

Media Kit
WWW.EVA.BG
2024
EVA MAGAZINE

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 FOLLOWS - 120 000

INSTAGRAM FOLLOWERS 7 000

AUDIENCE PROFILE

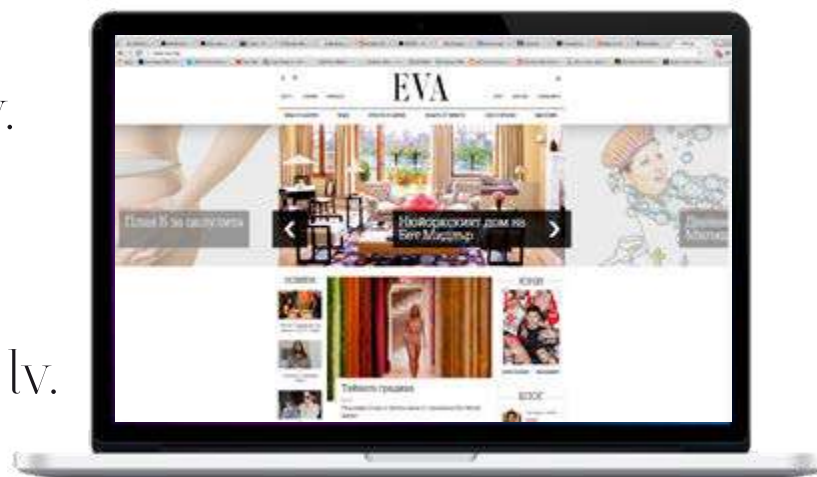
63%
women

37%
men

12%
15 - 24 years

31%
MONTHLY INCOME over 2 500 lv.

44%
MONTHLY INCOME -1 500-2 500 lv.



26%
25 - 34 years

41%
35 - 48 years

19%
MONTHLY INCOME up to 1 500 lv.

21%
over 48 years

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

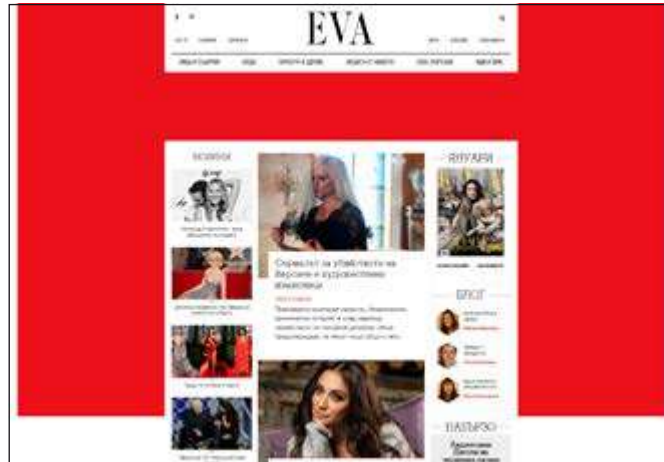
SEX AND RELATIONSHIPS

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

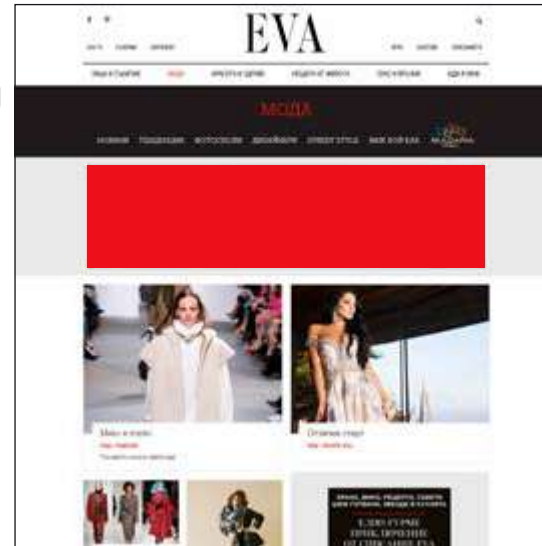
EVA TV, GALLERIES, HOROSCOPES, GAMES, BLOGS, THE MAGAZINE

DISPLAY AD FORMATS

H
BRANDING
home page



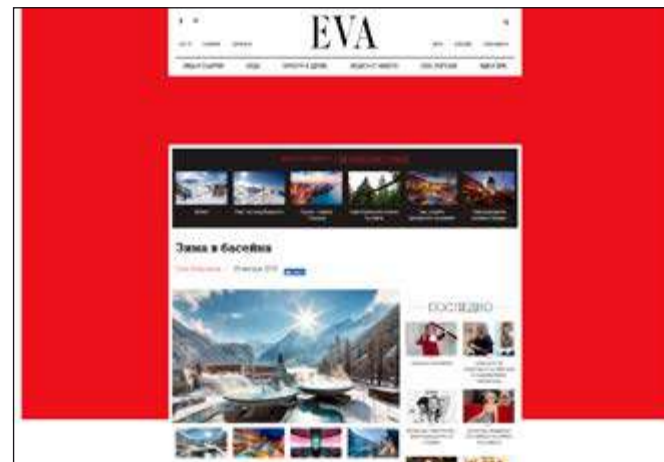
970X250
BILLBOARD
inner pages



300X600
HALF PAGE
inner pages
mobile



H
BRANDING
inner pages

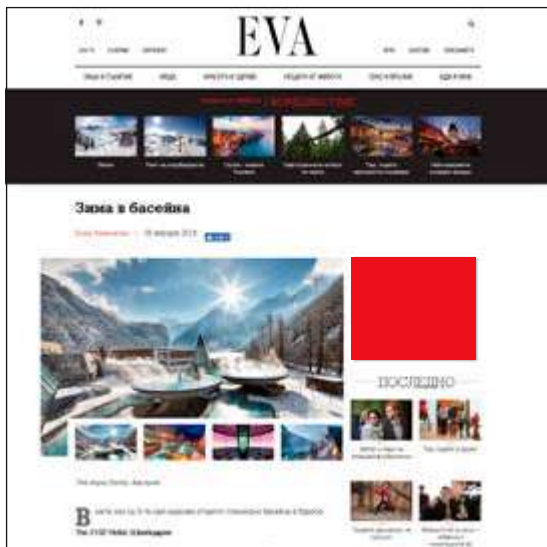


970X250
BILLBOARD
inner pages

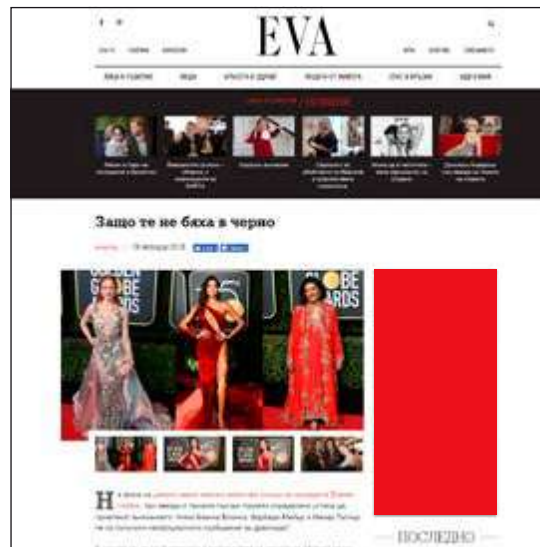


DISPLAY AD FORMATS

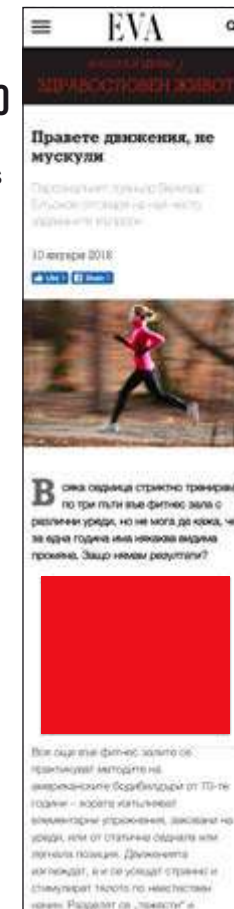
300X250
RECTANGLE
inner pages



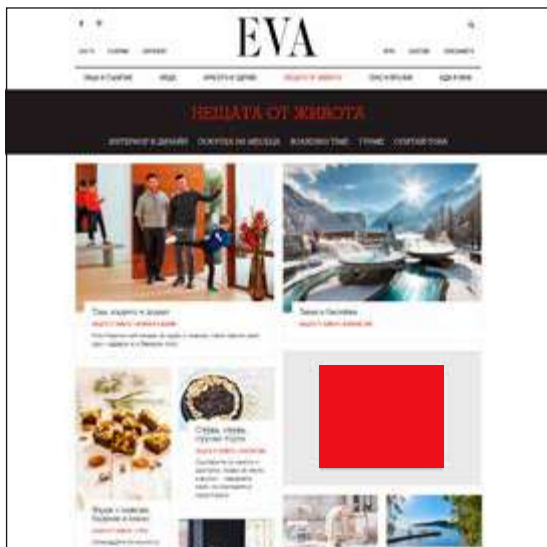
300X600
HALF PAGE
inner pages



300X250
RECTANGLE
inner pages
mobile



300X250
RECTANGLE
inner pages

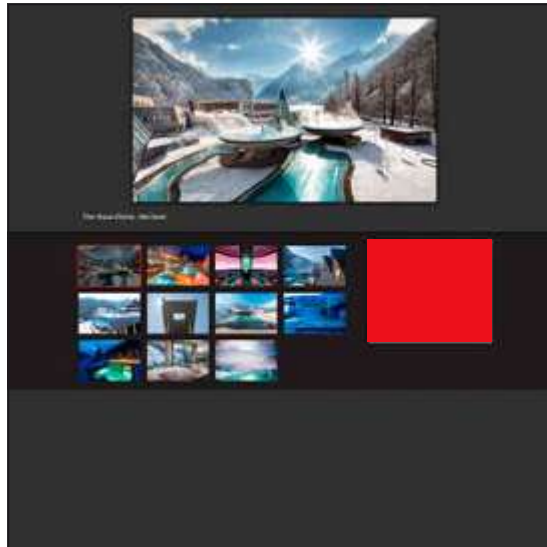


300X600
HALF PAGE
inner pages



DISPLAY AD FORMATS

300X250
RECTANGLE
galleries



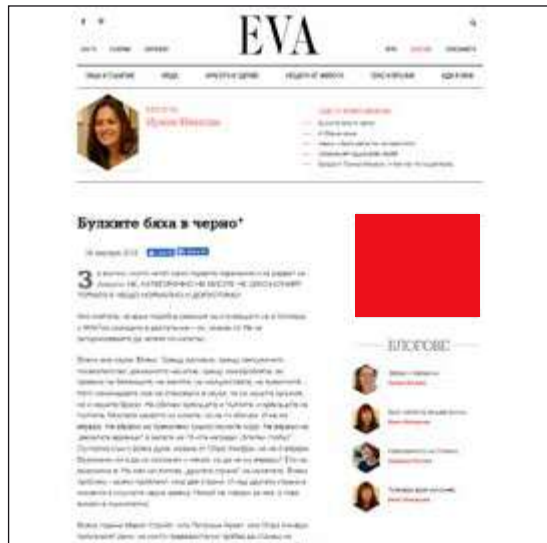
300X250
RECTANGLE
inner pages
(DOWN)



300X100
all pages
mobile



300X250
RECTANGLE
blogs



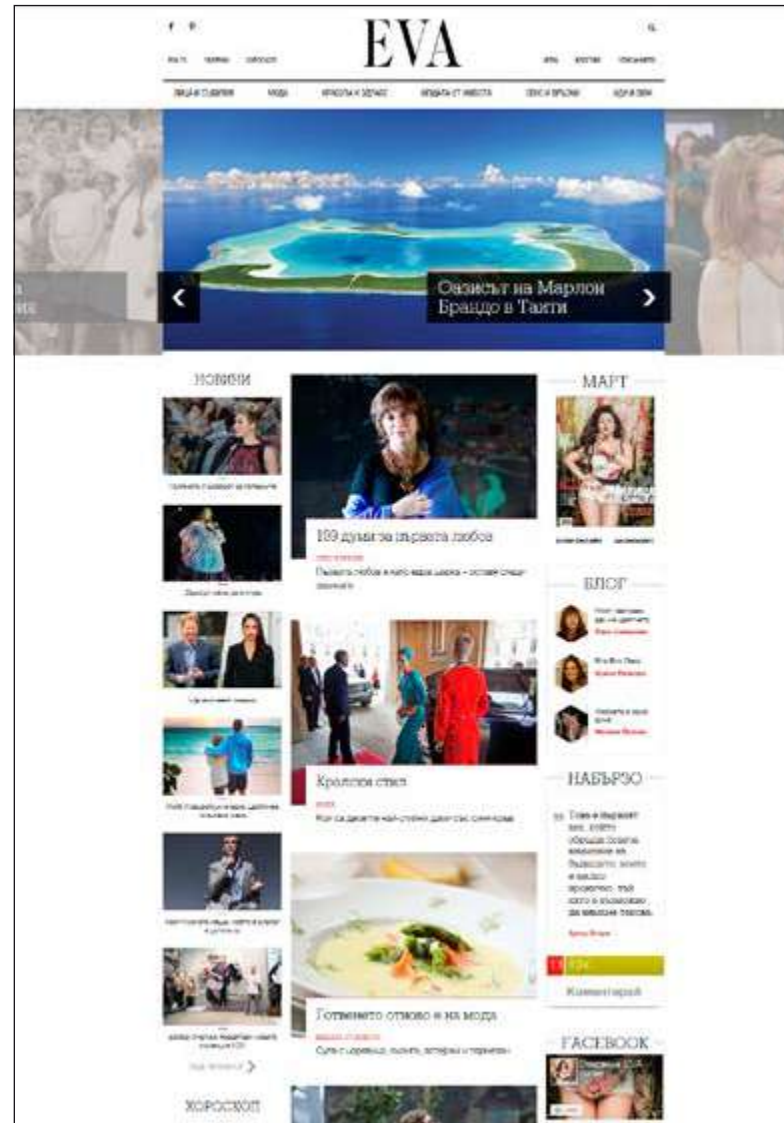
300X600
HALF PAGE
RECTANGLE
inner pages
(DOWN)



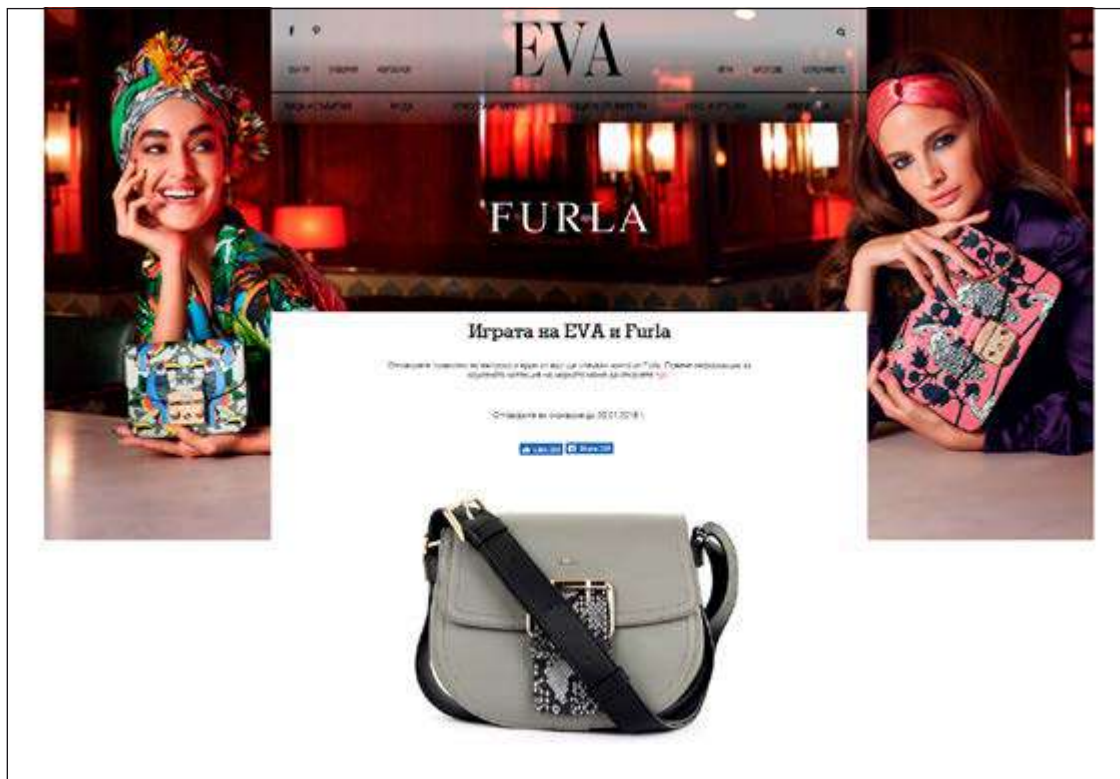
PR ARTICLES

PR ARTICLE
INNER PAGE

Announced for 2 days on homepage.
Promoting new services, new trends,
events and products.
Text link to the website of the partner.



PRODUCT PLACEMENT - GAME

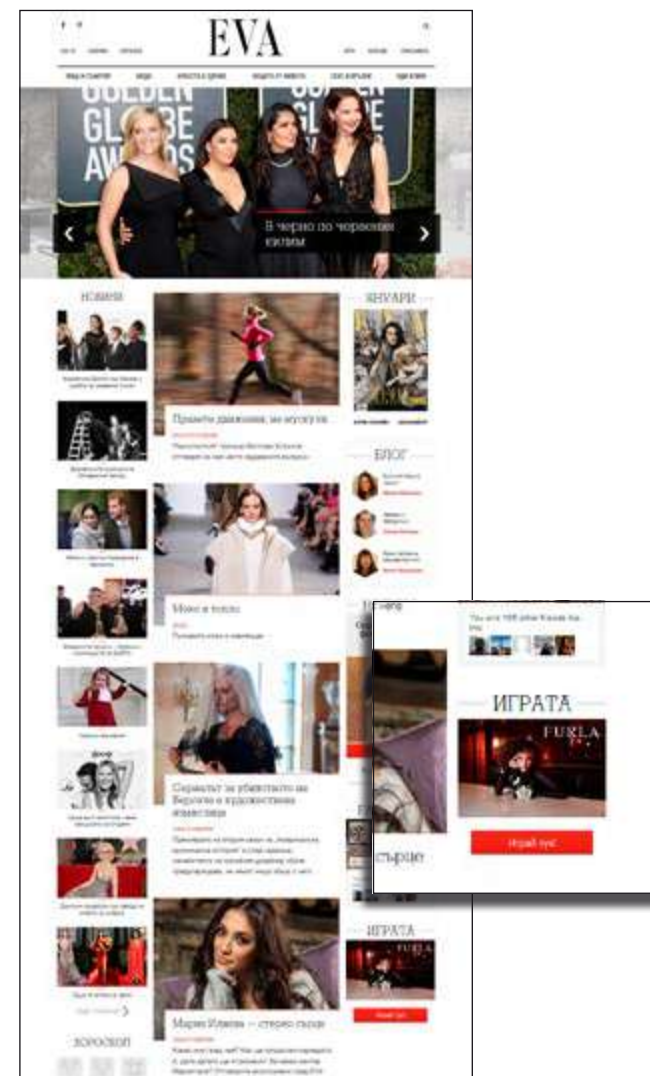
**GAME****PERIOD: 2 WEEKS**

Banner with logo on homepage

1 PR article on inner page (incl. link to the website of the partner);

Branding of the game page;

2 facebook posts about the game, 1 per week.



EVENTS CALENDAR

ATTICA EVA EVENTS / 2024



"Talk to EVA" is an idea sharing platform where we bring stories from the philosophy of the magazine in live discussions. The event takes place in the evening and it is a panel discussion with selected guests related to the topic. The audience takes part in the discussion as well asking questions on the topic.

BEAUTY AND INNOVATION

Beauty is an attractive topic which has generated great interest throughout the years of "Talk to EVA". This is also a theme where EVA magazine recognizes one of its causes, along with the theme of health. It is a rapidly developing sector linked to and benefiting from the quickly advancing science and technologies to the fullest extent of their innovations - which implies an interesting and up-to-date discussion and further focuses emphasis on the new.



GRAZIA MOTHER & KIDS AWARDS

The first project, focusing on the most precious period of a woman's life - pregnancy and motherhood. GRAZIA's MOTHER & KIDS AWARDS will present and award the quality and innovation of products and services, achieved by businesses in the industry.



THE GRAZIA RETREAT

For the first time ever, THE GRAZIA RETREAT will get together readers and favorite influencers for two days, filled with challenges, good wine, food and important talks about self-care and confidence.



EVA GOLDEN APPLE AWARDS
An EVA magazine award is established for the first time. The award will feature EVA's enduring symbol, the apple. There will be two components to the event: an awards presentation and an official cocktail reception. The EVA slogan, "stories from the female heart," the magazine's well-known, anticipated, and adored rubrics, and the three primary sectors the magazine covers will all be factors in the prizes. Two awards—one for an exceptionally noteworthy contribution and influence, and the other for outstanding first steps—will be given out in each category. A special award will also be presented in the Eternal EVA category.



THE GREAT 20

GRAZIA Bulgaria will celebrate its 20th birthday with a very special and glamorous party, inspired by the 20s and the timeless movie classic. We kick off with time travelling, a look towards the future is next.



HOW TO BE A BETTER VERSION OF OURSELVES
Motivational event gathering together individuals with professional and life experience in the field of personal development. The goal is to engage in a dialogue about issues affecting women of various ages and pursuing diverse career and life paths.



EVA SLOW DOWN!

An event that focuses on one of today's trendiest themes - innovation and sustainability. The event will bring together representatives from various sectors in a discussion about the issues with sustainability and the options for overcoming them, both in terms of production and consumption. The final part will present a fashion collection of Bulgarian designers, created with recycled materials.

ALL SUMMER LONG
GRAZIA takes a trip to the sea for a big beach party with lots of surprises, games and gifts for all adults and kids. We promise to keep the party going until we run out of good mood.



GOLD STANDARD OR WHATEVER THAT IS WORTH TO INVEST

The theme is designed as a continuation and upgrade of the new multi-topic column in the magazine that will launch from coming year and will be giving professional advice on the subject of worthwhile investments in all possible directions - from investment in precious metals and art, to investment in health and education.



#AWARDS is without a doubt, one of the most promising projects is happening when the creative forces at Attica EVA and United Partners join together. For the fourth year in a row, we will award the best digital content creators. All nominees are in 12 categories, the audience has the final word.



The 19th edition of the event will once again focus on women who are changing with the world with every step they make. GRAZIA will also continue fighting domestic violence in all its forms and shapes.



FOR ANOTHER TOMORROW: UNATED PEOPLE FOR CHANGE
An event dedicated to combatting violence against women and the possible solutions to this huge civilizational issue. It was designed as collaboration between EVA magazine and the "About You" app - the first domestic violence mobile application in Eastern Europe. The event will be divided into two modules. The first module is an open-air photography exhibition, in a Sofia landmark. The second module - discussion panel indoors, will be held during the exhibition period. It will feature a discussion of professionals, working in different fields related to the theme, a projection of the photographs related to the exhibition, various activities with the audience and a cocktail. Paolo Giuliani, clinical criminologist and founder of the Stefan Noikov Foundation, will be a special guest. A segment from the film Un Altro, produced by the Italian business Lumiere and the Bulgarian Stefan Noykov Foundation, will be shown exclusively for EVA's guests.



AI VERY MERRY CHRISTMAS

This year, the magazine's traditional Christmas party gets an all-new look and will take all guests to a distant galaxy with impressive atmosphere and interesting activities that they will just want to share on social media.



EVA DOCUMENTARY
EVA magazine will narrate its story in a documentary, the title of which is taken from the magazine's editorial, "From EVA with Love." The fact that EVA has been in the media market for 25 years, remaining the benchmark for a women's lifestyle magazine, gives us confidence and inspires us to tell about the media's path, for the preservation of its face, and for its development and renewal at a time when social media and influencers pose a real challenge to the influence and opportunities of lifestyle magazines. A documentary that will highlight both the pleasure and the difficulties of producing each issue of EVA magazine and as well as the ongoing confirmation of the principles and values that guide its decisions. "From EVA with Love" will be screened at a premiere event along with a cocktail for the magazine's friends and business partners.

