

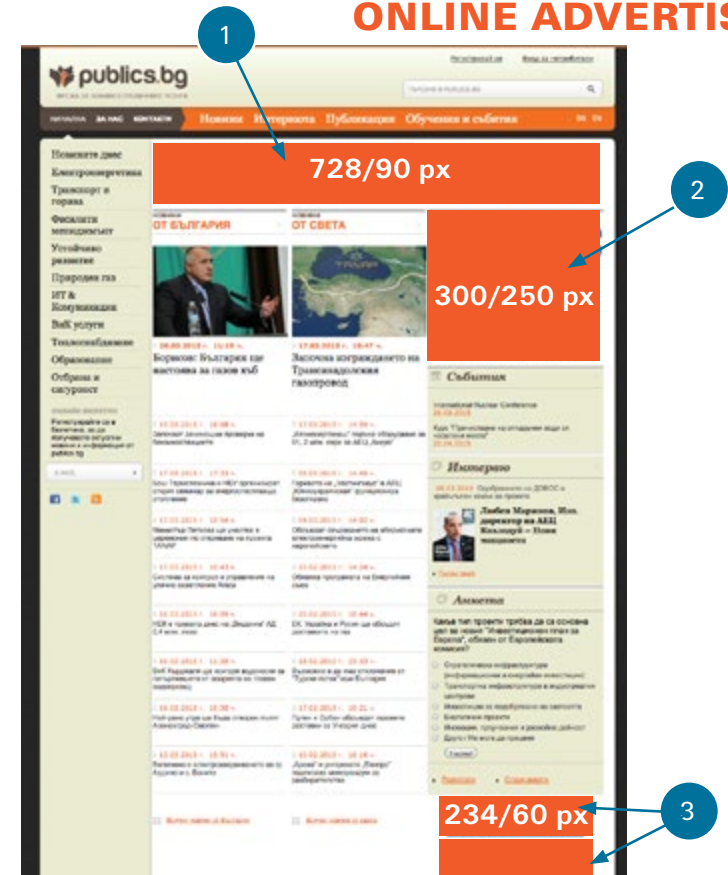
# www.publics.bg

Publics.bg is a specialized professional online media in Bulgarian and English language, covering topics in the following sectors: energy, infrastructure, water sector, district heating, telecommunications, environment, education, asset management and facility management. The website supports professionals from these industries by providing daily news and analytical articles; specialized trainings and events; research and consultancy services.

## Audience and Advertising Rates per 100% Rotation

Google Page Rank: 4.00;

- More than 11,000 impressions per month
- Readers profile: 48% - referrals from Google, 29% - direct; 10% - referrals from other websites; 13% - from social networks.
- The average duration of each visit: 2 min. and 46 seconds.
- The average number of pages visited: 1.9
- Social media coverage: Facebook fan-pages in Bulgarian and English with more than 2,500 fans, twitter accounts in Bulgarian and English language with more than 1000 followers



WWW.PUBLICS.BG	SIZE	PERIOD	PRICE, VAT INCL.
Banner in the header	1 728/90 px	1 month	150 BGN
Banner in the header	2 300/250 px	1 month	150 BGN
Banner in the right column	3 234/60 px	1 month	84 BGN
Advertorial* (article)	up to 10,000 symbols	Constant/Indefinite	180 BGN