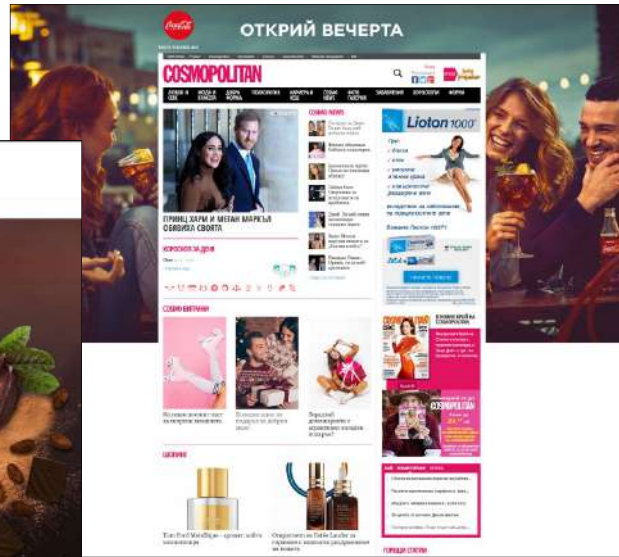


SBB MEDIA

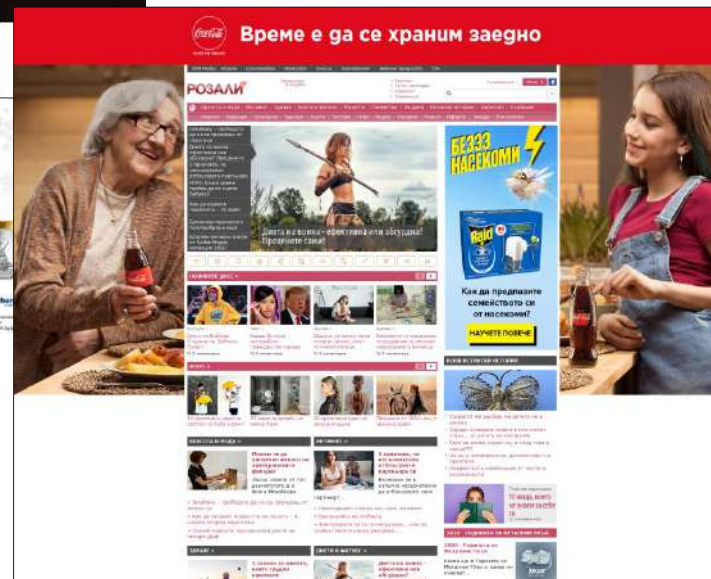
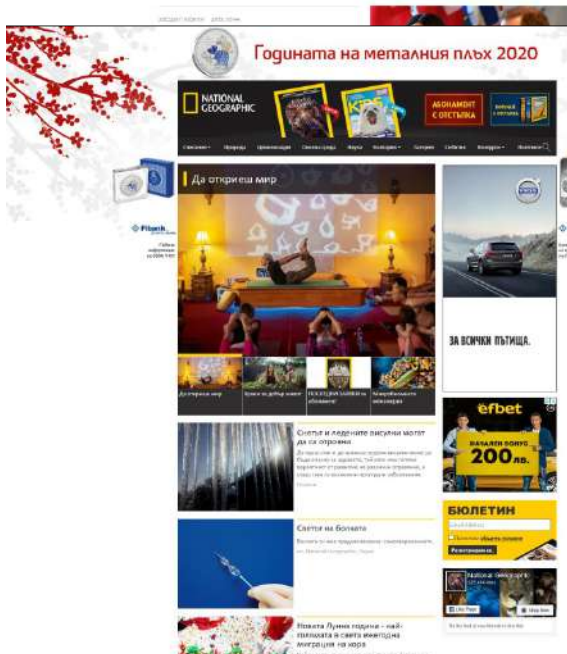
Women's world online

2020



6 websites

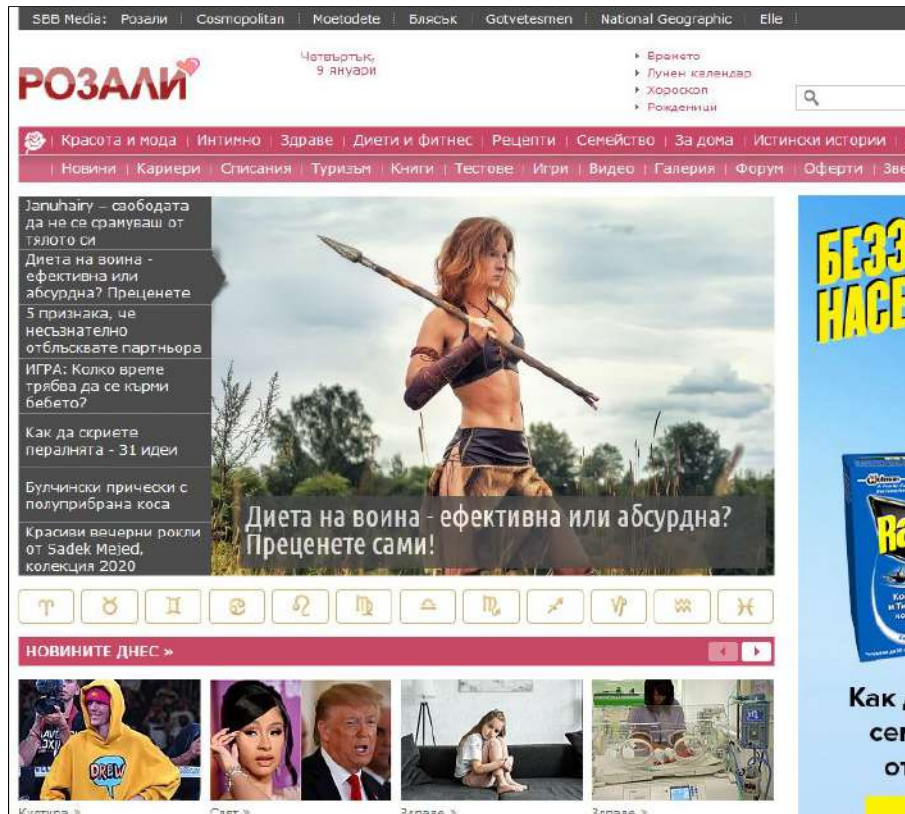
strong international and local brands



over 10 million monthly page views

more than 1 million monthly users

70% women audience



Users profile

- Women 75%
- Age 30+ 71%
- Secondary or university degree 92%
- Working 57%

- Favorite website of more than half a million women in Bulgaria
- **Dynamic, entertaining, provocative,** and embraces 360 degrees view of the life of new generation self confident and ambitious women
- **For women with high expectations,** who ask questions and want to find the answers
- **With fully original materials,** unique and of great value - with more than **70 thousand** articles and news
- **Useful and specific** information for every woman who needs it

Facts:

- Monthly unique visitors: 600K
- Monthly page views: 5,6M
- Facebook fans: 72K



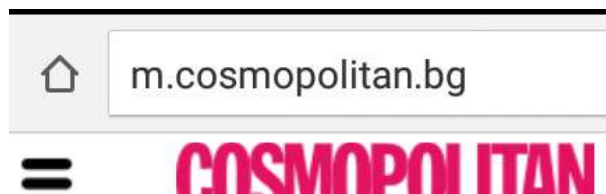
- Monthly unique visitors: 500K
- Monthly page views: 4M

COSMOPOLITAN.BG

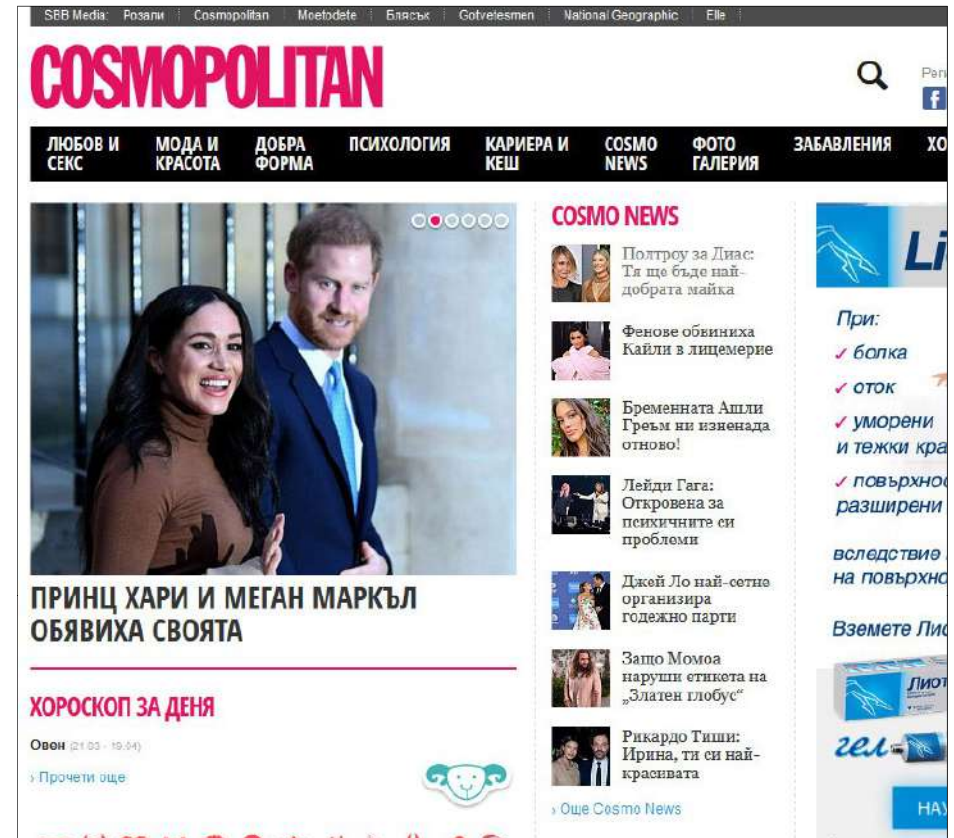
- **E-look** into the life of fun, fearless, successful and amazing females who want to have it all right **Here right Now**
- Offers a daily dose online info, necessary to **young and modern women** in order to succeed in today's fast world
- **Attracts the attention** of hundreds of thousands female visitors monthly
- Focuses on any kind of topics of interest for **young fearless modern women, curios and eager to try new things, quality products and services**

Facts:

- Monthly unique visitors: 145K
- Monthly page views: 600K
- Facebook fans: 51K



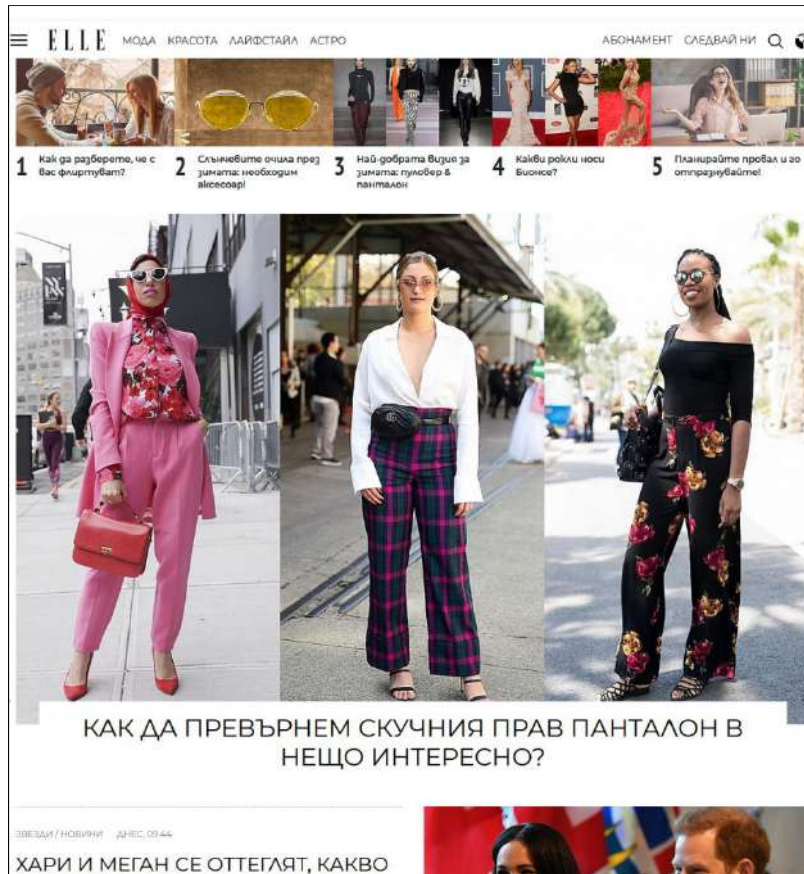
- Monthly unique visitors: 130K
- Monthly page views: 400K



Users profile

- Women 74%
- Age 20-39 54%
- Secondary or university degree 87%
- Working 53%

ELLE.BG



Users profile

- Women 83%
- Age 20-39 61%
- Secondary or university degree 94%
- Working 56%

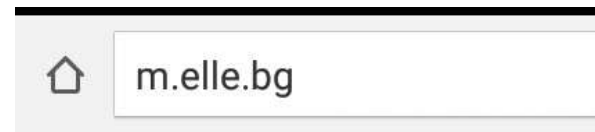
ELLE inspires women to follow their own style in every aspect of their life.

On ELLE.bg you can find:

- Everything about fashion – news and trends;
- Tips and products for skin, hair and body care;
- Fitness programs, diets, tips to keep your body in good shape;
- Art and culture news, interesting destinations, new restaurants, luxury hotels, Spa & Wellness centers

Facts:

- Monthly unique visitors: 75K
- Monthly page views: 250K
- Facebook fans: 26K

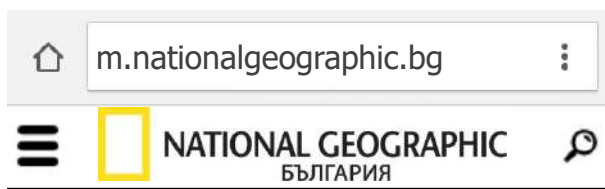


- Monthly unique visitors: 66K
- Monthly page views: 120K

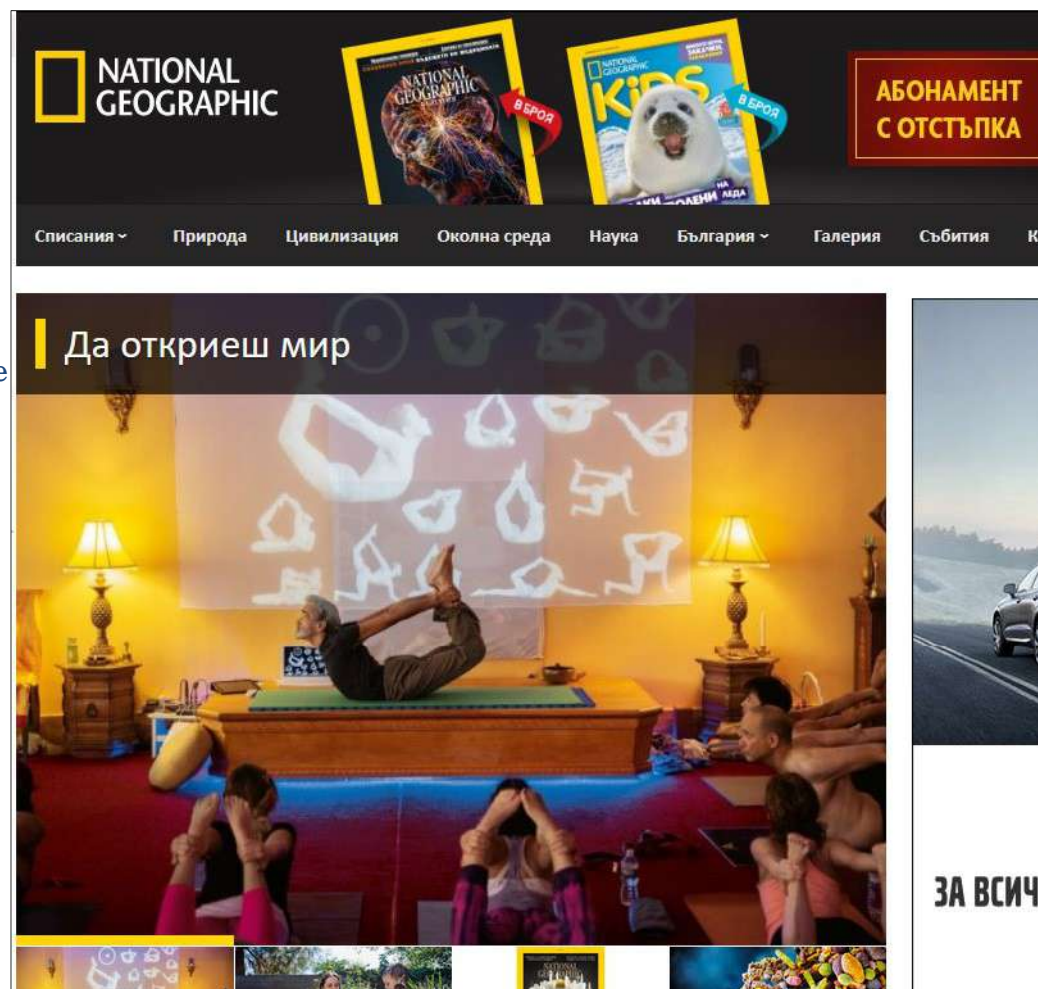
- **Website for knowledge and interesting facts** about the world around us, where articles from the magazine are only a little part of the content.
- **Interesting articles**, not published in the magazine
- **Spectacular and breathtaking photos**
- Interactive games and contests
- **Announce of the latest issues** of National Geographic and National Geographic KIDS

Facts:

- Monthly unique visitors: 107K
- Monthly page views: 220K
- Facebook fans: 325K



- Monthly unique visitors: 90K
- Monthly page views: 160K



Users profile

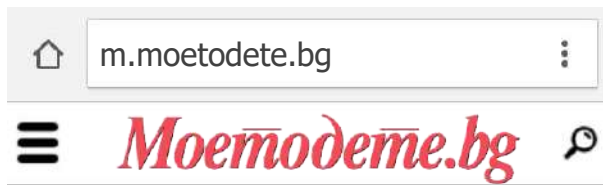
- Men 56%
- Women 44%
- Age 30+ 76%
- Secondary or university degree 93%
- Working 57%

Moetodete.bg

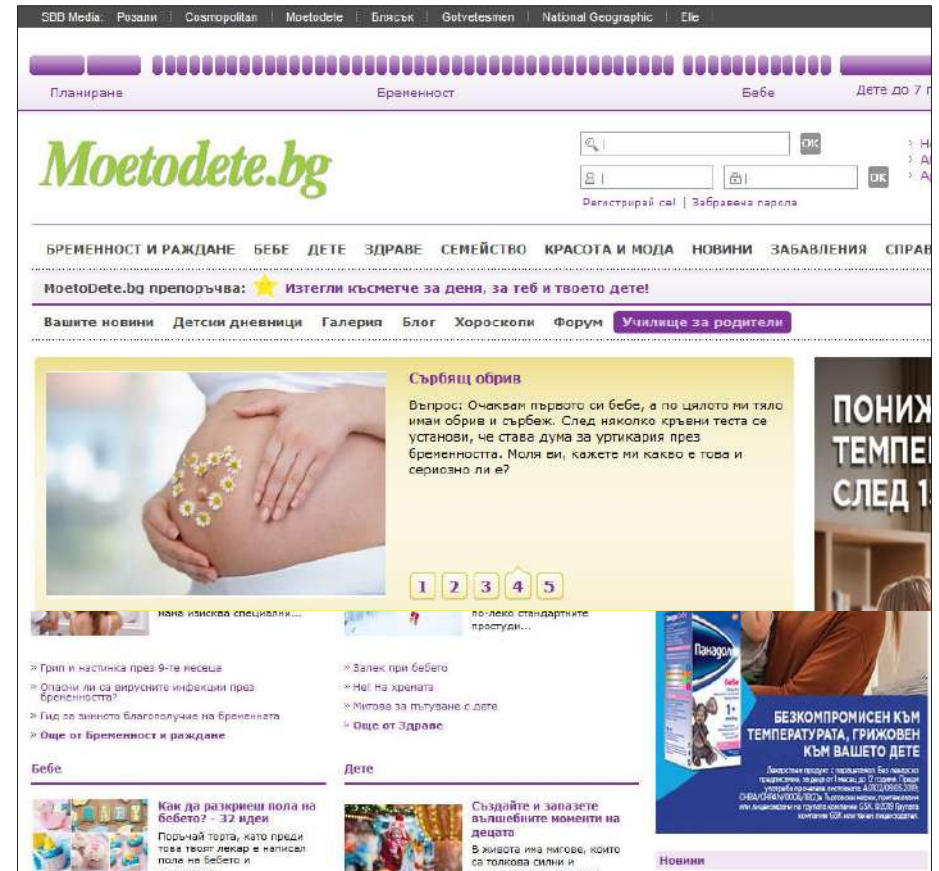
- A website, where you can find **everything about pregnancy and motherhood**
- **A community** where everyone can share their emotions and fears
- **Useful and valuable advices** for health, beauty and fashion during the pregnancy, after child birth and while bringing up the child
- **A circle of friends**, among which you can have fun and meet new people, sharing the same interests
- **A personal space**, where you can create your own child diary with **precious and unforgettable moments**

Facts:

- Monthly unique visitors: 130K
- Monthly page views: 530K
- Facebook fans: 58K

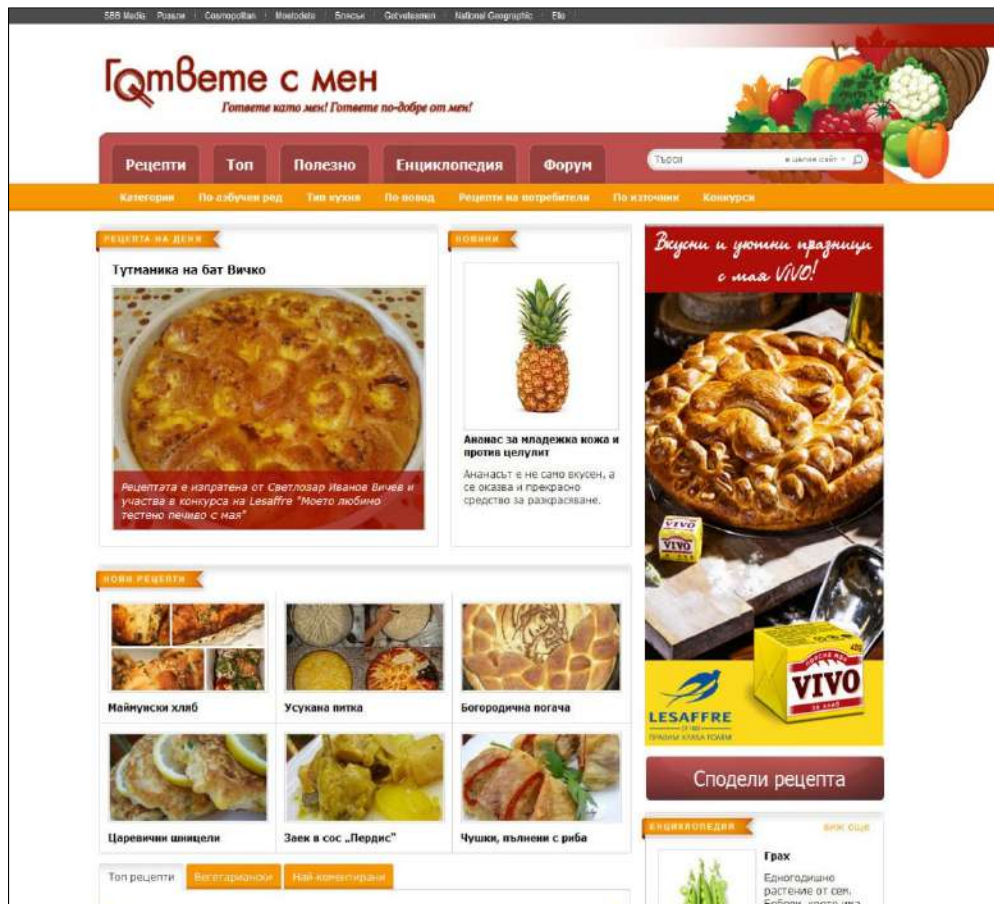


- Monthly unique visitors: 115K
- Monthly page views: 450K



Users profile

- Women 89%
- Age 20-39 70%
- Secondary or university degree 92%
- Working 47%



➤ **More than 7 thousand recipes**, most of them personally cooked and highly rated by the editor in chief

➤ The biggest culinary forum with **more than 39 thousand registered users**

➤ **Everybody can create** a gastronomic masterpiece with the useful advices of **Gotvetesmen.com**

Facts:

- Monthly unique visitors: 130K
- Monthly page views: 332K
- Facebook fans: 10K

Users profile

- Women 77%
- Age 30+ 65%
- Secondary or university degree 93%
- Working 57%