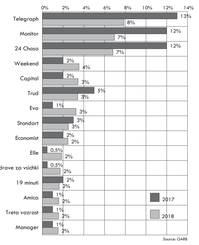
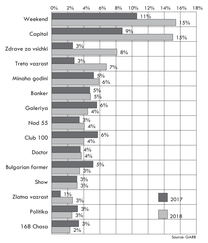
PRESS

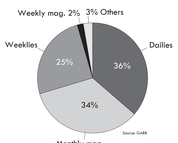
TOP 15 PRESS MEDIA BY GROSS AD BUDGETS



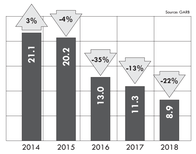
TOP 15 WEEKLIES BY GROSS AD BUDGETS



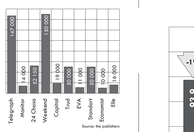
PRINT ADVERTISING EXP. DISTRIBUTION BY MEDIA, 2018



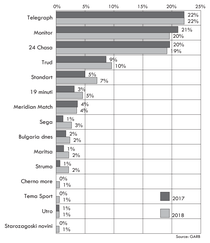
TOTAL NET PRESS ADVERTISING EXPENDITURES, MILL. EURO



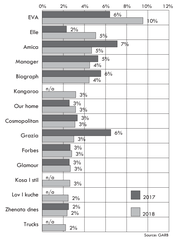
AVERAGE CIRCULATION OF TOP 10 PRESS MEDIA, 2018



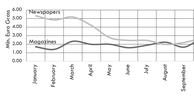
TOP 15 DAILIES BY GROSS AD BUDGETS



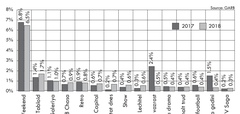
TOP 15 MAGAZINES BY GROSS AD BUDGETS



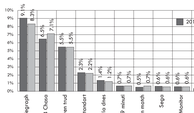
PRESS ADVERTISING BUDGETS DISTRIBUTION BY MONTH, 2018



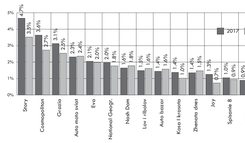
NATIONAL WEEKLIES, AVG. WEEKLY REACH



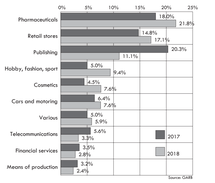
NATIONAL DAILIES, AVG. WEEKLY REACH



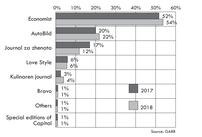
MONTHLY MAGAZINES, AVG. REACH



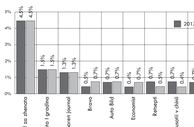
TOP 10 SECTORS IN PRESS ADVERTISING



TOP WEEKLY & FORTNIGHTLY MAGAZINES BY GROSS AD BUDGETS

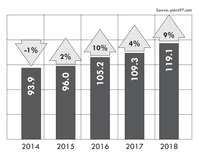


WEEKLY & FORTNIGHTLY MAGAZINES, AVG. WEEKLY REACH

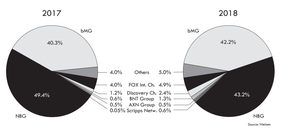


TV

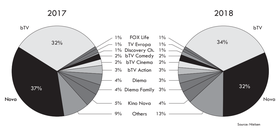
TOTAL NET TV ADVERTISING EXPENDITURES, MILL. EURO



MARKET SHARES BY TV MEDIA GROUPS



MARKET SHARES BY TV CHANNEL



TV MEDIA GROUPS

bTV Media Group (bMG)
bTV, bTV Action, bTV Cinema, bTV Comedy, bTV Lady, Ring.bg

Nova Broadcasting Group (NBG)
Nova, Diema, Kino Nova, Diema Family, Nova Sport

BNT Group
BNT1, BNT2, BNT3, BNT4

FOX International Channels
FOX, FOX Life, FOX Crime, National Geographic, 24 Kitchen, Nat Geo Wild

ARN Group
ARN, ARN Black, ARN White

Discovery Group
Discovery Channel, ID Xtra, TLC

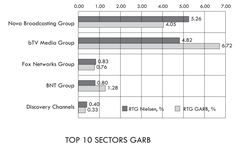
Scripps Networks Interactive
Fine Living, Food Network, Travel Channel

TV ADVERTISING SALES GROUPS

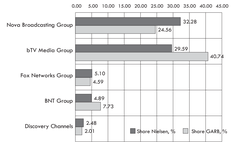
bTV Media Group
bTV, bTV Action, bTV Cinema, bTV Comedy, bTV Lady, Ring.bg, Cartoon Network

Nova Broadcasting Group
Nova, Diema, Kino Nova, Diema Family, Nova Sport, FOX, Fox Life, Fox Crime, National Geographic, 24 Kitchen, ARN, Disney Channel, City TV, Fine Living, Food Network, Travel Channel, Nickelodeon, Nick Junior, Nat Geo Wild

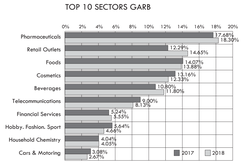
RATING OF MAIN TV GROUPS, ALL 18 - 49, 06:00 AM - 01:00AM



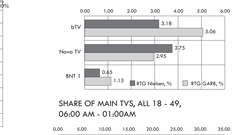
SHARE OF MAIN TV GROUPS, ALL 18 - 49, 06:00 AM - 01:00AM



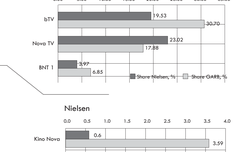
TOP 10 SECTORS GARB



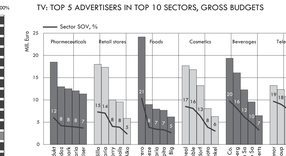
RATING OF MAIN TVS, ALL 18 - 49, 06:00 AM - 01:00AM



SHARE OF MAIN TVS, ALL 18 - 49, 06:00 AM - 01:00AM

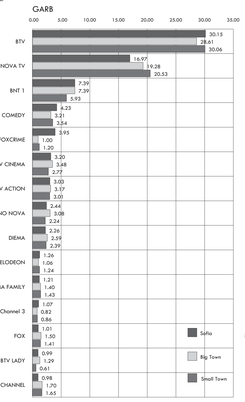


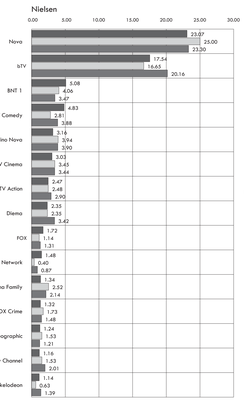
TV: TOP 5 ADVERTISERS IN TOP 10 SECTORS, GROSS BUDGETS



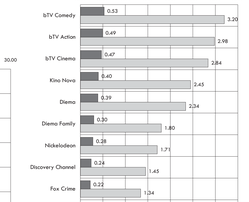
TOP 20 ADVERTISERS' SHARES IN MAIN TV SALES GROUPS, 2018, %

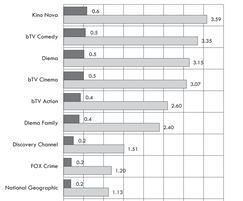
TOP 10 TVS, AUDIENCE SHARE BY RESIDENCE, ALL 18 - 49, %



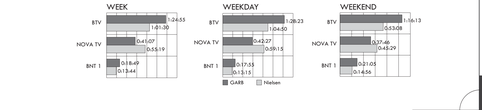


RATING AND SHARE OF THE CABLE TVS, ALL 18 - 49, 06:00 AM - 01:00AM



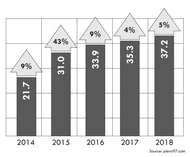


AVERAGE TIME SPENT WATCHING TV, ALL 18 - 49, 2018

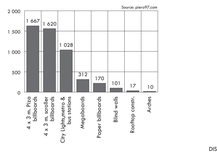


OUT-OF-HOME

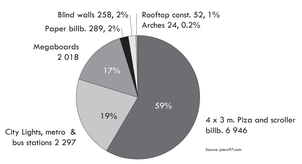
TOTAL NET OOH ADVERTISING EXPENDITURES, MILL. EURO



OUT-OF-HOME IN SOFIA, SIDES

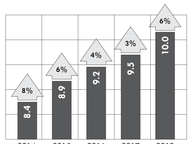


OUT-OF-HOME IN BULGARIA, SIDES

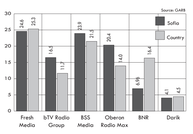


RADIO

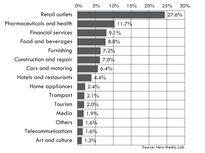
TOTAL NET RADIO ADVERTISING EXPENDITURES, MILL. EURO



AUDIENCE SHARE BY RADIO GROUPS, %



TOP SECTORS IN RADIO ADVERTISING



RADIO PROGRAMMES AND STATIONS

National Radio Programmes
Radio Horizont (Bulgarian National Radio)
Hristo Botev (Bulgarian National Radio)
Darik Radio

Radio Groups
Fresh Media
BG radio, Radio 1, Radio 1 Rock, Radio City, Radio NRJ, Radio Veronika, Radio Nova, Antenna, Nova News

BSS Media
Radio Veselina, The Voice, Radio Vitosha, Magic FM

Oberon Radio Max
Radio Fresh, Radio FM+, Z Rock, Melody, 105.6 Novinite Sega

bTV Radio Group
N-JOY, bTV Radio, JazzFM, ClassicFM/Alma Mater;

Darik
Darik, Darik Nostalgie

BG on Air, Radio Focus

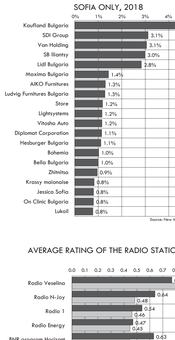
Regional stations of BNR (Bulgarian National Radio)
Radio Blagoevgrad, Radio Stara Zagora, Radio Plovdiv, Radio Blagoevgrad, Radio Shumen, Radio Sofia, Radio Varna, Radio Burgas, Radio Vidin

Other stations
Radio Brava, Radio Bella, Radio Berkis M, Radio Ultra, Radio Vega+

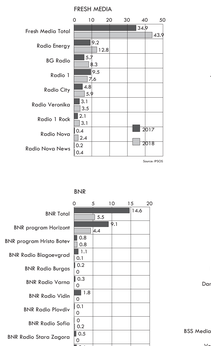
Other Regional Radio Stations – 43

Specialised Programmes
Radio Bulgaria, Parliamentary channel of the Bulgarian National Radio.

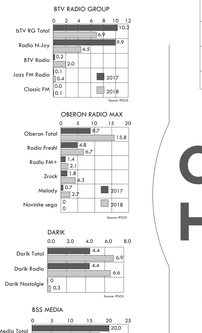
TOP 20 ADVERTISERS IN RADIO, SOFIA ONLY, 2018



RADIOSTATIONS AUDIENCE SHARES, 2018, %



BTV RADIO GROUP



BNR

OBERON RADIO MAX

DARIK

BSS MEDIA

AVERAGE RATING OF THE RADIO STATIONS, %

WEEKLY BROADCASTS DISTRIBUTION

ONLINE

PEOPLE MOST OFTEN GO ONLINE VIA

INTERNET USERS IN BULGARIA, 16 - 74

BULGARIANS IN THE TOP SOCIAL NETWORKS, 000s, MAY 2019

MOST VISITED SITE CATEGORIES, NOV. 2018

20 MOST VISITED SITES, NOV. 2018

AD TYPE IMPR. BY DEVICE

CTR BY DEVICE

AD IMPRESSIONS BY DEVICE

BG IN INSTAGRAM AGE DISTRIBUTION

BG IN FACEBOOK AGE DISTRIBUTION

BG IN SPOTIFY AGE DISTRIBUTION

BG IN INSTAGRAM BY GENDER

BG IN FACEBOOK BY GENDER

BG IN SPOTIFY BY GENDER

VIEWABILITY AND CTR BY SECTORS

TOP 20 INTERNET ADVERTISERS, INDEX, 2018

TOP SECTORS IN INTERNET ADVERTISING, PREMIUM ADS, 2018

AD IMPRESSIONS BY DEVICE, %

MEDIA MARKET

TOTAL NET ADVERTISING EXPENDITURES, MILL. EURO

TOTAL NET ONLINE ADVERTISING EXPENDITURES, MILL. EURO

TOTAL NET BUDGET SHARES BY MEDIA

BULGARIAN MEDIA MAP

Bulgarian Media Map™ is our trademark.
Since year 2007, piero97.com annually announces the Bulgarian Media Map™ - the main market data, analysis and trends of the Bulgarian advertising and media market. The map preparation is the result of an extensive annual research and data survey, based on the data from all available official sources and agencies in the field of advertising and media in Bulgaria, and also on our own sources and analysis.
All present figures and data are for the year 2018, released in July 2019

Sources: GARB Audience Measurement Bulgaria, Nielsen Admosphere, publishers, TV and radio stations, abonament-ti.com, predavatel.com, press publications, Piero 97 internal statistics, Gemius Bulgaria, New Media Lab, Google Consumer barometer, Hhtpaal Bulgaria - ad sales partner of Viber, LinkedIn, Twitter & Spotify.

BG

Population: