

UNLIMITED

CREATIVE NEW SOLUTION

PROFESSIONAL

# MEDIA PORTFOLIO

STREAMING VALUE



UNLIMITED

PROFESSI

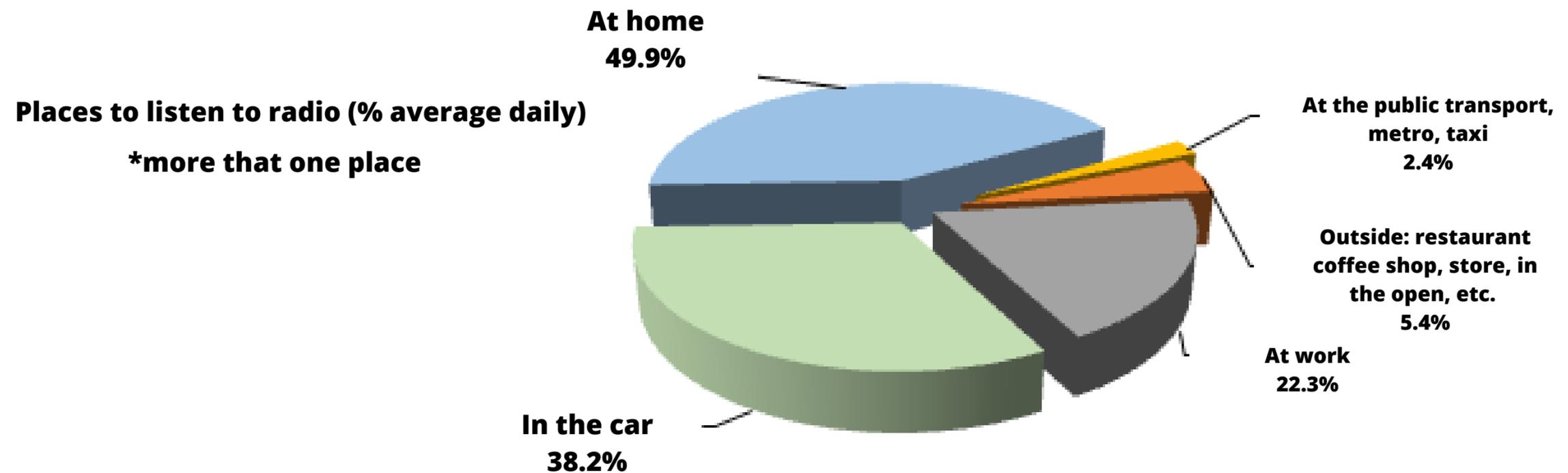
CREATIVE NE

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% of those living in the urban areas on a monthly basis (25 - 54 years) \*



# 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 29 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!

**0:00 - 6:00**  
Mon-Sat

## **BEST SONG MIX**

Selection of the best music from pop-folk, pop and Balkan music.

**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, Danail Lesichki and Metodi Valchev.

**18:30 - 19:00**  
Sunday

## **VESELINA TOP 5**

The weekly chart with Danny, which collects 5 new pop-folk hits every Sunday. Voting on [www.radioveselina.bg](http://www.radioveselina.bg) on Sunday and ends on Thursday at 12 p.m.

**16:00 - 19:00**  
Mon-Fri

## **SMILES**

The afternoon show of Veselina radio is hosted by Maria Koleva and offers pleasant company and various challenges for all listeners. It also 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**

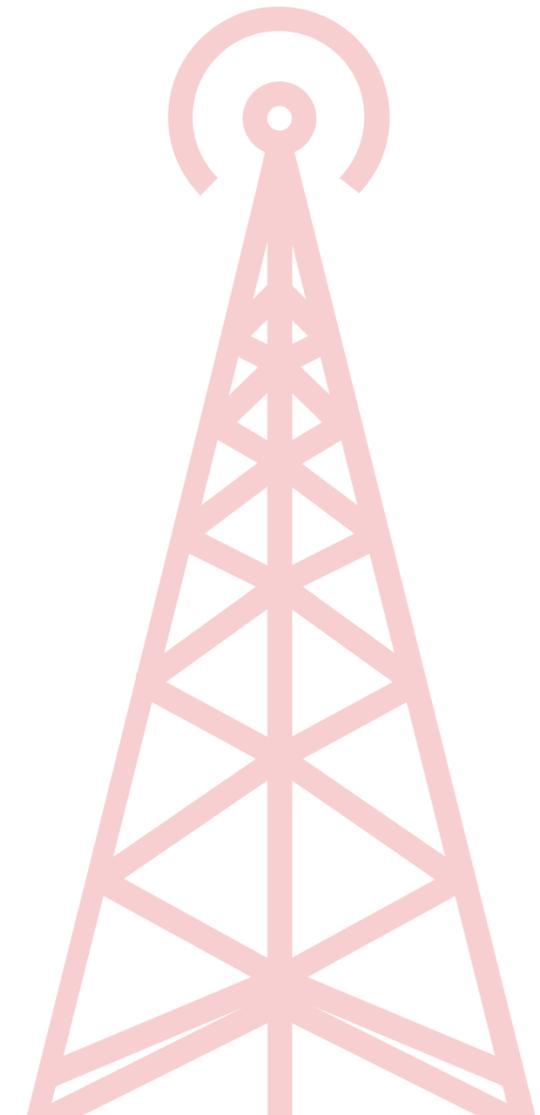
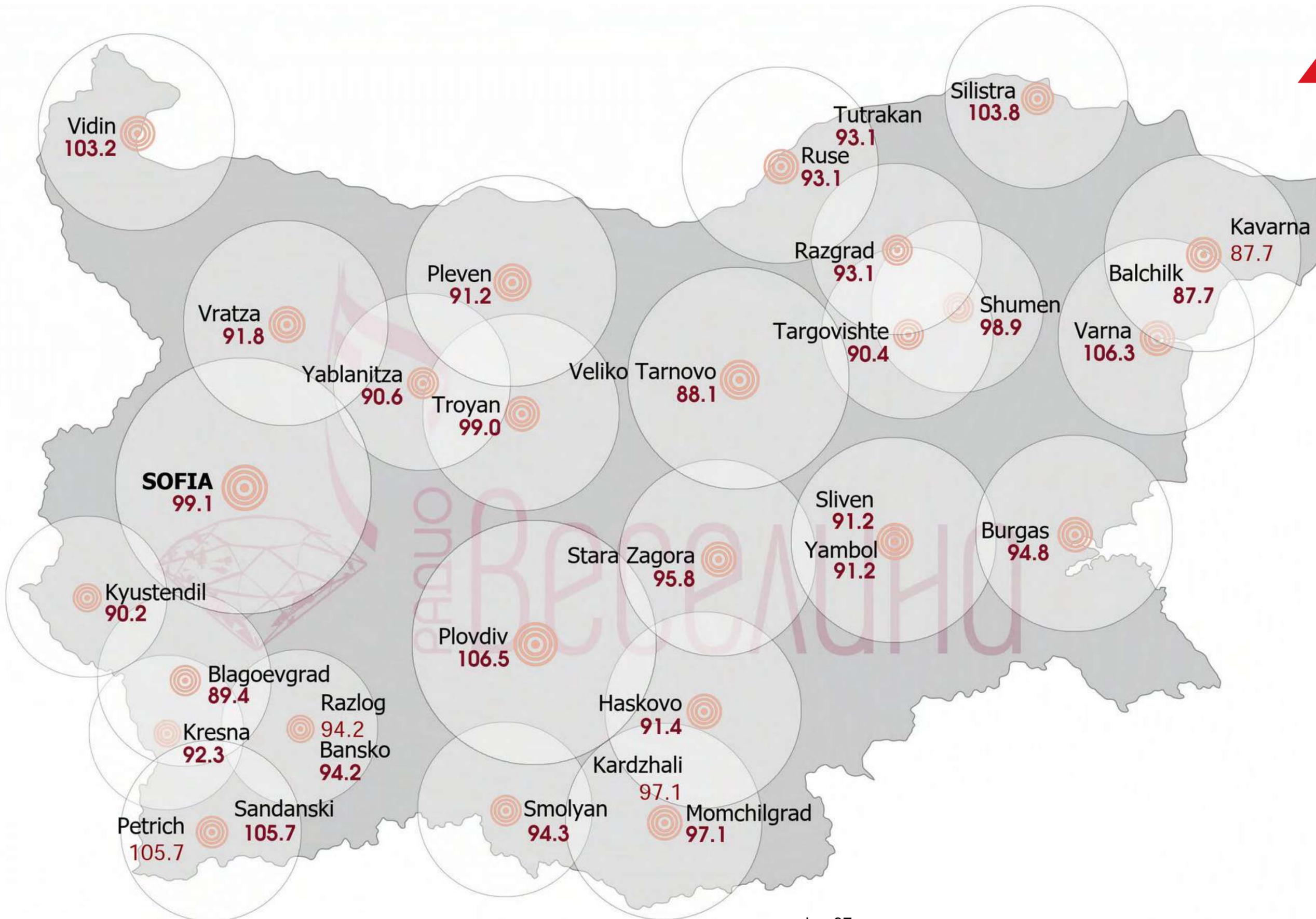
You can listen to the show "Doctor Health" with Maria every Saturday from 11 a.m. to 12 at noon. Do not miss the advice of leading experts on current topics related to our physical and mental health, beauty and more.

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

## **SUNDAY WALK**

If you love traveling - travel virtually with Desi Nikolova every Sunday. She will take you to different destinations to tell you the most interesting things you can see, try and do there.

# 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 30 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.

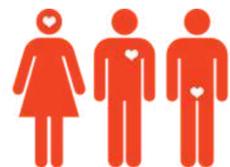


# MORNING THREESOME

The Morning Threesome talk show has been the most iconic and most popular radio show in Bulgaria for the past 22 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

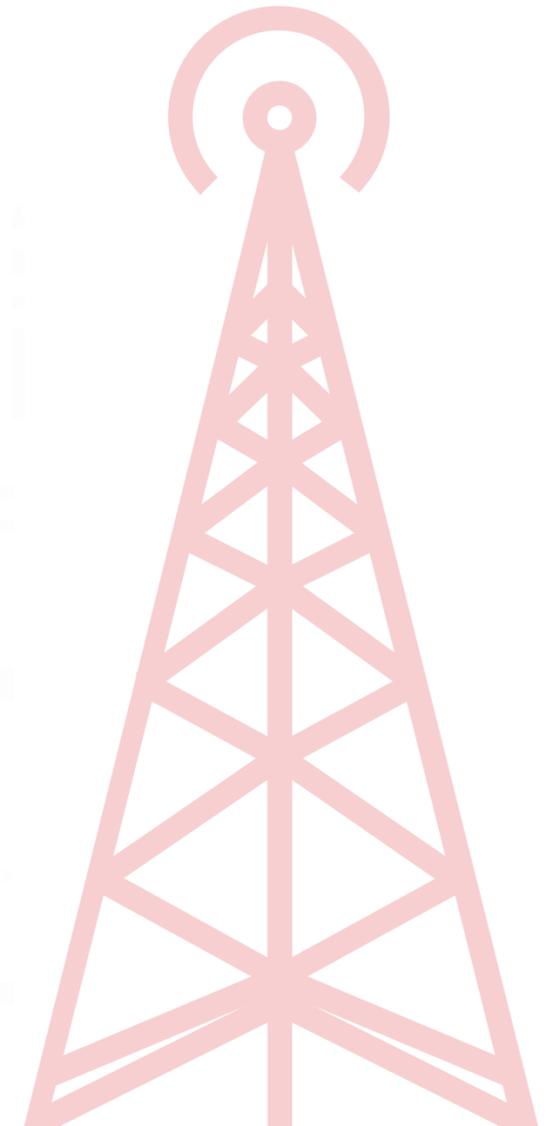
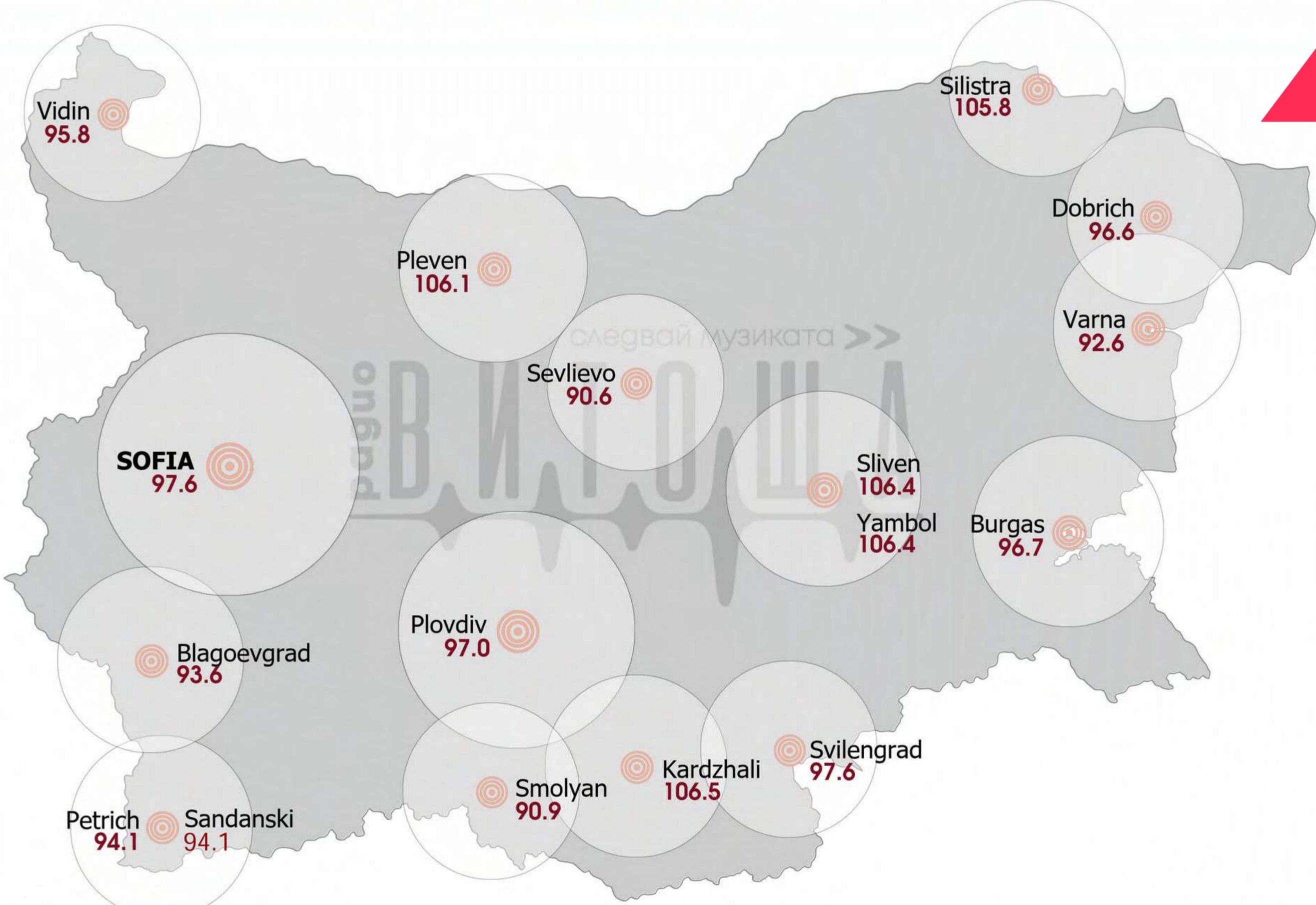
The work day is finally over and we can wave it goodbye in the company of Eva's voice! You can get in touch with her over the phone or through our social media platforms to request a favorite song or to share traffic information. Positive and lighthearted, she keeps you up to date with the newest songs, health and lifestyle tips and tricks, fun events, questions and ideas for spending your free time.

**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

**The radio station targets audiences between the ages of 25 and 50.**

**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, and Kozloduy.**

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



**CHOOSE**

**MAGIC TV**

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 20 and 60 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.

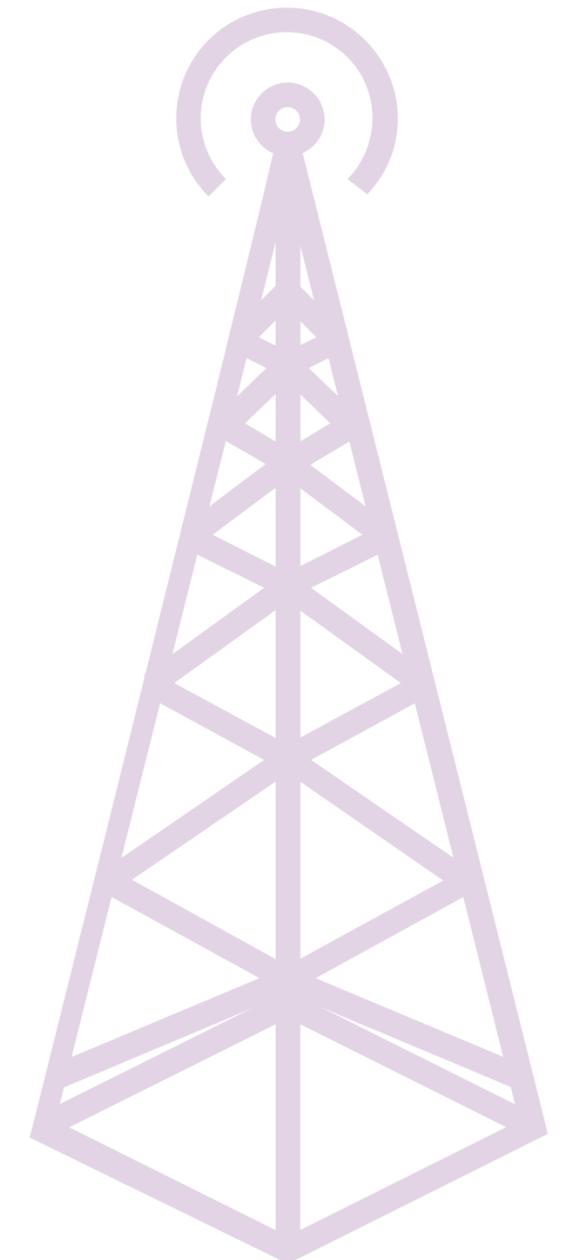
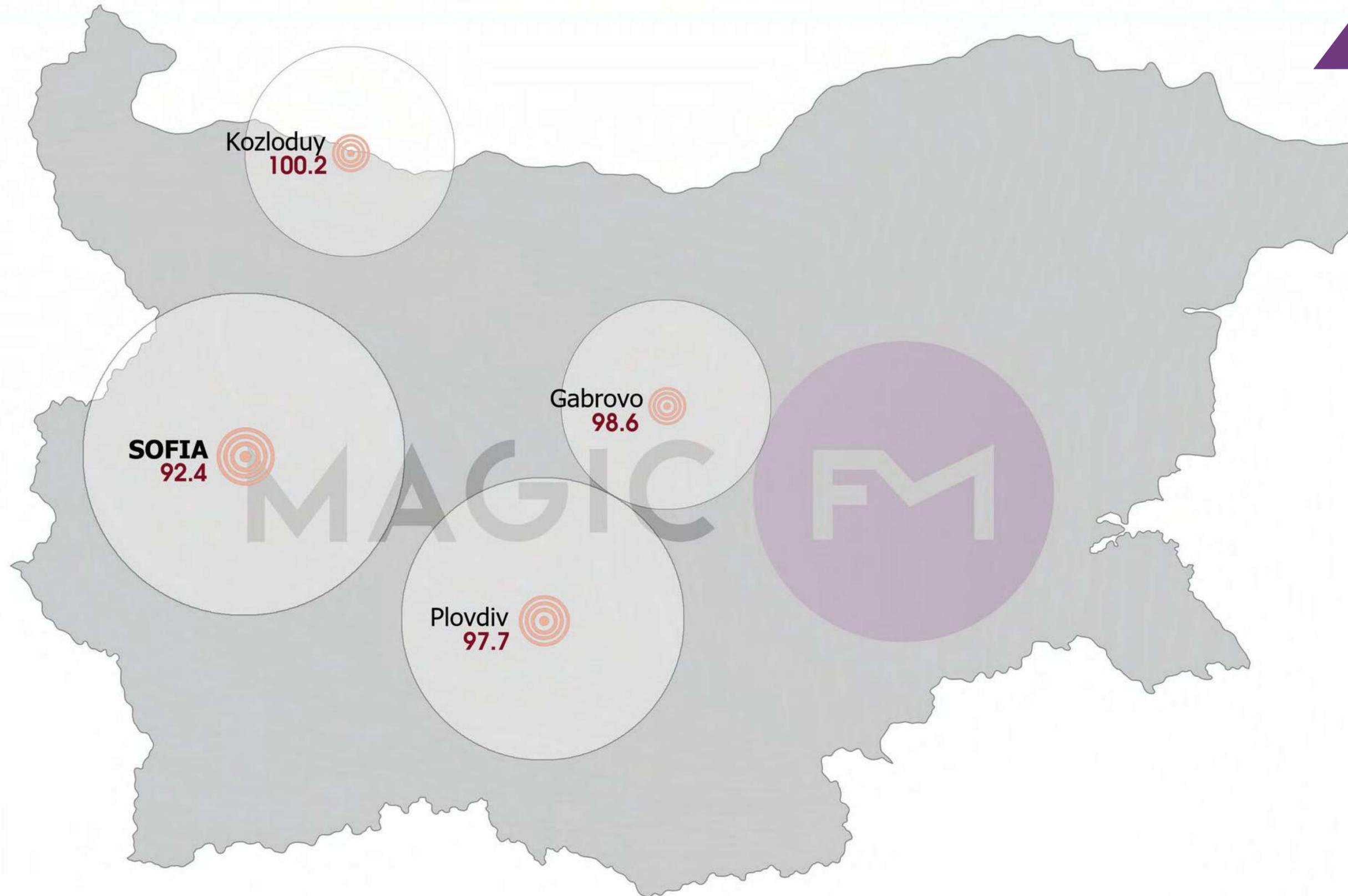
**15:00 - 16:00**  
Mon-Fri**QUIZ SHOW WITH ASYA ALEXANDROVA**

The alternative and interesting topics are all covered here: astrology, esoterics, literature and health. Useful tips for a balanced life and sports as well as many games with prizes - with Asya's positive attitude.

**16:00 - 20:00**  
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.

# COVERAGE



**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 (12-39 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 12 to 29 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**

### **Morning Voice**

We wake up every weekday morning between 08:00 and 12:00 in Morning Voice on The Voice radio in Divna's company.

### **IVO on THE VOICE**

The well-known voice from the morning block - you can now hear in IVO on THE VOICE. The show is broadcast every weekday from 17:00 to 20:00 and includes the most popular hits, news and traffic information.

### **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

**THE VOICE**

### PLANET VOICE

A show about the most interesting things in the world of show business - interesting facts about the stars, premieres of new songs, and interviews with the hottest Bulgarian and international performers, actors, influencers, and all the favorites of the young and active people. The faces and presenters are Dayana Hristova, the artist, TikTocker and vlogger BALLAN and the charming Eva Georgieva.

### WISHLIST

The show on THE VOICE TV in which fans request their favorite songs on [www.thevoice.bg](http://www.thevoice.bg), and we broadcast them on weekdays between 18:10 and 19:00.

### 1ARTIST 3HITS

A daily column broadcast from 11:00 to 11:10., and from 21:00 to 21:10. 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.

### BG VOICE TOP 10

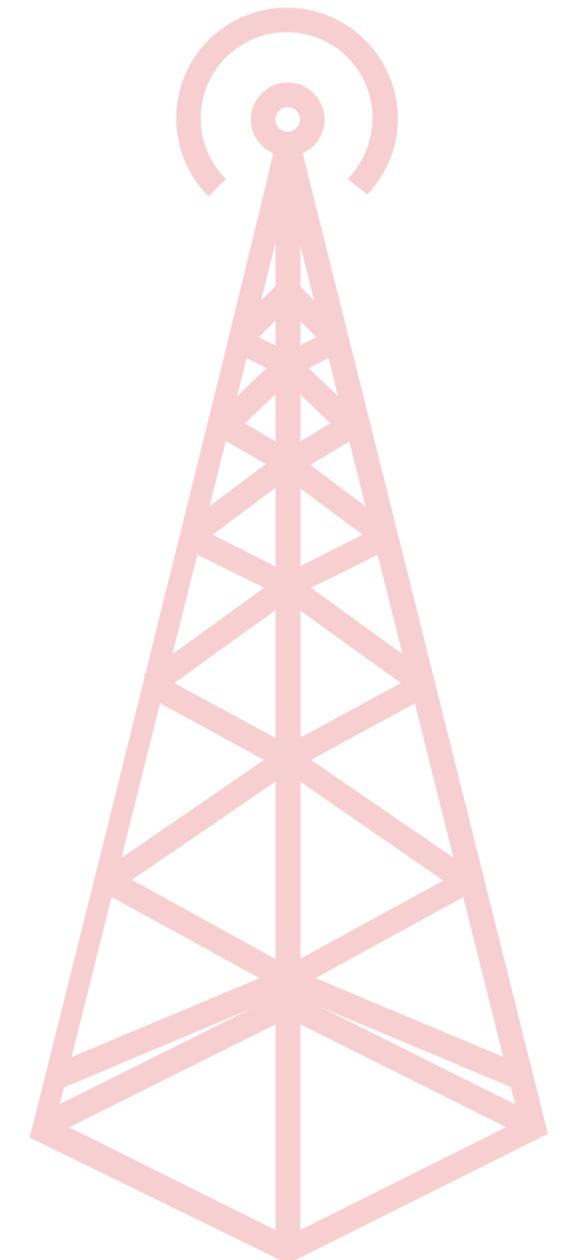
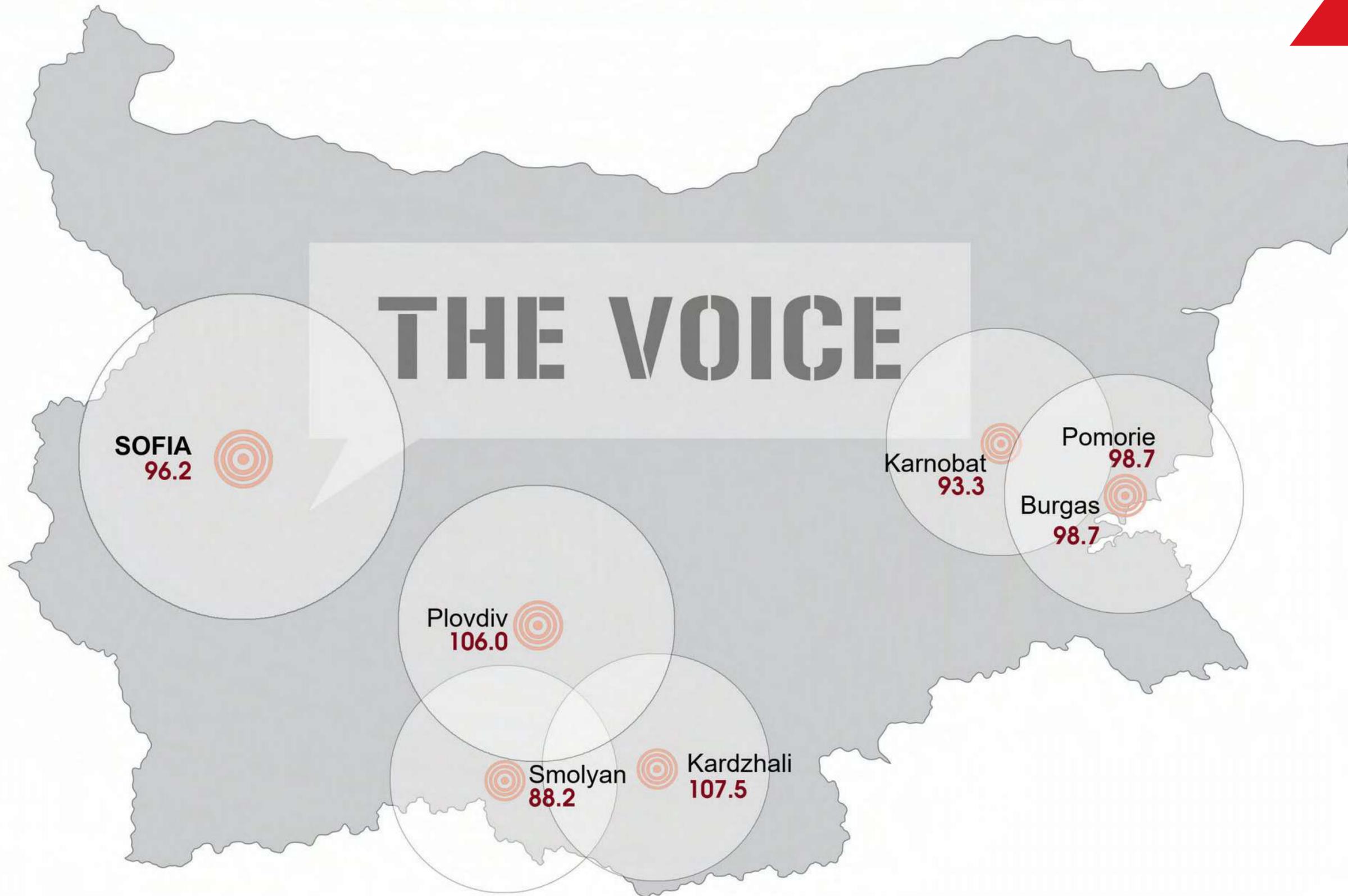
The chart in which fans can vote every week for their favorite Bulgarian artists and their latest projects. The voting takes place at [www.thevoice.bg](http://www.thevoice.bg). The chart is broadcast every Friday between 20:00 and 21:00.

### #InfluenceMe

A bold jump on the influencer wave, the show #InfluenceMe with Eva meets the growing interest of young people in the influencer profession and social media popularity. It is shot outside the studio and it hosts a different guest every week. It also shows a regular workday of the influencer and brings the audience closer to their idol.

**COVERAGE**

**THE VOICE**



## **THE NEWS**

**Our News Department is outside the program coordination of the four radio stations because it operates in each of them. It consists of an Editor-in-Chief, four newscasters, who are also editors of the websites of the four media, as well as two other editors for The Voice's website.**

**The news "on air" are covering current topics in the political, economic, public, health and sports areas. On the websites of the four radio stations the news are related to music, show business, cinema, culture.**

**Each of the radio stations broadcasts news per hour in the time range 7 am - 6pm.**

The word "NEWS" is rendered in large, bold, 3D red block letters. The letters are positioned on a light-colored floor against a grey wall. The lighting creates soft shadows beneath the letters, giving them a three-dimensional appearance.

# SOCIAL MEDIA



**Followers:**

73 763

**Facebook**

**Average Reach:**

171 546

**Average engagement:**

58 386



**Facebook**

**Followers:**

60 078

**Average Reach:**

62 864

**Average Engagement:**

21 981



**Followers:**

75 897

**Average Reach:**

98 610

**Average Engagement:**

47 165



Followers: 3166

Average active users: 415

Average page viewers: 3923



**Followers:**

37 336

**Facebook**

**Average Reach:**

42 678

**Average Engagement:**

24 113



**Facebook**

**Followers:**

225 773

**Average Reach:**

161 838

**Average Engagement:**

49 480



**TikTok**

**Followers:**

over 24 000

**Likes:**

over 144 000



**Instagram**

**Followers:**

45 588

**Reach:**

158 603

**Impressions:**

671 691

**Interactions:**

52 553



**VIBER**

**Followers:**

6980

**Daily Active**

**Users:**

5798

**Message**

**Reactions:**

300 to 400

**THE VOICE**

**Average Monthly Results  
November 2021**

CREATIVE NEW SOLUTION

SSIONAL

**THANK YOU FOR YOUR ATTENTION!**

