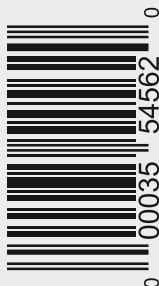


Media Kit

SBB MEDIA



**1 MILLION UNIQUE VISITORS PER MONTH IN OUR WEBSITES**

[www.sbb.bg](http://www.sbb.bg)

**THE BIGGEST  
MAGAZINE  
PUBLISHER ON  
THE BULGARIAN  
MARKET**

**WITH MORE THAN  
300K TOTAL PRINTED  
CIRCULATION**

www.piero97.com

## WE HELP YOU TO:



- **REACH PRECISELY THE TARGET AUDIENCE BY INTERESTS AND PERSONAL PREFERENCES**  
Every reader chooses the magazine for his free time. We have built a relationship of trust with our readers, so we try to offer them the most appropriate and interesting titles.
- **ENGAGE THE ATTENTION OF THE AUDIENCE IN A PLEASANT WAY**  
Our readers spend their free time to enjoy their favorite magazine. In these moments they are not being distracted from different media channels with information. This can guarantee that your message reaches them.



- **PLACE YOUR AD NEXT TO THE PROPER CONTENT**  
When your ad is placed next to the proper editor material, this increases its viewability, reliability and helps for its easier perception by the reader
- **INCREASE THE EFFICIENCY OF YOUR MEDIA MIX**  
Adding magazines in your media mix increases the efficiency of making the brand known and recognizable, it creates trust and most of all it increases the intention of purchase.



# DIGITAL WORD

Beauty | Fashion | Lifestyle | News



[www.sbb.bg](http://www.sbb.bg)



[www.rozali.com](http://www.rozali.com)



[www.cosmopolitan.bg](http://www.cosmopolitan.bg)



[www.elle.bg](http://www.elle.bg)



[www.gotvetesmen.com](http://www.gotvetesmen.com)



[www.nationalgeographic.bg](http://www.nationalgeographic.bg)



[www.moetodete.bg](http://www.moetodete.bg)



**PO3AΛΛI**  
WWW.ROZALI.COM

#### FACTS

Monthly unique visitors:  
300K

Monthly impressions: 3M

#### AUDIENCE PROFILE

64% 35+ years old  
94% with secondary or higher education  
60% working  
61% live in Sofia and the biggest cities  
62% live in a family with 3+ members  
81% shop online

- The favorite internet portal of several generations women in Bulgaria
- Vital, funny and provocative, Rozali.com covers 360 degree of the life of confident and ambitious women, who have high expectations, ask questions and want answers.
- Have original and unique articles with high editorial added value and more than 70K articles and news.
- It gives useful and concrete information, which every woman needs.



Rozali.com 76K followers



**COSMOPOLITAN**

#### FACTS

Monthly unique visitors:  
200K

Monthly impressions: 1.2M

#### AUDIENCE PROFILE

57% 18-39 years old  
90% with secondary or higher education  
55% working  
58% live in Sofia and the biggest cities  
87% shop online

- E- Digital look of life – The life of the fun, fearless, female women. The ones who want to have everything Here and Now.
- Cosmopolitan.bg gives online information needed by the modern young women to succeed in the fast world.
- The website catches the attention of hundreds of thousands visitors every month.
- It concentrates on the main interests of the young and brave women, interested in everything new, who dare to try new and high quality products and services.





# ELLE

## FACTS

Monthly unique visitors: 75K  
Monthly impressions: 400K

## AUDIENCE PROFILE

58% 25-49 years old  
52% with secondary or higher education  
61% working  
68% live in Sofia and the biggest cities  
93% shop online

- ELLE inspires women to follow their one style in every aspect of life.
- In ELLE.bg you can find everything: from the fashion world, news and trends
- Advices and products of skin care, hair and body, fitness programs, diets, good shape advices, art and culture news, interesting destinations, new restaurants and clubs, designer hotels, Spa & Wellness centers.



# NATIONAL GEOGRAPHIC

## FACTS

Monthly unique visitors: 107K  
Monthly impressions: 400K

## AUDIENCE PROFILE

69% 25-54 years old  
90% with secondary or higher education  
60% working  
67% live in Sofia and the biggest cities  
86% shop online

- Website for knowledge and curious facts about the world around us.
- Interesting articles not published in the magazine.
- Impressive and attractive photos, interactive games and competitions.
- The website presents the new issues of the magazines National Geographic and National Geographic KIDS with leading articles from them.





# Moeto dete.bg

## FACTS

Monthly unique visitors: 60K  
Monthly impressions: 200K

## AUDIENCE PROFILE

62% 18-39 years old  
93% with secondary or higher education  
53% working  
64% live in Sofia and the biggest cities  
60% live in a family with 3+ members  
85% shop online

- Internet portal with everything about pregnancy and motherhood.
- Community for sharing parental fears and excitements.
- Diversity of useful advices for beauty care, health and fashion during the pregnancy, afterbirth and while raising a child.
- Personal place with child diaries, with memories about the unforgettable moments with the kid.



Moetodete.bg 60K followers



# Gotvetesmen с мен

## FACTS

Monthly unique users: 40K  
Monthly impressions: 150K

## AUDIENCE PROFILE

71% 35+ years old  
96% with secondary or higher education  
61% working  
61% live in Sofia and the biggest cities  
57% live in a family with 3+ members  
79% shop online

- It has more than 7K different recipes. Most of the dishes are cooked and highly rated by the chief editor.
- Everybody can create culinary masterpiece with useful advices from Gotvetesmen.com



Gotvetesmen 9,4K followers