

S MEDIA

P O R T F O L I O
RATE CARDS
2020

ИКОНОМИСТ

moda

СПРИНТ

TopGear

goodfood

ЗНАНИЕ



BGbasket.com

BGSPRINT.com

BGfootball.com

VIA SPORT.bg

BGathletic.com

BGvolleyball.com

BGswim.com

Tennis24.bg

SPORT
MEDIA.TV

Why should you advertise in the magazines and websites of S Media?

THE QUESTION IS IMPORTANT AND THE ANSWER IS EXPLICIT –

because the advertising in our media is proved to work. Because we are the biggest publisher in Bulgaria in terms of issues with strong and very popular websites. We publish **6 MAGAZINES** and **15 WEBSITES** as the total number of magazines issued per month is **54 000**.

We are license holders the prestige world publisher BBC Worldwide Magazines for Bulgaria (for Bulgaria, Serbia, Macedonia, Kosovo, Albania, Montenegro). We also have our own magazine and website brands.

We publish the following magazines:



ICONOMIST
8000 copies

One thousand copies get to the desks of CEOs of big enterprises and the directors of the main governmental institutions in the country.



MODA
9000 copies



СПРИНТ
10 000 copies



BBC Знание
10 000 copies



BBC GoodFood
Bulgaria
15 000 copies



BBC TopGear
Bulgaria
10 000 copies

Short presentation of our magazines

ICONOMIST is a weekly magazine for economy and politics. Each Friday it selects the topics of highest public interest and shows multiple viewpoints. The magazine is strictly following the standards for quality journalism.

Price*

One page adv	3500 BGN
1/2 page adv	1900 BGN
One page PR	5000 BGN
Second cover	5500 BGN
Third cover	5000 BGN
Forth cover	7000 BGN

MODA is a platform for modern fashion and artistic heroes and is capable of seizing the latest news from the fashion world in motion, of setting trends, of bringing names, faces or stories to the fore and of commenting the most important news from the world fashion capitals.

Цени*

One page adv	3000 BGN
1/2 page adv	1700 BGN
Една страница PR	3600 BGN
Second cover	4500 BGN
Third cover	3500 BGN
Forth cover	5000 BGN

СПРИНТ is the only sports magazine of Bulgaria. It maintains the true values of football, sports and Olympism in the spirit of objectivity and fair-play. It presents the greatest sports and football persons via thoughtful and analytical portraits and candid interviews. We believe that the sport unites and the magazine has its own mission. It does not leave unquestioned answers and analyses everything going on in the exciting and dynamic sports topics. Since 2020 the magazine has a special add-on called "Future" dedicated to the youth athletes.

Цени*

One page adv	2500 BGN
1/2 page adv	1500 BGN
Една страница PR	3000 BGN
Second cover	4000 BGN
Third cover	3500 BGN
Forth cover	5000 BGN

„BBC ЗНАНИЕ“ is the magazine for curious people who are interested in the achievements of science, in nature, Universe, education, nature, history. The enthralling and understandable style of the texts, professional attitude towards science and pictures fascinate the readers. The magazine has a lot of loyal ambassadors and followers.

Цени*

One page adv	2500 BGN
1/2 page adv	1500 BGN
One page PR	3500 BGN
Second cover	4000 BGN
Third cover	3500 BGN
Forth cover	5000 BGN

BBC GOODFOOD Bulgaria has a vast group of loyal readers who never skip an issue. All the recipes are triple tested by the team of the magazine and follow very strict proportions. There are also Bulgarian recipes and Bulgarian stars also cook for the magazine. It offers culinary news, as well as ideas for new products, ways of cooking and different techniques for blending products. There are also offers for healthy eating, cooking technology and everyday goods.

Цени*

One page adv	4000 BGN
1/2 page adv	2200 BGN
One page PR	4800 BGN
Second cover	5500 BGN
Third cover	5000 BGN
Forth cover	7000 BGN

BBC TOPGEAR Bulgaria The best journalists test the most magnificent cars and the pictures are taken by the best photographers. The information about everything new and interesting in the automotive world is presented with the unique sense of humour that turned TopGear in worldwide media phenomenon and in leading brand for automotive culture and lifestyle

Цени*

One page adv	3500 BGN
1/2 page adv	1900 BGN
One page PR	4000 BGN
One page adv + One page PR	4500 BGN
Second cover	5500 BGN
Third cover	4500 BGN
Forth cover	7000 BGN

DISCOUNTS AND COMBINE OFFERTS

For combined advertising or PR in more than one magazine - a bargain is negotiable.

These are our websites:



BGbasket.com



Tennis24.bg



Iconomist.bg



BGspint.com



Viasport.bg



Modamagazine.bg



BGvolleyball.com



BGswim.com



Goodfood.bg



BGathletic.com



Sportmedia.tv



Knowledge.bg



BGfootball.com



YouTube.com/BGspint



Topgear.bg

Sports websites:

BGSPRINT.COM unites all the sports websites of S Media. At the same time it is the website of SPRINT magazine and a small number of articles from it could be read online. The website also follows other sports which are not specific for the separate websites from the group's portfolio.

Daily impressions: 23 000, 60% men, 40% women.

BGBASKET.COM Everyone interested in basketball reads BGBasket.com. It is the best basketball news source in Bulgaria. On the website you can find the most exact and full statistics from the Bulgarian championship (for men, women and youth), European tournaments and the NBA

Daily impressions: 20 000, 66% men, 34% women.

BGVOLLEYBALL.COM is the undisputed leader in its sport. The media is well recognized and is often quoted by online, press and online media. Bgvolleyball.com is the only place in the Bulgarian Internet space that follows live the games in the elite format of the championship for men and women.

Daily impressions: 22 000, 58% men, 42% women.

BGATHLETIC.COM The biggest events in the world of athletics – World and European Championships, Olympic Games and the IAAF Diamond League – are covered in details. The Bulgarian championships for all ages are also fully covered. Most articles are also illustrated with photos.

Daily impressions: 19 000, 51% men, 49% women.

BGFOOTBALL.COM is designed as specialized website dedicated to football and concentrates mainly on Bulgarian football but also covers the most important European and World events. The website keeps the fullest and the most complete statistical database for players, football clubs, stadiums, referees and coaches.

Daily impressions: 18 000, 75% men, 25% women.

TENNIS24.BG is a specialized website that covers the most important events in the world of tennis and the racket sports. Contributors to the site are some of the most prominent Bulgarian specialists that publish their comments in the Blog section.

Daily impressions: 10 000, 70% men, 30% women.

VIASPORT.BG is a unique project not only for Bulgaria. This is a specialized internet portal for youth sport and is the only one of its kind in Bulgaria. The mission of Viasport.bg is to cover the achievements of gifted children and teenagers up to the age of 18. The events are covered also by interviews, analyses, comments, data for the championships, results and a video-section.

Daily impressions: 24 000, 68% men, 32% women.

BGSWIM.COM is the first specialized website for swimming and water sports in Bulgaria and has over 20 sections. BGSwim.com writes a lot about water polo, open water swimming, veterans, disadvantaged athletes, life saving and diving.

Daily impressions: 22 000, 55% men, 45% women.

SPORTMEDIA.TV - is based on an internet platform of a new type that is capable of simultaneous streaming of unlimited number of events and can support up to 50 000 viewers without crashing. Sportmedia.tv streams events in three ways: own production shot with SNG; foreign production with paid copyright for live streaming; and re-streaming of TV channels with contract for consigning nonexclusive license for broadcasting a TV channel. Before launching each TV product the viewer can watch a TV commercial.

STUDIO SPRINT - is an online broadcast for football and sports which broadcasts on YouTube since October 2020. Every new issue goes online at 17:00 on Tuesdays. There are big sports figures who come as guests – Iveta Lalova, Konstantin Papazov, Mihail Takov, Lubomir Ganev, Tseno Tsenov, etc. The sports analysts are Nikolay Krastev, Stanil Yotov, Georgi Banov, Boris Kassabov, Zhelyo Stankov, Teodor Borislavov, etc. The anchor is Vanya Nikolova.

Websites:

ICONOMIST.BG - The website of the magazine is the place where you can find some of the newest themes from the pages of Iconomist. But this is not all – you can keep yourself updated with the news from Bulgaria and worldwide worthy to know. The online editors of Iconomist and the journalists. The hottest topics are also discussed in the Facebook page of Iconomist.

Daily impressions:

20 000, 52% men, 48% women.



MODAMAGAZINE.BG The audience of the site and the fans of the Facebook page of the magazine are the first ones to know the latest fashion and beauty trends. The different communication channels give the opportunity for sharing experience and comments and respects the opinion of each fan.

Daily impressions:

10 000, 27% men, 73% women.

KNOWLEDGE.BG The most informative website gets the information from a never ending and reliable source of news, facts and photos – the world of BBC. Thanks to its correspondents around the world the website combines the best from the spheres of science, history and wildlife .

Daily impressions:

10 000, 44% men, 56% women.

GOODFOOD.BG The website has the purpose to turn cooking into pleasure. Here you can find well organized recipes for every occasion, meal or holiday and useful clues on how to prepare the dishes and what kind of herbs or spices to use.

Daily impressions:

10 000, 20% men, 80% women.

TOPGEAR.BG Its unique multi-media platform is under the license of Top Gear. Its fans have the opportunity to be the first to learn the news from the automotive world and to have the inside knowledge of the deepest secrets of the manufacturers' studios.

Daily impressions:

10 000, 89% men, 11% women.

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