



Press

Bulgarian Media Map

TOTAL GROSS PRESS ADVERTISING EXPENDITURES MIL. EURO

TOTAL GROSS TV ADVERTISING EXPENDITURES MIL. EURO

RATING AND SHARE OF MAIN TV, ALL 18 - 49

TOTAL GROSS RADIO ADVERTISING EXPENDITURES MIL. EURO

TOP 10 PRODUCT SECTORS IN RADIO, 2016, SOFIA ONLY

TOP 20 ADVERTISERS IN RADIO, 2016, SOFIA ONLY

HOURS USED FOR RADIO ADVERTISING

RADIO STATIONS AVERAGE RATING, ALL 15 - 69

PIERO 97
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Total Media Market

Online

Out-Of-Home