



Radio Group

bTV Radio Group



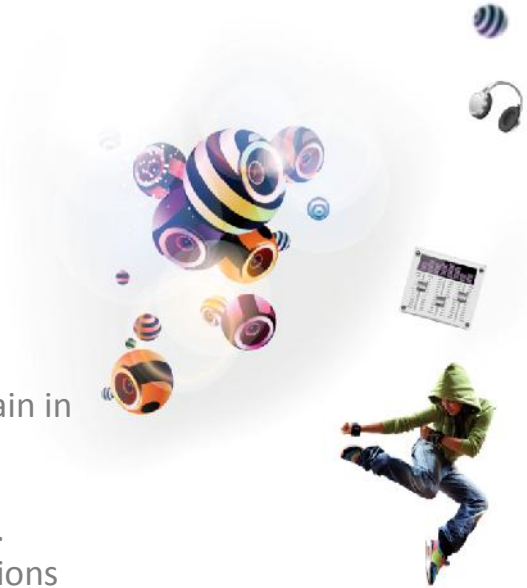
Format : Hot AC format, hits only

Target : Mass audience, aged 18 – 45, female audience mainly

Coverage : National coverage in 37 cities – the biggest music radio chain in Bulgaria

Radio N-JOY broadcasts a special selection of most popular music hits. N-JOY is the total leader in the national radio air with first rating positions in a wide range of listening audiences.

With their fresh, unconventional and intriguing approach the radio DJs win audience's attention. Radio N-JOY created the largest radio game in Bulgarian air called Inspector N-JOY, as its own sub brand. This format had been established as a successful model of reality radio format.





BY CHOOSING US, YOU WORK WITH STRONG BRANDS WITH ENTIRELY POSITIVE IMAGE

Format : Active and classic rock, modern and interactive rock radio

Target : Mass audience, aged 19 – 45, male mainly

Coverage : National coverage in 16 cities

Radio Z-Rock is unique in the Bulgarian radio air. The distinctive and iconic voices and programs have gained great audience of fans. Z-Rock is the organizer, co-organizer and partner of the largest and most major rock concerts and events in the country. Z-Rock has a solid and loyal audience.





BY CHOOSING US, YOU WORK WITH STRONG BRANDS WITH ENTIRELY POSITIVE IMAGE

Format: Soft AC with music selection of the best golden hits

Target: Mass audience 19-54/majority of female audience/

Coverage: Sofia – 93.4

Radio Melody is "easy listening" format radio station. The program includes only music and short news emissions on every hour. The motto of radio Melody is "Every song has a story with you". Intriguing campaigns with special prizes for the listeners are part of the brand. Radio Melody is very suitable for music background of our working day and it is favourite radio station of highly varied office audience.

- Extremely rich music selection
- Coverage of different audiences of active people with different jobs





BY CHOOSING US, YOU WORK WITH STRONG BRANDS WITH ENTIRELY POSITIVE IMAGE

Format: News and talk with news emissions on every hour,

Target: 25-45+

Coverage: Sofia, 101.1

- **THE INNOVATOR IN THE NEWS SECTOR** - bTV Radio is unique with its modern vision of information radio. The radio targets young and active people as well as the loyal audience of bTV in the traffic of the city. The listeners of bTV Radio insist on being well informed about all current affairs;
- **THE INFORMATION LEADER - bTV NEWS – ON THE WAVES OF BTV RADIO** - Positioned in the news sector bTV Radio offers to the listeners to follow all emissions of bTV News as well as all current broadcasts on bTV and bTV Action. The news and current affairs programs of bTV are of key importance, having established themselves as the information leader with exceptionally high rating of viewers' trust. bTV News provide the most important and trustworthy information and all points of view on the events of the day.
- **STRONG POSITIVE IMAGE** - The positive image and the brand awareness of the TV brand are transferred also on bTV Radio. As a result the clients could use the benefits of a strong and effective communication channel for their commercial messages.



BY CHOOSING US, YOU WORK WITH STRONG BRANDS WITH ENTIRELY POSITIVE IMAGE

Format: The only radio station in Bulgaria for jazz, soul, R&B, funk, world and chill out music

Target: 25 – 45 /mostly men/

Coverage: Sofia, 104 MHz

- Jazz FM is the only one radio station in Bulgaria broadcasting jazz, soul, R&B, funk, world and chill out music. Under the slogan: "Because music means a lot" the program brings favorite hits and new music.
- Jazz FM is organizer, co-organizer and media partner of the biggest concerts and the most significant events for jazz music in Bulgaria, including the festival Sofia Jazz Peak. Among the stars presented by Jazz FM are Al Jarreau, George Benson, Marcus Miller, DePhazz, Earth, Michel Legrand and many others.
- Jazz FM is a premium brand which communicates with the audience in an elegant and intelligent way.

Format: Narrow format radio broadcasting popular classical music

Target: 35+ /mostly women/

Coverage: Sofia, 88 MHz



Classic FM is the only one radio in Bulgaria broadcasting classical music.

Classic FM is a strong factor in the cultural life of our country. The radio is organizer of the most significant concerts, festivals and events for this type of music and is already had been established as an institution for classical music in Bulgaria.

Classic FM radio is exquisite brand which reaches elite audience with high life standards.

The commercial messages of advertisers in Classic FM radio reach the loyal audience. The impeccable reputation of the brand is transferred on the products of the clients