Radio consumption

Tendencies

Radio is still the most listened to audio channel in the world\*.

**77%** of audio consumers say they listen to the radio on a weekly basis.

**70%** of listeners say they will listen to the same amount of radio in 2022.

**24%** of listeners say they will listen to MORE radio in 2022.

**40%** of listeners say they choose radio because of the music mix.

\*DATA: radioinfo.com.au/, 2021







# Radio consumption

Tendencies



**77%**

listen to the radio  
on a weekly basis



**71%**

listen to music  
through a streaming  
platform

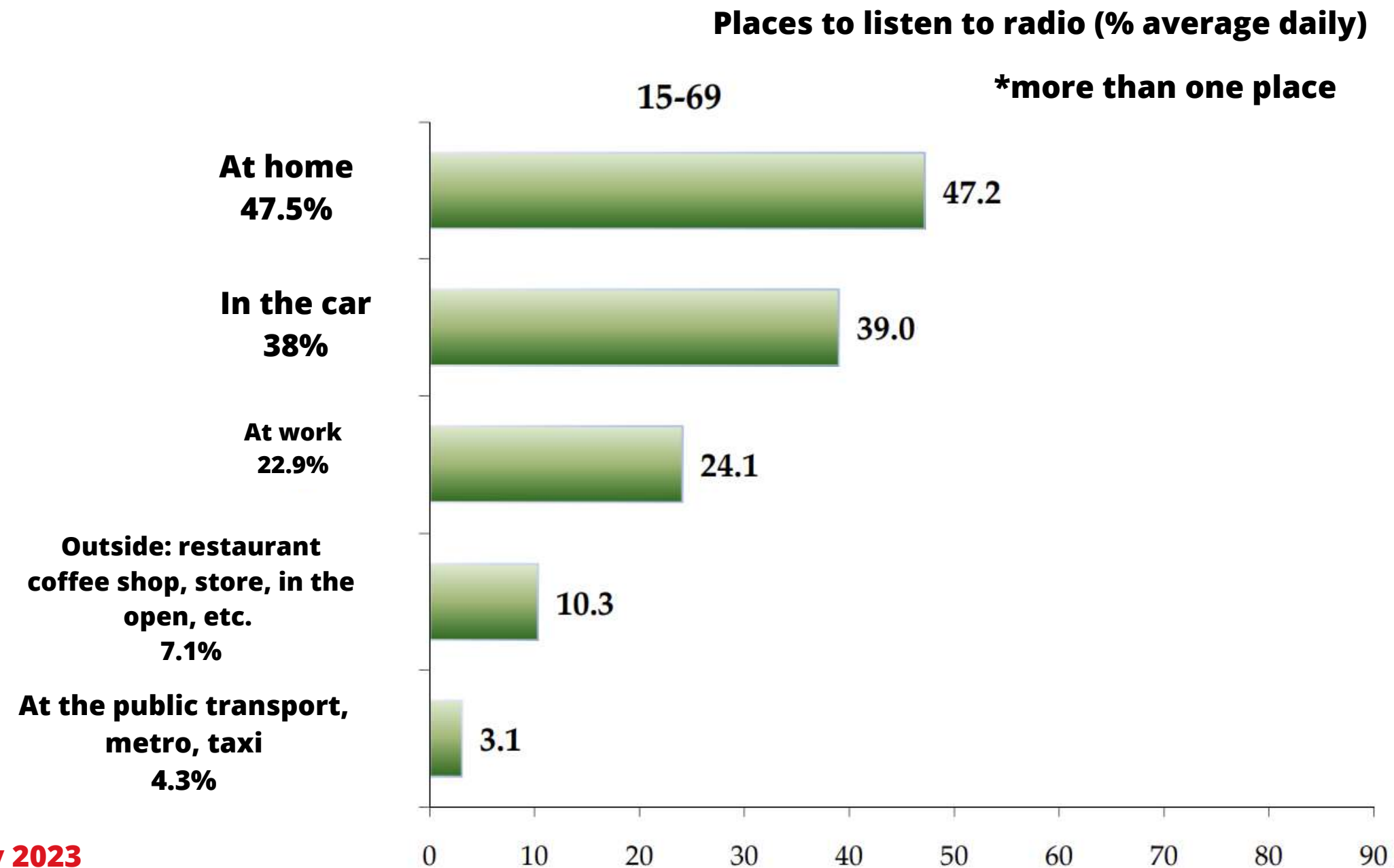


**29%**

listen to podcasts  
on a weekly basis

# Radio consumption

We know when your audience is listening and where they are.  
This allows us to offer you better advertising time on the air.





## ADVANTAGES



**Recognizable brands**



**Wide audience coverage**  
with minimal overlap of target groups



**Unique radio programming**  
With the presence of favorite radio hosts and music



**Implementation of many non-standard projects**



**Professional attitude**



**Efficiency through repeatability to reach your desired targets**





# CHOOSE

## VESELINA RADIO

The media started 31 years ago in Plovdiv and grew into a national network of stations in the big cities of Bulgaria. It was one of the first radio stations to mark the beginning of private broadcasting in the country.

**Veselina Radio is among the leaders of the radio market and reaches listeners from 20 to 50 years of age. Veselina Radio broadcasts pop and folklore hits as well as Balkan music.**

Veselina radio's motto is **"The best song mix"**.

The unique music selection, the radio shows that got to be well known in time and the familiar voices on the air reach a very wide and loyal audience!



**23:00 - 00:00**  
**16:00 - 17:00**  
**Weekend**

## RETRO MIX

Selection of the best Balkan retro hits - pop folk, Serbian and Greek.

**7:00 - 10:00**  
**Mon-Fri**

## CAPPUCCINO

The morning entertainment show on Veselina Radio. Hosted by Vera Cherkezova, who discusses daily current topics, inviting listeners to share their opinions and experiences live on air.

**10:00 - 13:00**  
**Mon-Fri**

## VIP ZONE

The secular show hosted by Svetlana Kabaivanova. Current news about celebrities, artists, performers and influencers, who often visit us and share details about their lives and new songs.

**13:00 - 15:00**  
**19:00 - 23:00**

## CONGRATULATIONS

The congratulatory show on Veselina radio, on which the listeners can request a song and to surprise loved ones on the air every day of the week. They also choose the music in the evening editions of the show. During the weekends it is on air between 12:00 and 4:00 pm The hosts are Desi Nikolova, Milen Angelov and Metodi Valchev.

**11:00 - 12:00**  
**Sunday**

## VESELINA TOP 15

The weekly chart, which collects 15 new of the hottest pop-folk hits every Sunday. Voting on [www.radioveselina.bg](http://www.radioveselina.bg) on Sunday and ends on Thursday at 12 p.m.

**15:00 - 19:00**  
**Mon-Fri**

## SMILES

The afternoon show of Veselina radio is hosted by Maria Koleva. Offers pleasant company and various challenges for all listeners. It reflects what is happening in the country, informs about various cultural and interesting events, as well as current traffic information to all drivers.

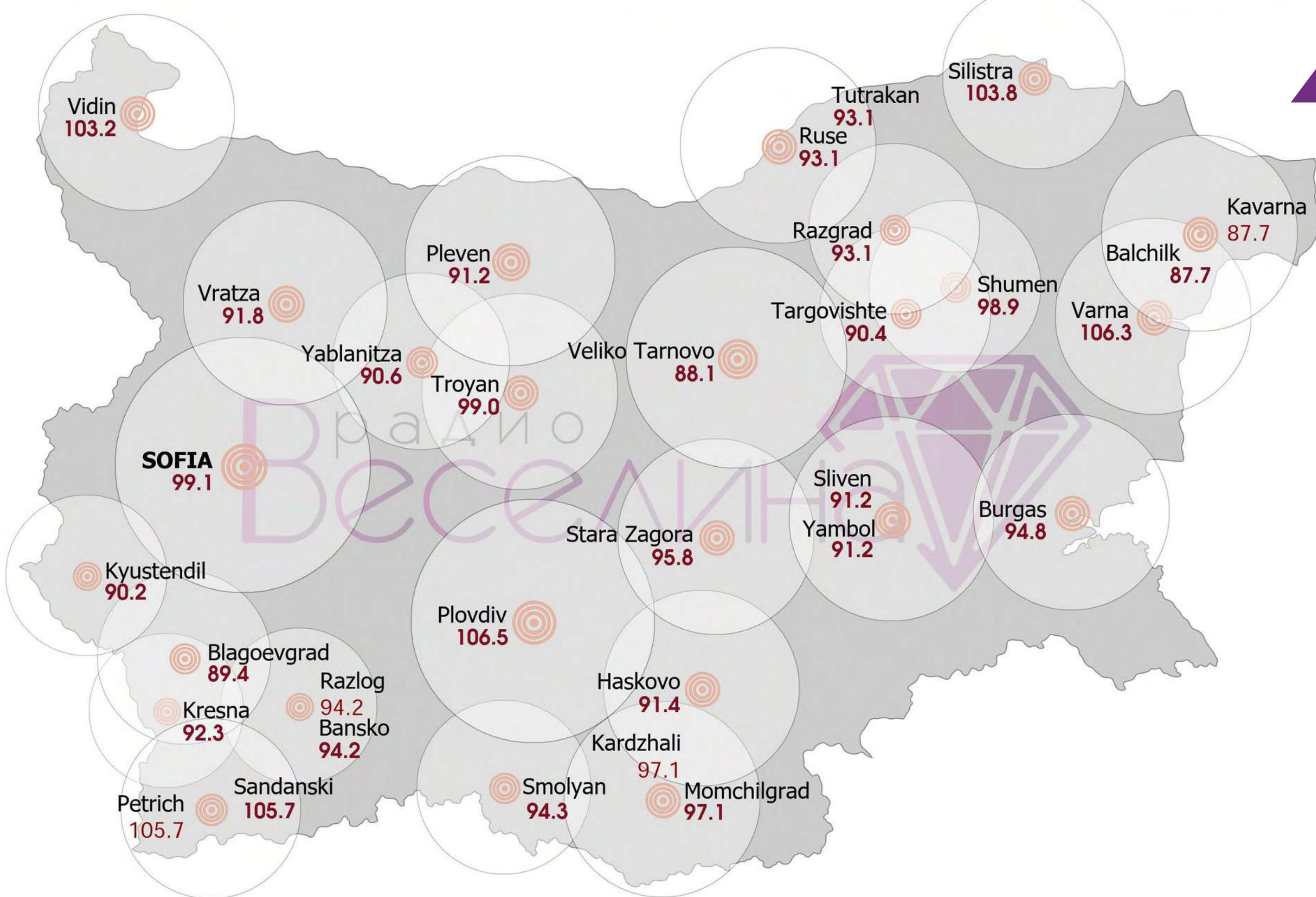
**11:00 - 12:00**  
**Saturday**

## DOCTOR HEALTH

You can listen to the show "Doctor Health" with Maria every Saturday from 11 a.m. to 12 at noon. Do not miss the advice of leading experts on current topics related to our physical and mental health, beauty and more.



# COVERAGE





# CHOOSE



Vitosha Radio has officially been on air since January 7th, 1991. The radio station is in the HOT AC format, which means our program features modern hits as well as some of the best songs from the 90s onwards. The presence of iconic radio hosts combined with the HOT AC format guarantees an active urban audience between 25 and 45 years of age.

The talk shows are entertaining, covering a wide range of subjects from our day-to-day lives: from romantic and family relationships, to work environment, health, and lifestyle.

Our goal is to be modern and inclusive, following the European model set for radio stations.

Vitosha Radio is a well-established name in the Bulgarian media market. For the past 32 years, we have been aiming not only to entertain but to educate our audience and give them the outlet to openly and respectfully express their opinions.



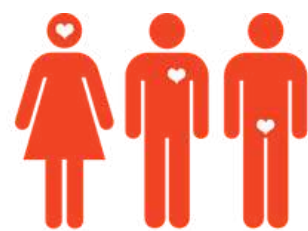


# MORNING THREESOME

The Morning Threesome talk show has been the most iconic and most popular radio show in Bulgaria for the past 24 years. Every day comes with a new topic that the three hosts discuss on-air and their listeners are encouraged to call and participate in the conversation. Talking points are taken from different spheres of public life and often include but are not limited to romantic relationships, family, and work environment.

## Charity campaigns

Involvement in different humanitarian and charitable causes is of the utmost importance to the three radio hosts. The Morning Threesome has actively participated in a campaign called "More Bulgarian Children for Bulgaria" since 2005. Working in collaboration with the "I Want a Baby" Foundation, Milena, Kiril and Todor have helped encourage many people to take part in the cause by donating genetic material. More than 300 children are born since the start of the campaign.



ТРОЙКА НА РАЗСЪМВАНЕ



**6:00 - 10:00**  
Mon-Fri

## THE MORNING THREESOME

The most popular radio talk show in Bulgaria is hosted by Milena, Kiril, and Todor. Start your day with a different point of view and great emotions. Be a participant on air and you might just become one of the lucky people who get a chance to win incredible prizes from the show.

**10:00 - 14:00**  
Mon-Fri

## OFFICE BREAK

The show preaches that contrary to popular belief, the best time of the day is not when you leave the office, it is when you arrive at work. Enjoy fun facts, health and lifestyle information, interesting questions and news from around the world.

**14:00 - 17:00**  
Mon-Fri

## VITOSHA ON AIR

This is the time for film, technology, celebrity news and sports. All these topics are covered by our charming host Stoyan who keeps you company during the last few hours of your work day.

**17:00 - 20:00**  
Mon-Fri

## VITOSHA DRIVE

From the summer of 2022, the smiling and charming Geri took the wheel of VITOSHA DRIVE! This is the time for greetings, trivia and the most wonderful way to end the work day. Promised - guaranteed and sounding on the air!

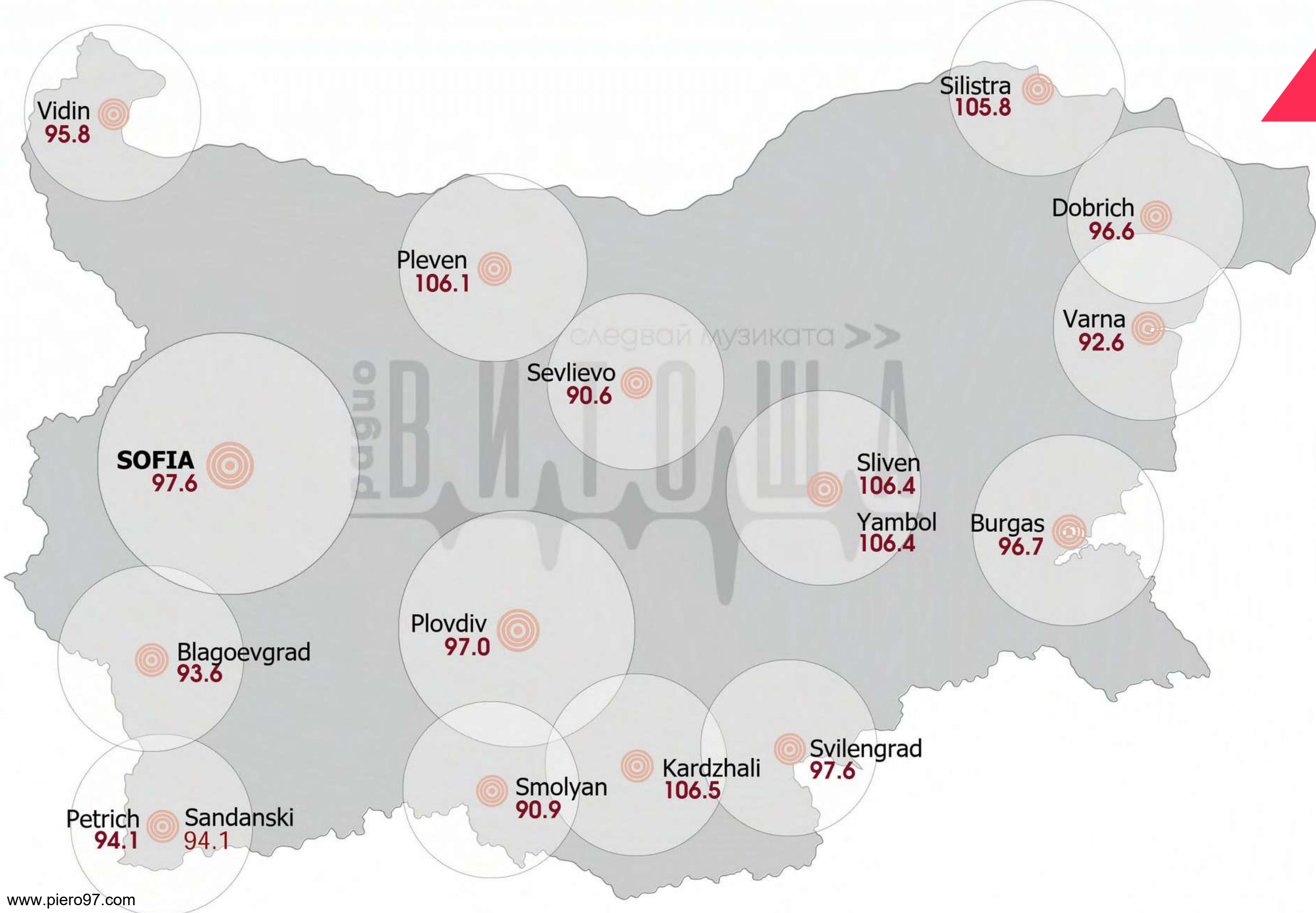
**10:00 - 11:30**  
Saturday

## VITOSHA TOP 20

Our weekly chart hosted by Bobby brings together the 20 most played songs for the past week. In case you miss it on Saturday, you can catch it again on Sunday at 5 pm.



# COVERAGE





**CHOOSE**

**MAGIC**



**Magic FM targets audiences between the ages of 25 and 54. Initially launched in 2001 as Atlantic Radio, the media changed its name to Magic FM in April 2010.**

**Broadcasting some of the most beloved hits from the last four decades, MAGIC FM has frequencies in Sofia, Plovdiv, Gabrovo, Kozloduy and Vidin.**

**Magic FM's slogan is "The best music".**

**MAGIC TV has a unique program scheme that distinguishes it from other formats on the Bulgarian market. It broadcasts well-established hits from the world stage, as well as Bulgarian songs from the last decades.**

**Magic TV's goal is to meet the requirements of a wide, active audience between 25 and 54 years of age.**



**6:00 - 8:00**  
Mon-Fri

### MAGIC START

Our favorite start in the morning includes hits to wake up with and stay in a good mood throughout the whole day. The songs alternate with news hourly.

**8:00 - 11:00**  
Mon-Fri

### MORNING WITH MITKO PAVLOV

One of the most listened-to morning radio programs hosted by Mitko Pavlov. Unique style, alternative music and good mood every morning.

**11:00 - 15:00**  
Mon-Fri

### WORK TIME WITH ELENA BOZOVA

Hours devoted to topics related to culture and art, current events, and news for exhibitions, concerts and topics of the world of fine arts with Elena Bozova.

**15:00 - 19:00**  
Mon-Fri

### SO FAR SO GOOD WITH DINKA ZHELYAZKOVA

Dinka Zhelyazkova offers us music battles, traffic news and a topic of the day related to current events every afternoon. Every Friday she presents new music from 19:00 and the MAGIC TOP 5 ranking, which fans rank on our social networks during the week.

**12:00 - 13:00**  
Saturday

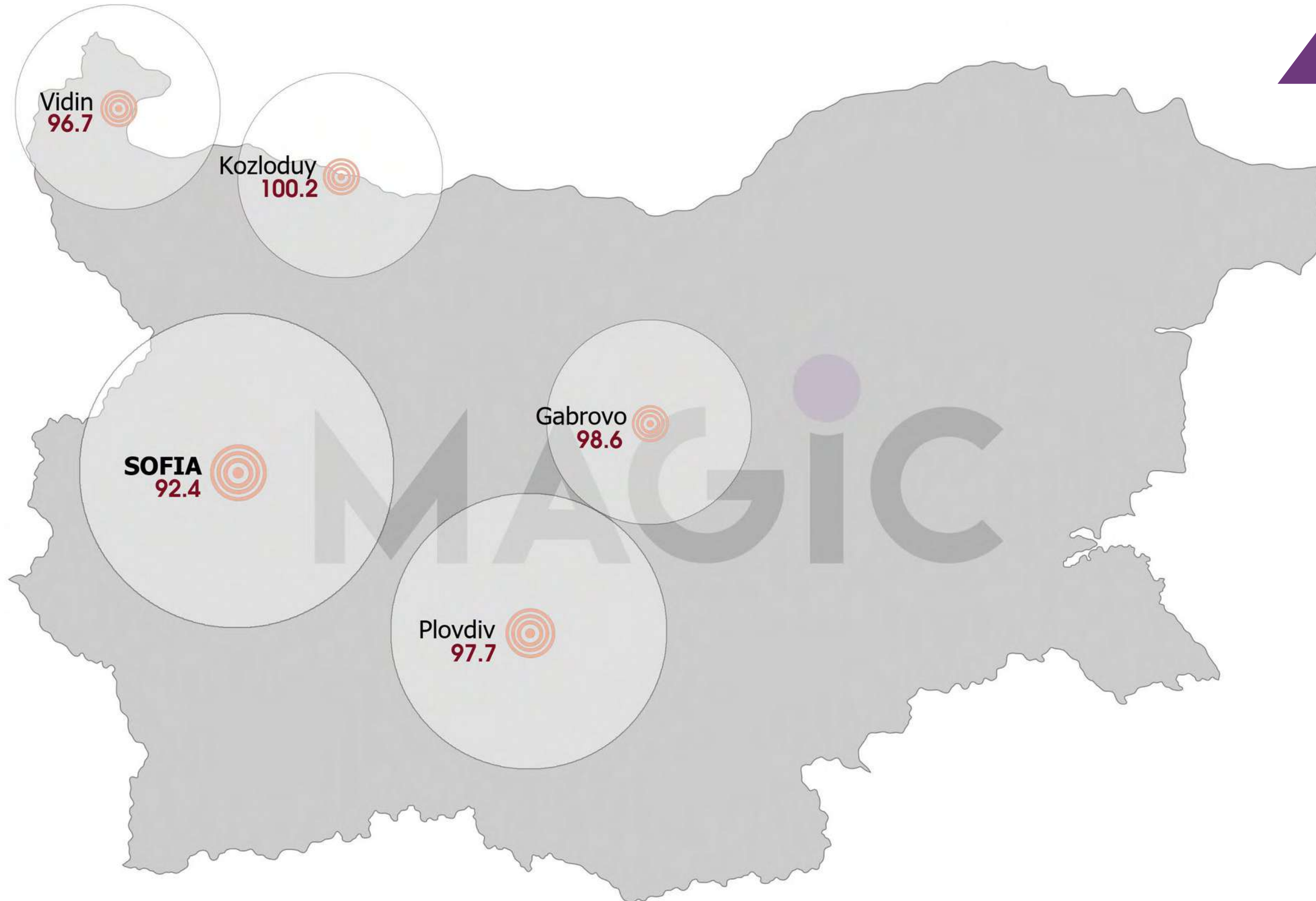
### MAGIC LEGENDS

The show focuses on the life and work of some of the most significant pop musicians of recent decades. In it, in addition to the music, you will learn lesser-known facts about them. It is broadcast on Saturdays between 12:00 and 13:00 with a repeat on Sundays from 18:00 to 19:00, hosted by Dinka Zhelyazkova.



# COVERAGE

# MAGiC





**CHOOSE**

**THE VOICE**

## **THE VOICE TV**

The Voice TV was launched in November 2006 with national coverage. The media is a brand for which music and quality vision of a finished product are a top priority. We believe these are the two main elements to which the program concept of the media is subordinated. The channel offers its audience (18 - 59 years) a program mix of current show business information, music and entertainment programs, columns and charts.

## **THE VOICE RADIO**

The radio broadcast was launched in 2007.

The audience includes listeners from 18 to 34 years of age. The Voice Radio is broadcasted in Sofia, Plovdiv, Burgas and Pomorie, Karnobat, Smolyan and Kardzhali. It also registers a lot of listeners online at [www.thevoice.bg](http://www.thevoice.bg).

The radio format is Contemporary Hit Radio.





# RADIO PROGRAM

## THE VOICE

### MORNING VOICE

Morning Voice is The Voice Radio's morning show, which you can listen to every weekday between 08:00 and 12:00. From July 2022, the presenter is Marie-Nicole.

### Radio Dance TOP 10

The chart includes the Top 10 of the best club songs from the Bulgarian, European and world music scenes, ranked by the fans on [www.thevoice.bg](http://www.thevoice.bg). The Radio Dance Chart is broadcast every Friday night from 21:00.

### BG VOICE TOP 10

The chart in which fans can vote every week for their favorite Bulgarian artists and their latest projects. The voting takes place at [www.thevoice.bg](http://www.thevoice.bg). The chart is broadcast every Friday between 20:00 and 21:00.

### Radio Airplay Chart Top 30

The chart lists the 30 most aired songs of the week on The Voice radio. It is broadcast every Saturday from 14:00 and repeated on Sunday from 20:00.

# TV PROGRAM

### 1ARTIST 3HITS

A daily column broadcast from 12:00 to 12:10., and from 18:50 to 19:00. In it we collect 3 hits from the same currently popular artist.

### TV AIRPLAY CHART

In the chart, we collect the 30 most broadcast songs of the week on The Voice TV. It is broadcast every Saturday from 10:00 and repeated on Sunday from 20:00. It is hosted by Marie-Nicole.

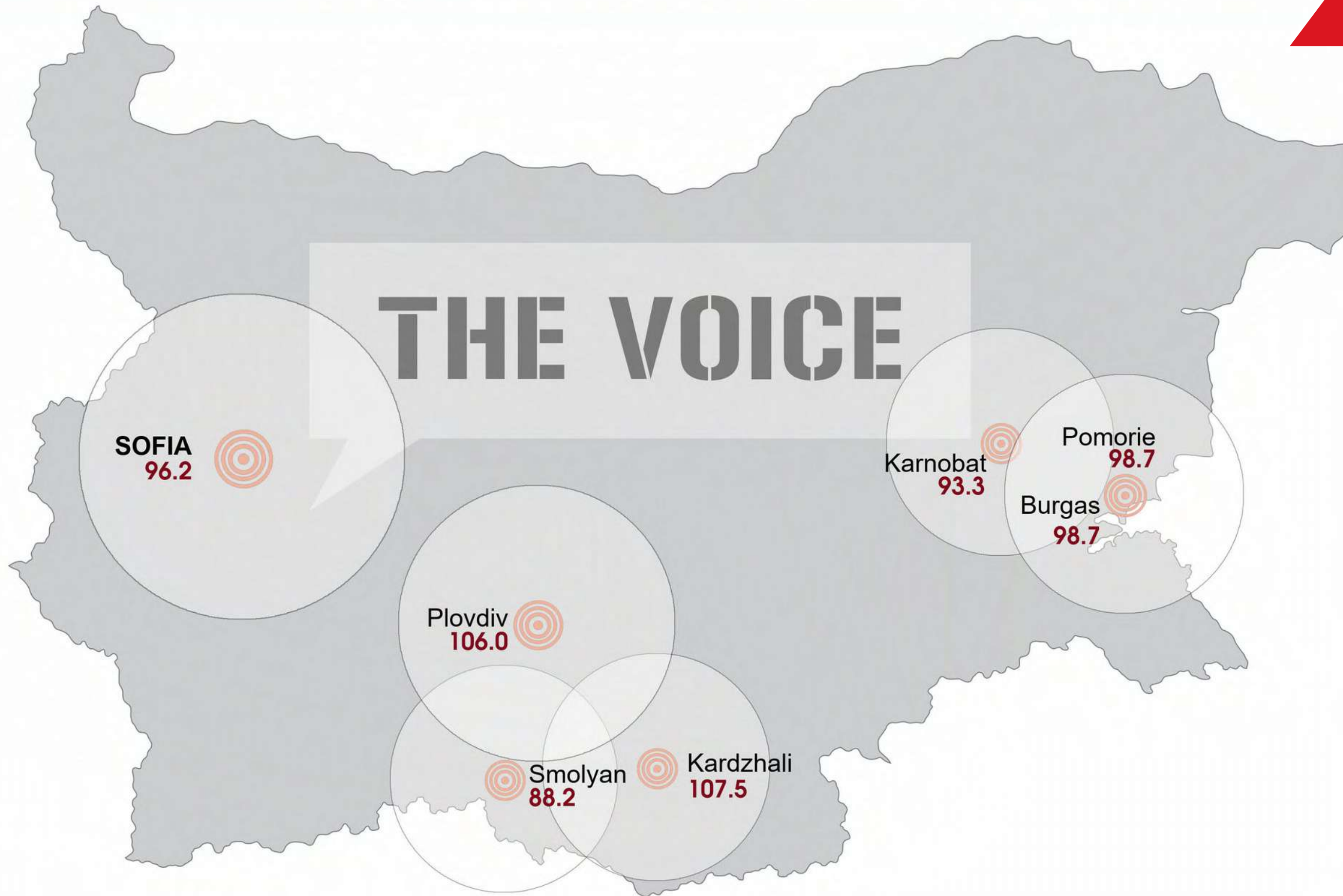
### BG VOICE TOP 10

The chart in which fans can vote every week for their favorite Bulgarian artists and their latest projects. The voting takes place at [www.thevoice.bg](http://www.thevoice.bg). The chart is broadcast every Friday between 20:00 and 21:00. It is hosted by Marie-Nicole and repeated on Sunday between 22:00 and 23:00.



**COVERAGE**

**THE VOICE**





# SOCIAL MEDIA



**Followers:**  
76 667

**Facebook**

**Average Reach:**  
176 535

**Average engagement:**  
13 980



**TikTok**

**Followers:**  
over 15 200

**Likes:**  
over 124 100



**Facebook**

**Followers:**  
60 677

**Average Reach:**  
353 779

**Average Engagement:**  
12 987



**Followers:**  
80 246

**Average Reach:**  
66,411

**Average Engagement:**  
21,820



**Followers:** 2522  
**Average active users:** 415  
**Average page viewers:** 3923

## MAGIC



**Facebook**

**Followers:**  
37 475

**Average Reach:**  
25 756

**Average Engagement:**  
8 789

## THE VOICE



**Facebook**

**Followers:**  
219 919

**Average Reach:**  
125 675

**Average Engagement:**  
15 647



**Instagram**

**Followers:**  
42 656

**Reach:**  
24 455



**TikTok**

**Followers:**  
над 26 200

**Likes:**  
над 180 800



**VIBER**

**Followers:**  
7798

**Daily Active Users:**  
5798

**Message Reactions:**  
300 to 400

**Average Monthly Results  
July 2023**



# THE NEWS

The news in our media group are broadcasted live every weekday from 07:00 to 18:00 (every hour).

This segment of the program aims informing the audience about the essence of what is happening in our country and around the world. At certain hours related to the daily rhythm of the audience, information about car traffic and weather is presented. On air news of the radio stations are current, political, economic, public, health, sports.

In the radio stations' sites the news are related to music, show business, cinema, culture.



**NEWS**



CREATIVE NEW SOLUTION

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**THANK YOU FOR YOUR ATTENTION!**

