



# SVATBA

magazine

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

## PRESENTATION

SVATBA is the first and most popular magazine for wedding day in Bulgaria. Published in 1996 and since then recognized by many readers and partners.

### PERIODICAL

Four issue per year, in the begining of every season.

### TARGET GROUP

People who are going to married and their parents, friends aged 18 - 60 years.  
Print run - 5000 copies

### DISTRIBUTION

Price 3 Euro. Each season the circulation from 6000 is realized at 75%.

### RUBRICS AND TOPICS

**Bridal shops** - Participation takes Bridal House - Sincerity, Justin Alexander, Be Queen Boutique - La Sposa, White One, Romantica Fashion, Eddy K, Viktoria Bridal - Love Bridal London Demetrios, Venus , etc.

Famost bulgarian designers - Nevena, Mon Amour, Fede Fashion Studio, Jana Jekova, Prencess, Holiday, Lita, Odeta, BANDEROL, Paloma Fashion, Versai etc.

#### Editorials

A leading place in this rubric takes fashion editorials. They are usually realized with some of the best Bulgarian models, photographers and stylists. In this rubric you can see the fashion trends in bridal gowns fashion and accessories.

#### News

Fashion news from all over the world. Make-up, new fragrances, hairstyle.

#### Beauty

beauty news; cosmetics promotions - make-up, new fragrances, hairstyle. Participation takes Chanel, Dior, Givenchy, YSL, Estee Lauder, Max Factor, Deborah etc.

**Wedding organization**- hotels, restourants, hall, caterings, pastiseries, photographers, DJ, wedding agencies.

#### New Home

Furniture and gift shops

#### Honeymoon

Honeymoon destinations, airlines, travel agencies.

### BALKANICA WEDDING EXPO

SVATBA magazine is a co-organizer and official media partner of BALKANICA WEDDING EXPO whose nineth issue will be at 2019 at the luxury halls of Sofia Hotel Balkan [www.balkanicaexpo.com](http://www.balkanicaexpo.com)

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The online version of the magazine, which covers all the major topics, published in SVATBA gained very good popularity quite soon after its release.