

Media Kit
WWW.EVA.BG
2021
EVA MAGAZINE



MEDIA WEBSITE
FOR 2014

STATISTICS



UNIQUE VISITORS PER MONTH - 220 000

UNIQUE VISITORS PER DAY - 10000

AVG SESSION DURATION - 3 minutes

PAGES/SESSIONS - 5

PAGEVIEWS PER MONTH - 1 900 000

FACEBOOK FOLLOWERS - 116 000

* according to Google Analytics

AUDIENCE PROFILE

59,1%
women

40,9%
men

31,8%

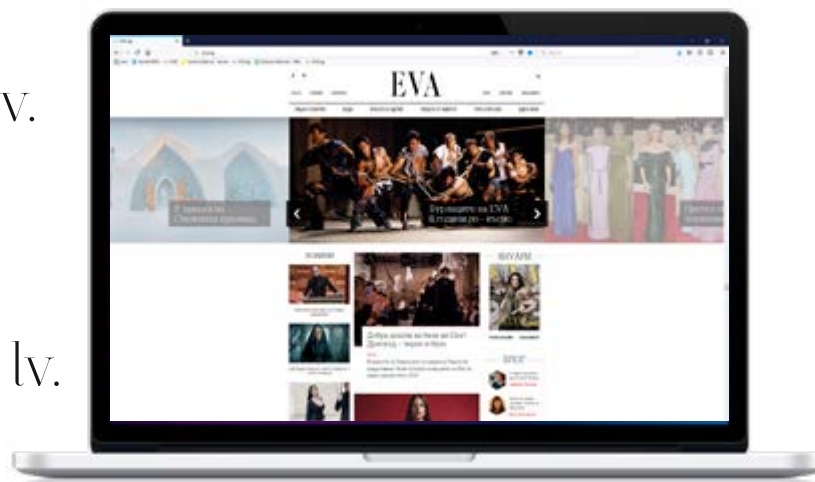
MONTHLY INCOME - over 2000 lv.

34,5%

MONTHLY INCOME - 1000-2000 lv.

33,7%

MONTHLY INCOME - up to 1000 lv.



12,9%
15 - 24 years

23,8%
25 - 34 years

22,9%
35 - 44 years

20,4%
45 - 54 years

* according to Gemius

COMPETITIVE ADVANTAGES

Brand image

The main advantages of eva.bg are the image, the reputation and the prestige of an already established and recognizable brand - EVA. After 19 years on the print market the magazine has excellent reputation. Becoming a successful brand, it has won loyal readers and top advertisers.

HIGHEST
QUALITY
CONTENT

The content of the website relies on the same journalists that make the magazine, which ensures quality and original content. Unlike most women sites that rely on a humble team, a small number of materials on a daily basis and not so serious, varied and in-depth articles, the content in eva.bg is at a level that few Bulgarian online media sites can afford. Our team includes one of the most proven and talented editors and writers, some of whom are also bloggers in the site.

Focus

eva.bg is not a typical housewife website. We have strong fashion and beauty sections, that guarantee to our advertisers high image positioning and targeted audience.

Up to date **CONTENT**

The main goal of eva.bg is to present the latest celebrity, lifestyle, beauty and fashion news from the world stage. With its dynamic content with more than 10 posts per day our visitors are able to track the variety of information that we offer.

CATEGORIES

PEOPLE AND EVENTS
NEWS, INTERVIEWS, PORTRAITS, MY SEVEN

FASHION
NEWS, TRENDS, EDITORIALS, DESIGNERS, STREET STYLE, LOOK WHO AND HOW

HEALTH AND BEAUTY
NEWS AND TRENDS, FRAGRANCES, HAIR, BEAUTY TIPS, HEALTHY LIVING, EVA'S EXPERIMENT

LIFESTYLE
INTERIOR AND DESIGN, TOP PRODUCTS, BOARDING TIME, GOURMET, TRY THIS

SEX AND RELATIONSHIPS

GO AND SEE
MOVIES, BOOKS, MUSIC, EXHIBITIONS, THEATRE, BAR & RESTAURANTS, EVENTS

EVA TV, GALLERIES, HOROSCOPES, GAMES, BLOGS, THE MAGAZINE