



darrik
Digital

What's next 2023



Darik Digital Portfolio

Site	About	Monthly users
Dsport.bg	Sports	680 000
Darik.bg	General News	1 208 000
9meseca.bg	Parenting & pregnancy	240 000
Clubz.bg	In-depth Analysis	580 000

Mobile First

	Combined	Desktop	Mobile
Monthly users	2M	300 000	1 700 000

What's new

Site	About	Launch Date
Dbr.bg	Personal Finance	October 2022

WANT TO KNOW

News ecosystem with 1M+ monthly users

Always up-to-date and reliable source of sports news





NEED TO KNOW

First Bulgarian parenting media

Personal Finance and Business




Influential journalists

Darik Digital gather well-known and highly trusted journalist team who provide content on political, sports, economic, female topics.

Interactive content

Attractive formats; interactive content; quality audio and video content;

Portfolio ecosystem

Traffic and context for content verticals development in stand-alone sites dsport.bg, darik.bg, clubz.bg, 9meseca.bg, dbr.bg

TRUST

Our biggest asset and responsibility is the immense trust of the audience in our media platforms.

**Combine approach
using portfolio
Ecosystem**

Great synergy
between radio, print
and digital that help
your brand's
credibility and
maximize success to
its full potential

Demographic

Age, gender, location
– demographic basics
for all formats

Audience segments

Target behavioural
based audience
segments. Dedicated
and loyal male audience
demographics in
Dsport.bg and female in
9meseca.bg.

DIGITAL

PRINT

SPECIAL PROJECTS

LIVE EVENTS

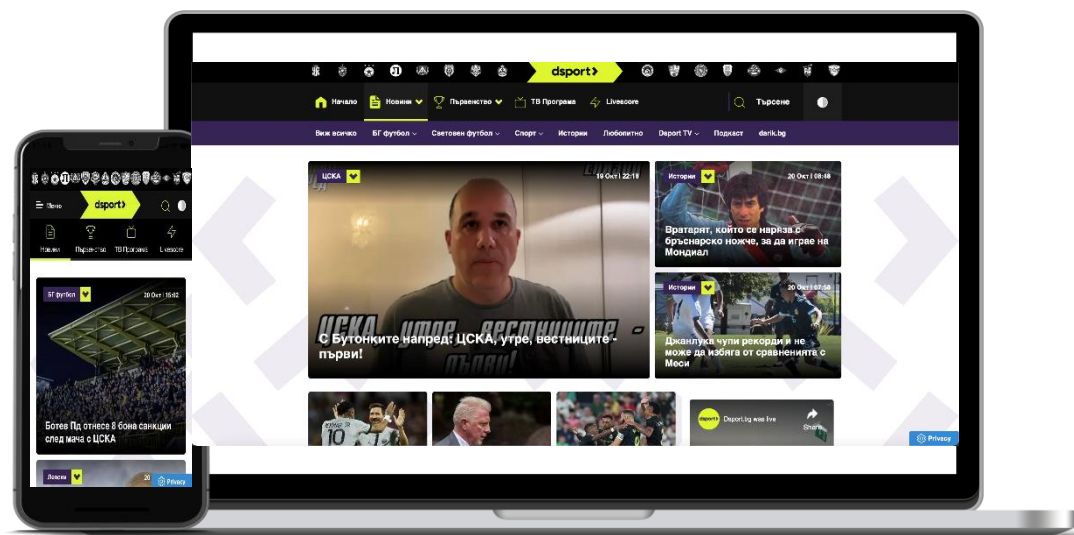
RADIO

Why to start audio advertising in Digital

- ✓ An effective way to reach a wide audience
- ✓ Can be targeted to specific demographics and audience
- ✓ Cost effective way to reach potential customers
- ✓ Less intrusive than other forms of advertising
- ✓ More engaging
- ✓ A great way to build brand awareness



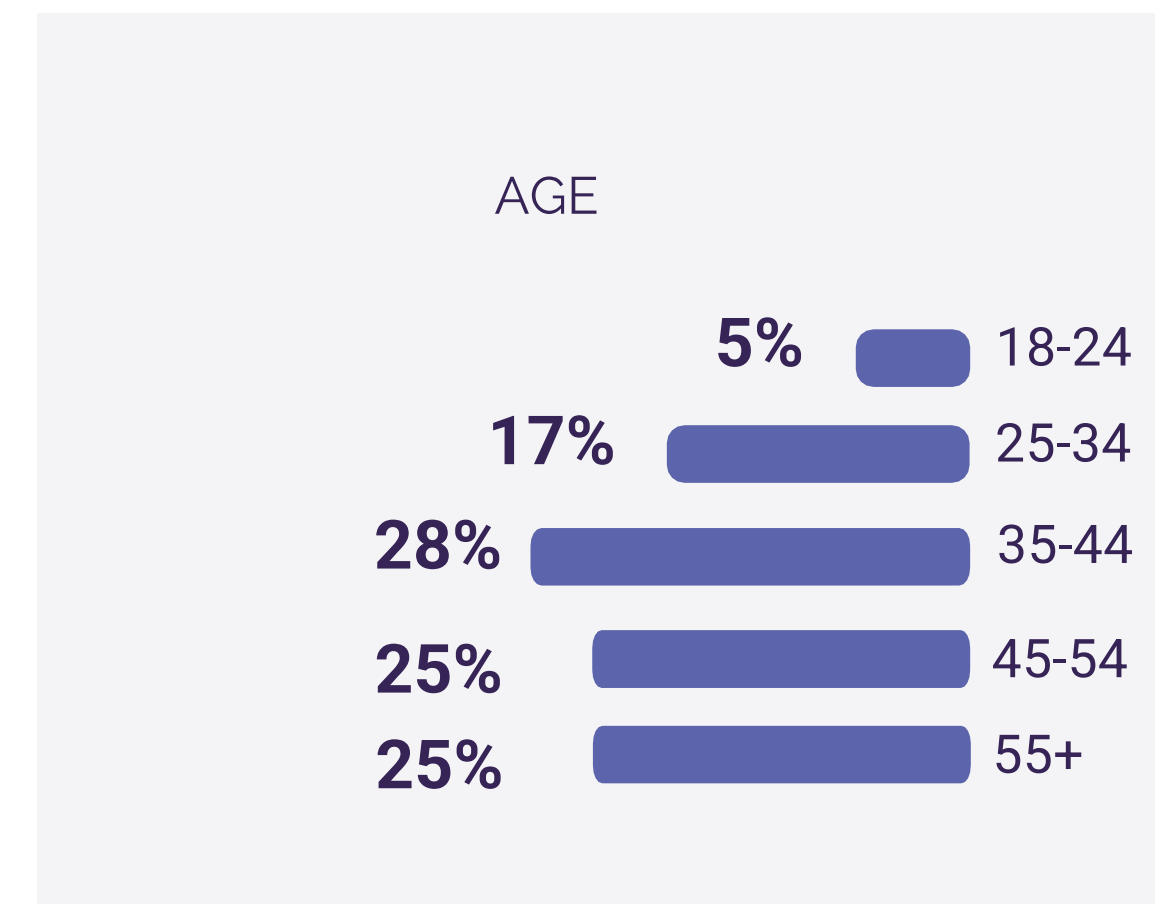
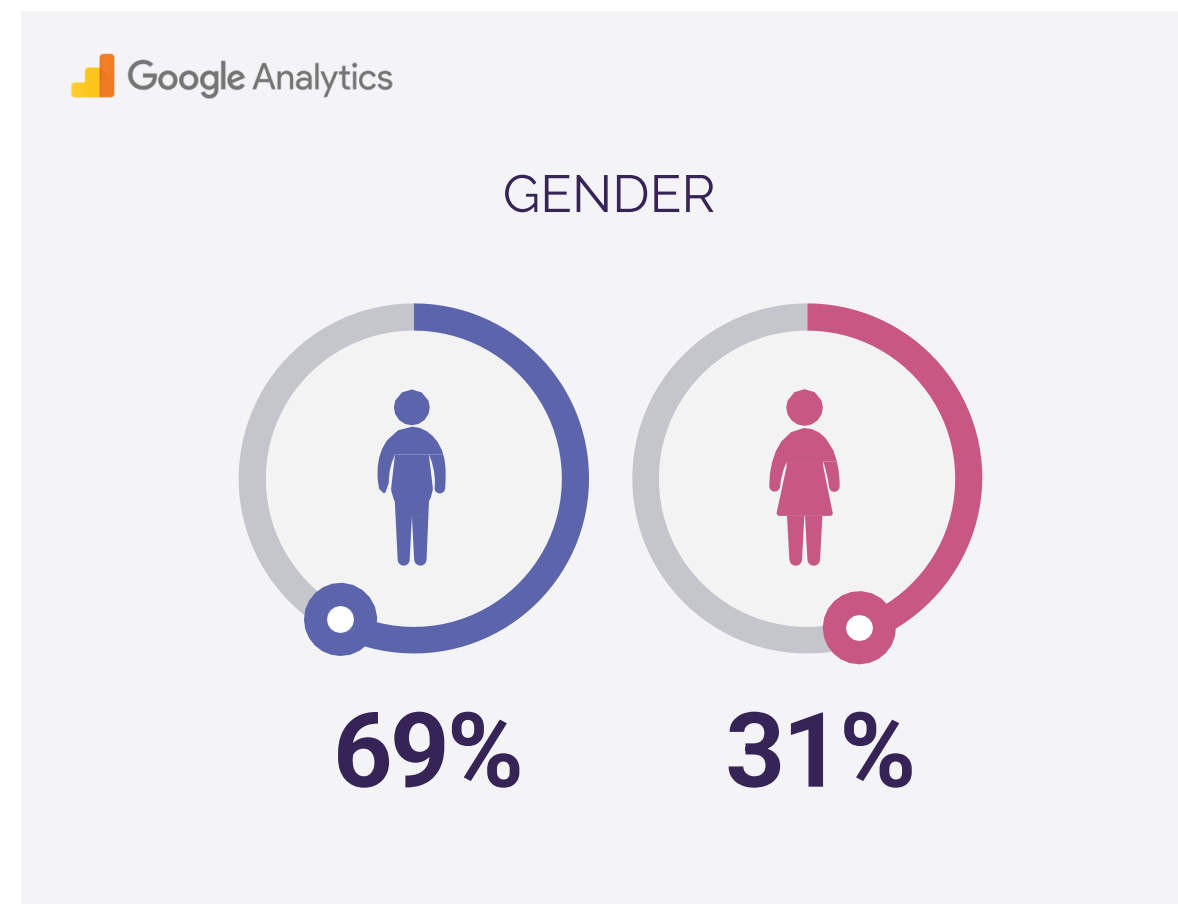
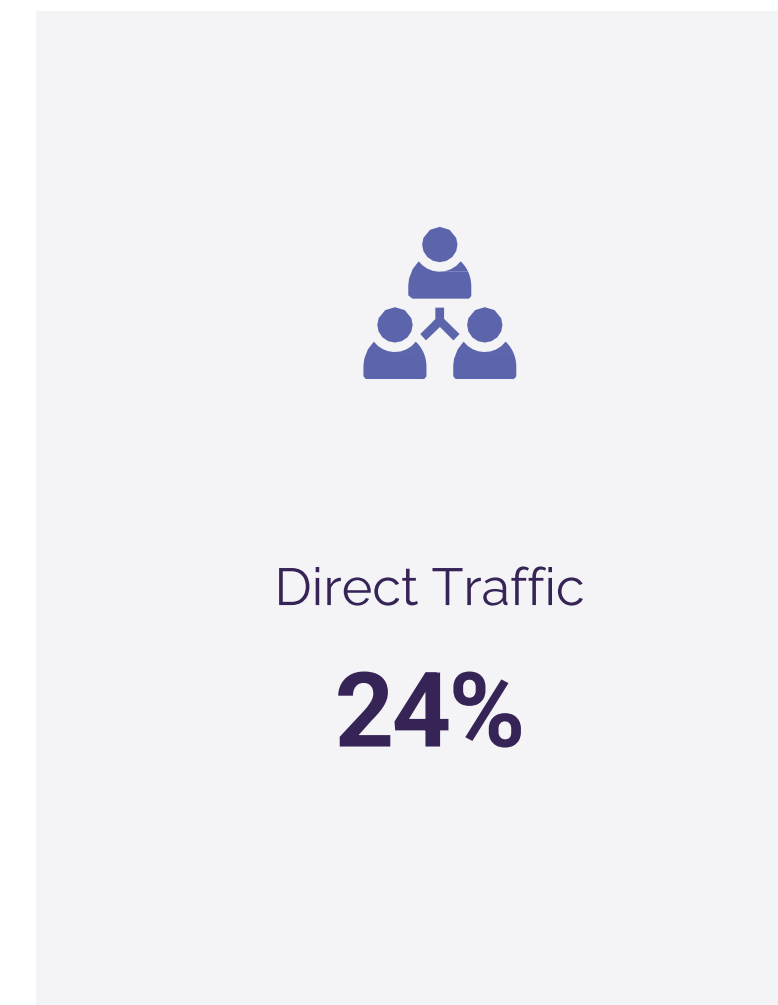
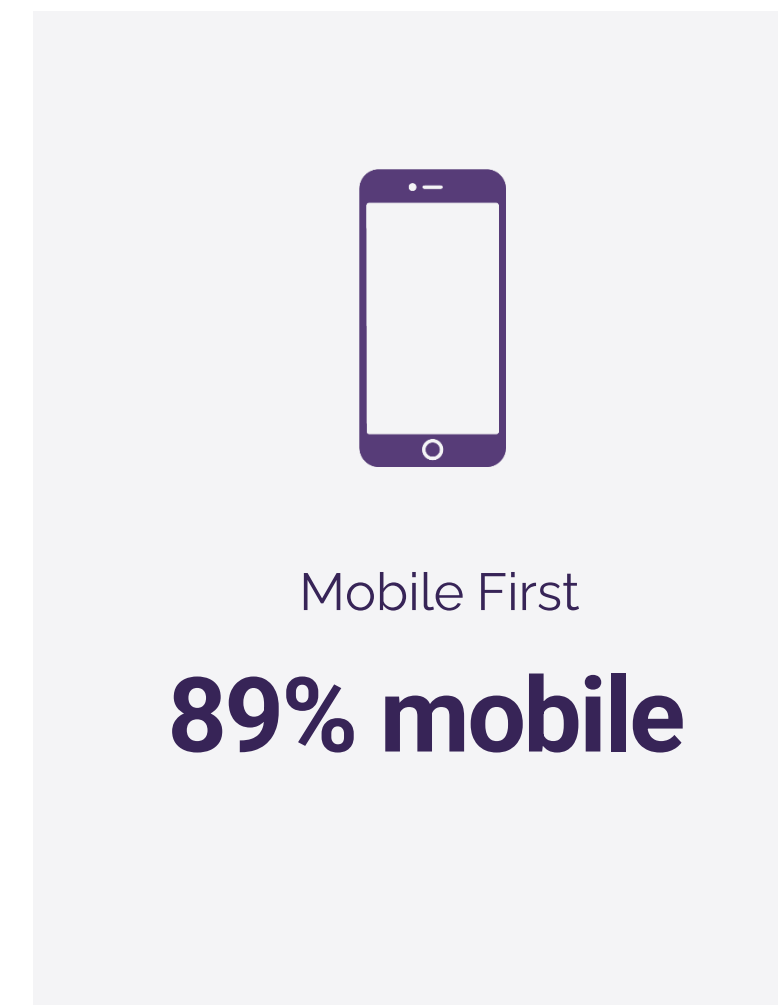
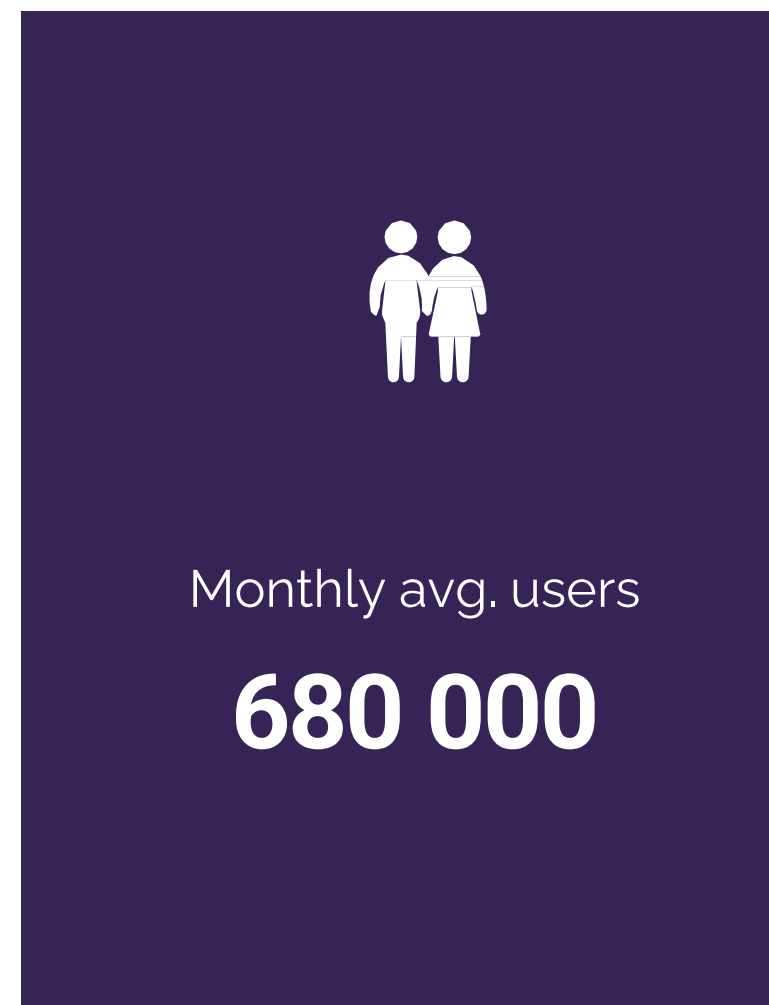
Sports News



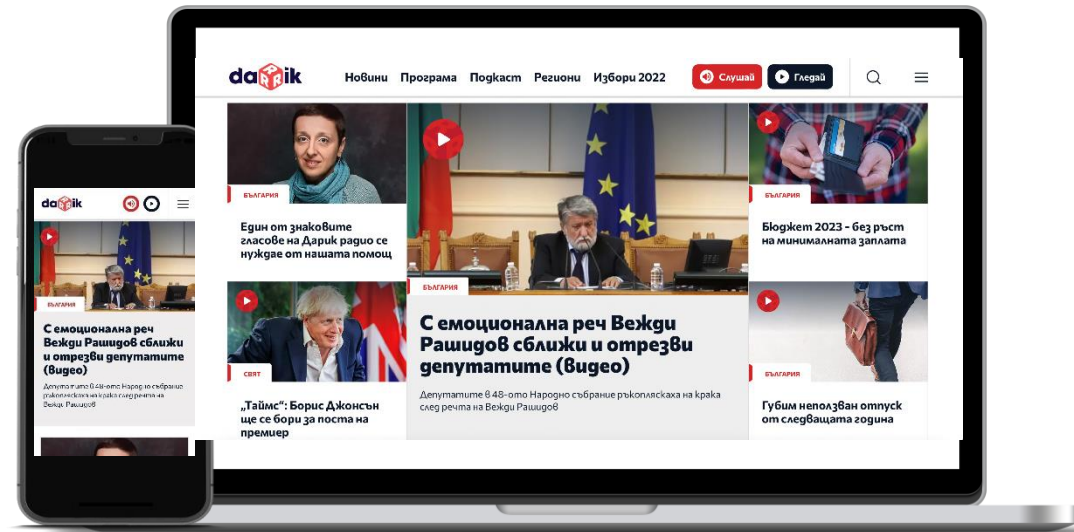
Dsport.bg aims to be always up-to-date and most reliable source of sports news.

Dsport.bg gathers in its team experienced and respected sports journalists and analysts who have shaped the image of sports journalism in the last 25 years.

Data: Google Analytics, Average Monthly, Jan-Oct 2022



News



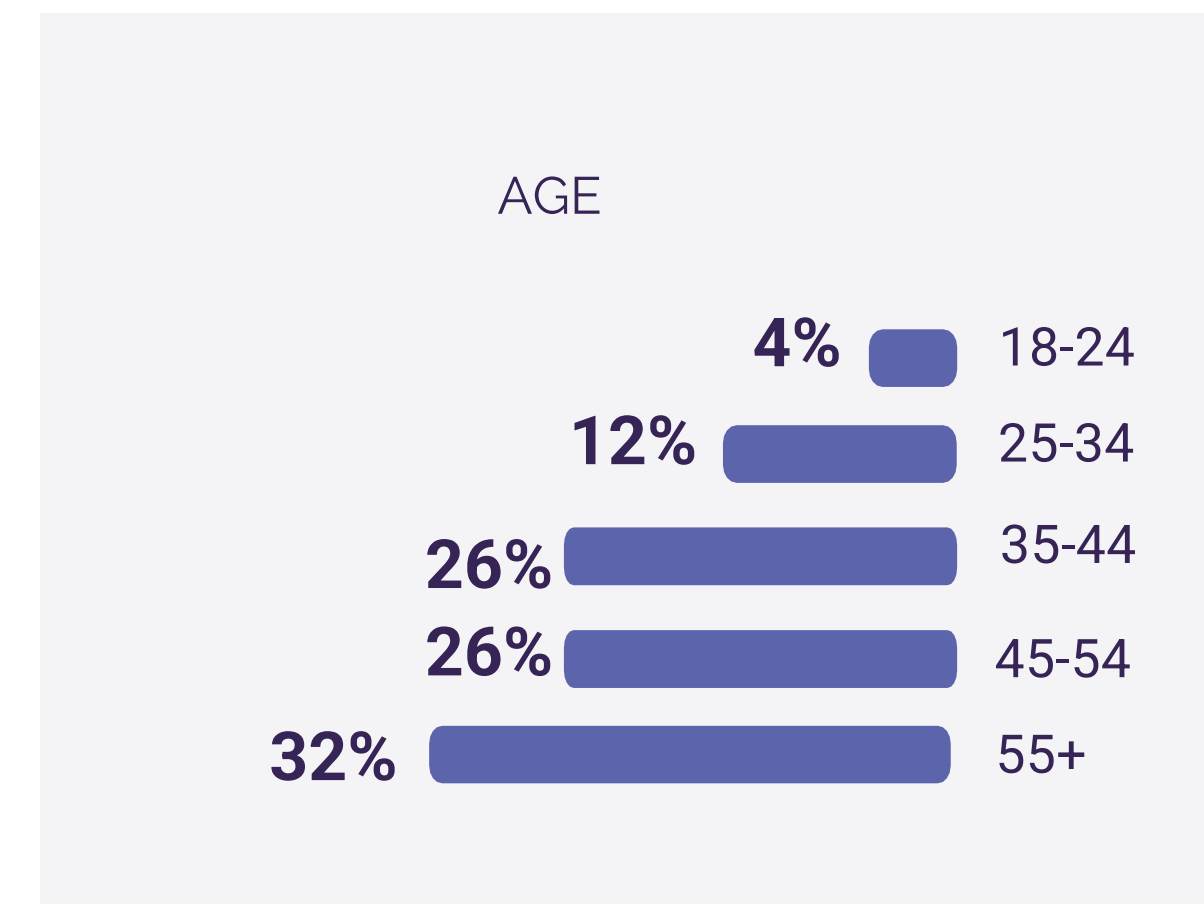
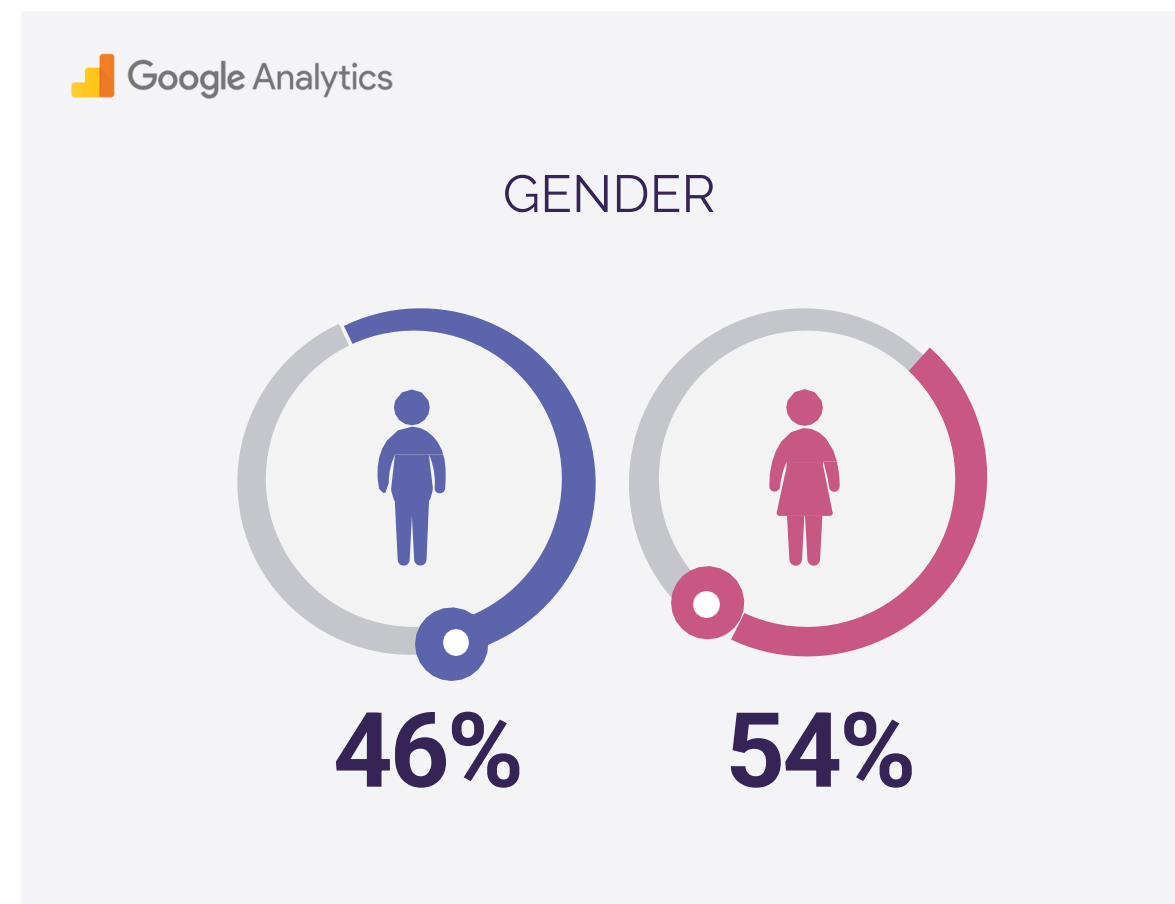
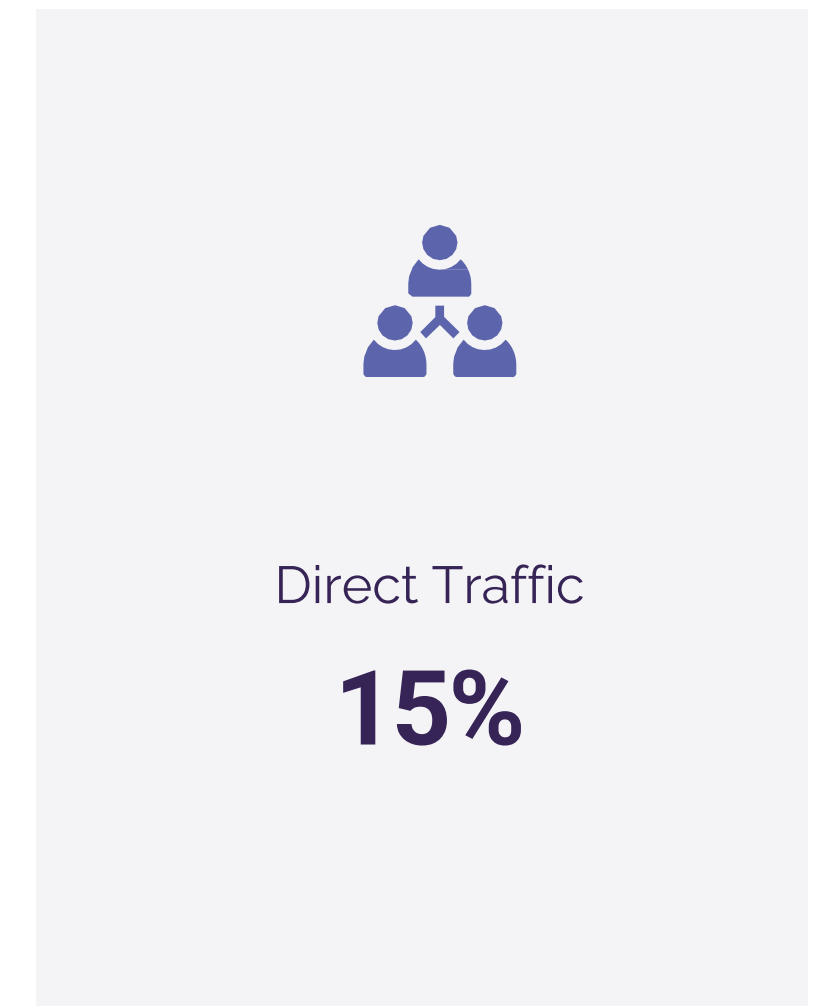
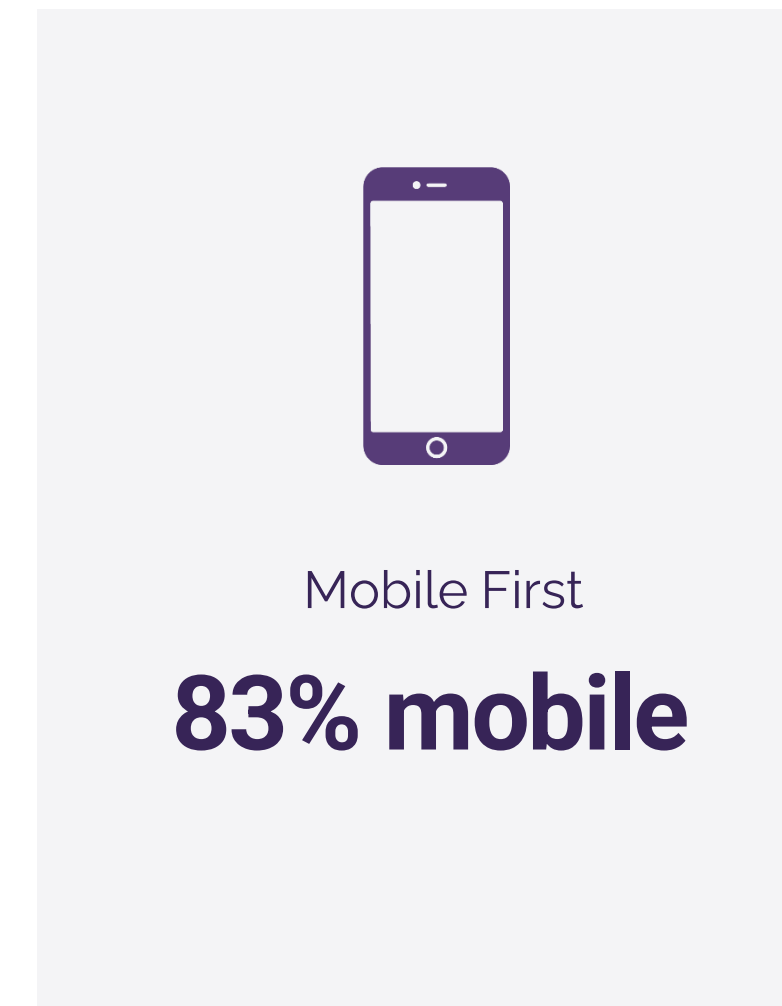
Darik.bg is impartial and independent digital product of Darik Radio in News, Sport, Education, Video and Audio.

Positive to institutions and Government organizations

Darik Radio hosts create high-impact content distributed on darik.bg

Brand safe dedicated to branded content and content marketing products.

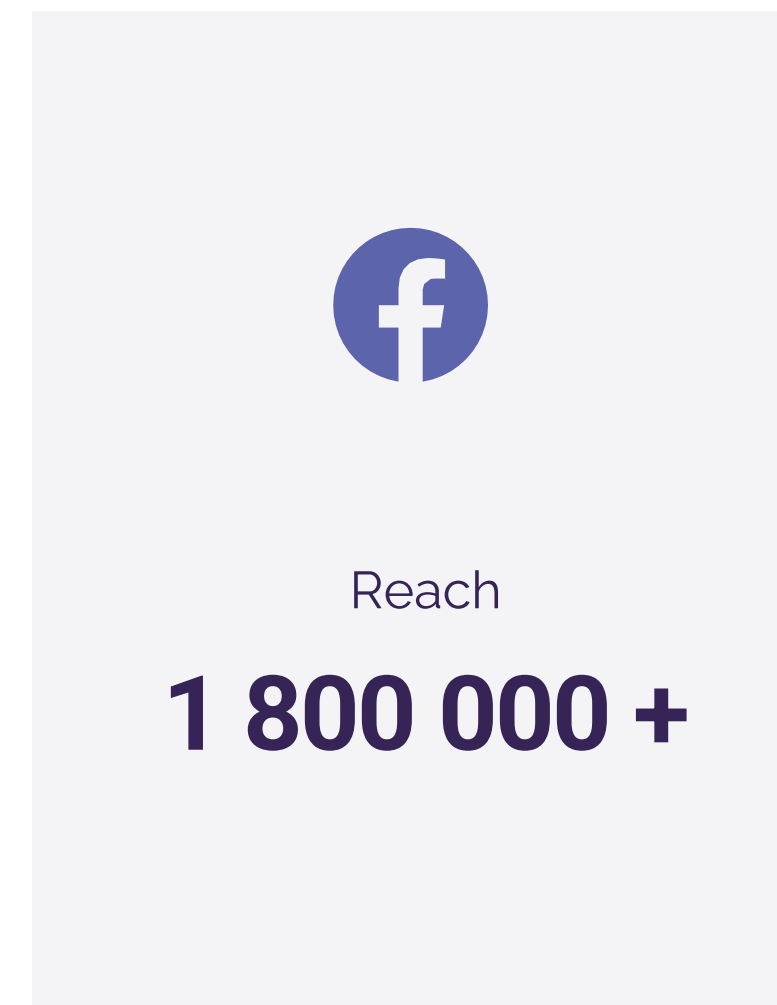
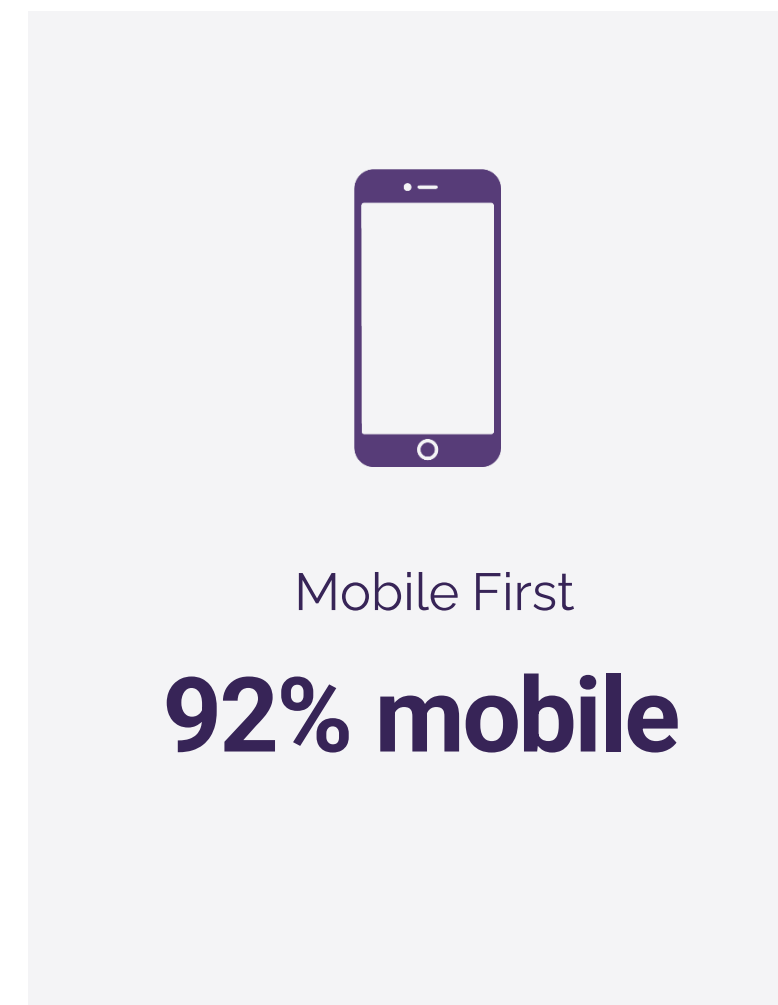
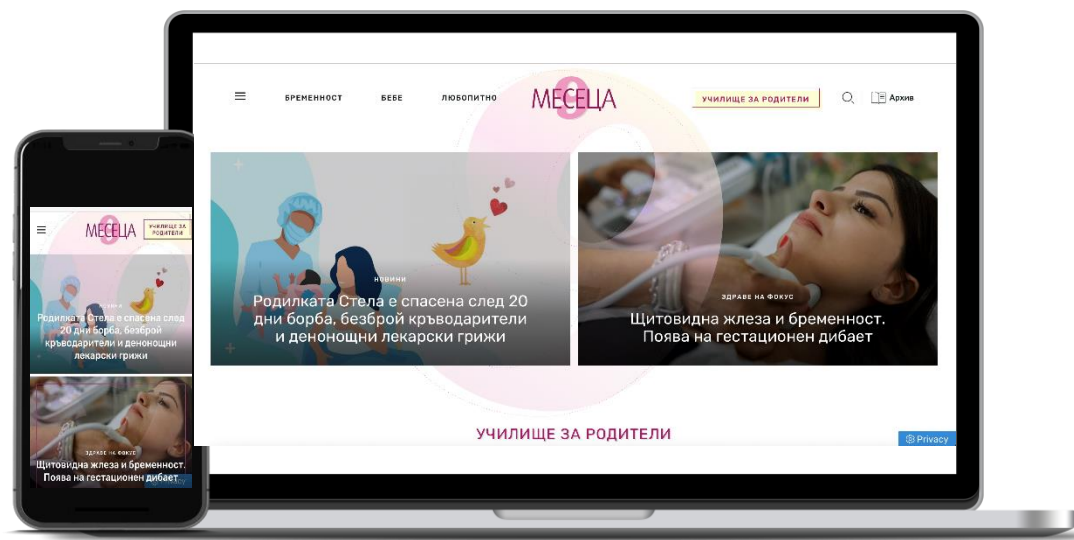
Data: Google Analytics, Average Monthly, Jan-Oct 2022



www.piero97.com



Parenting & Pregnancy



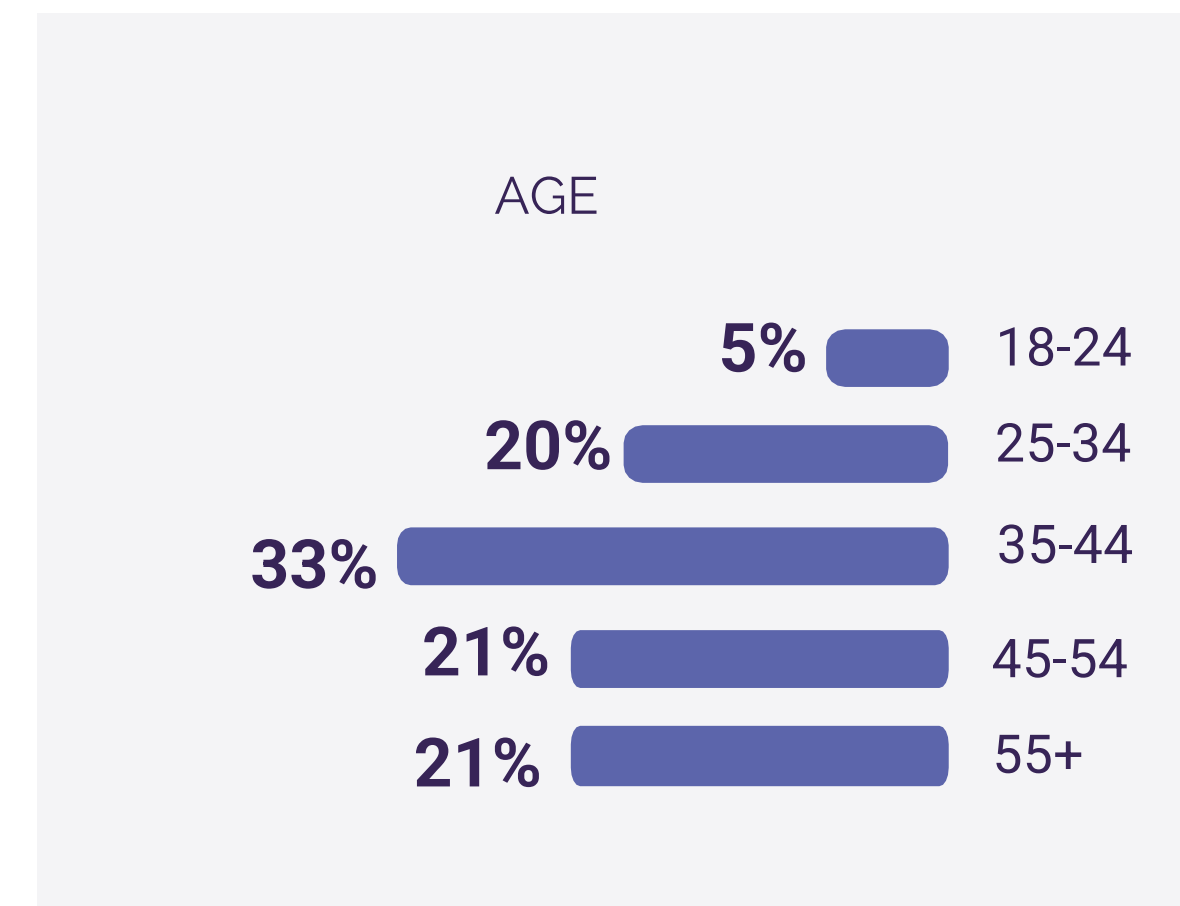
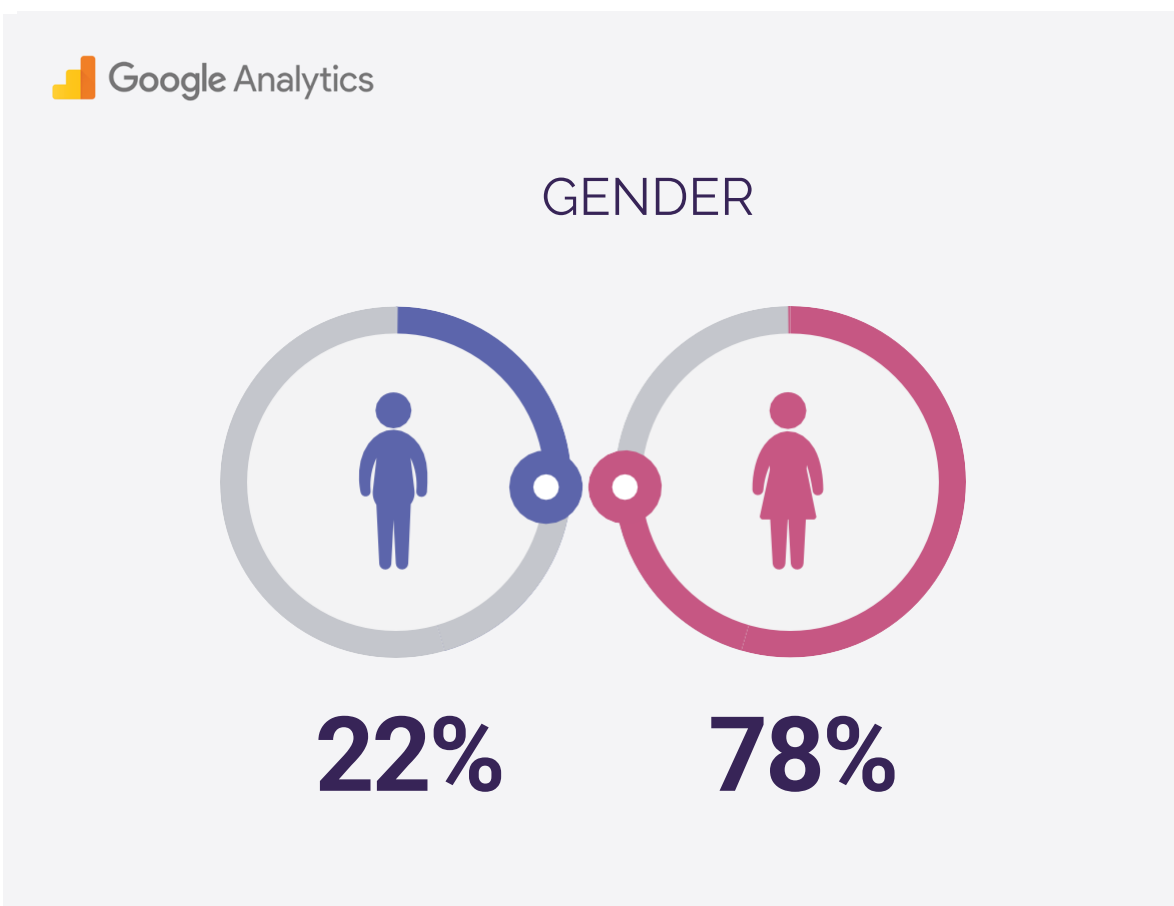
First Bulgarian parenting media



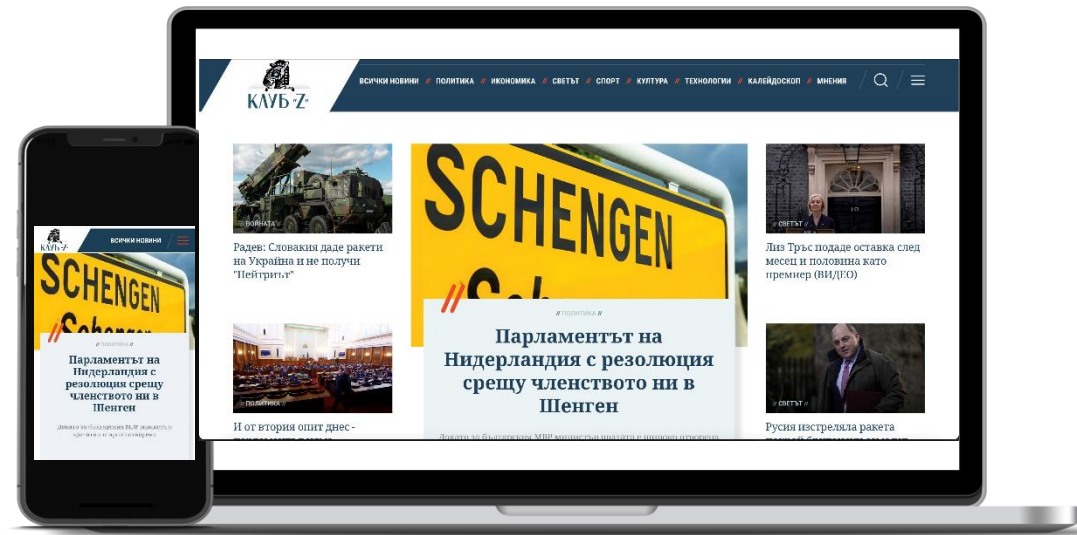
Collaboration with a trusted network of partners - doctors, medical experts, and specialized teams.

Multichannel platform dedicated to educating, inspiring, and supporting all generations of mothers, parents, and families.

Established as the go-to source for medical information and expert advice for parents and parents-to-be.



In-depth analysis

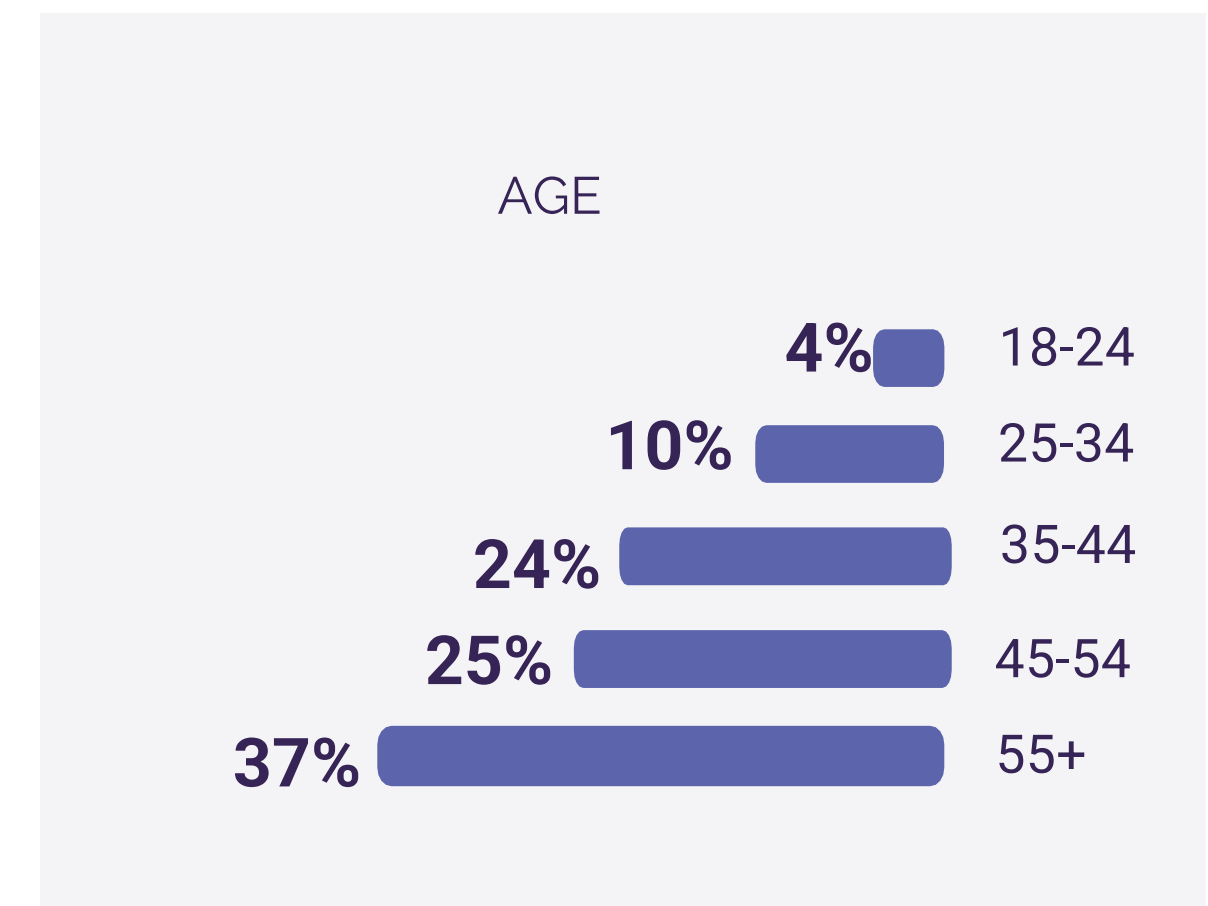
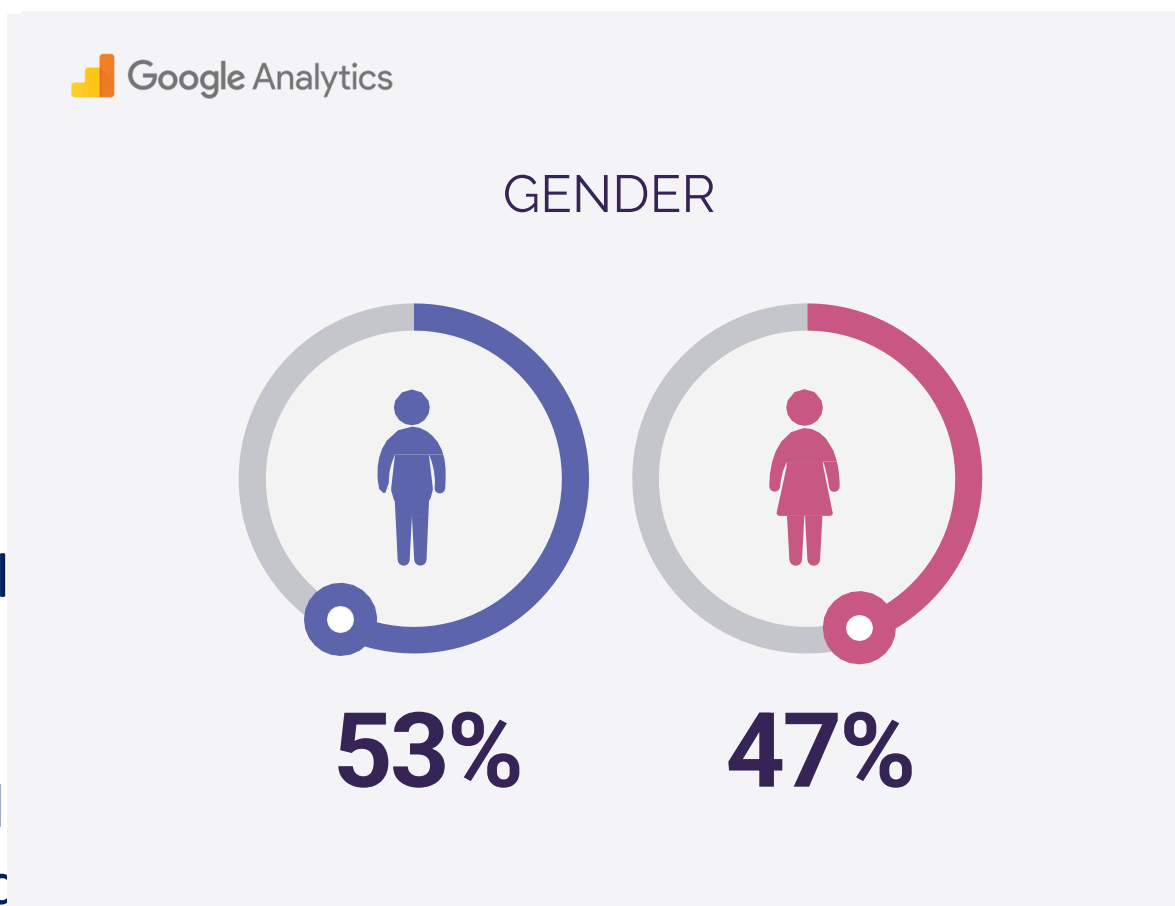
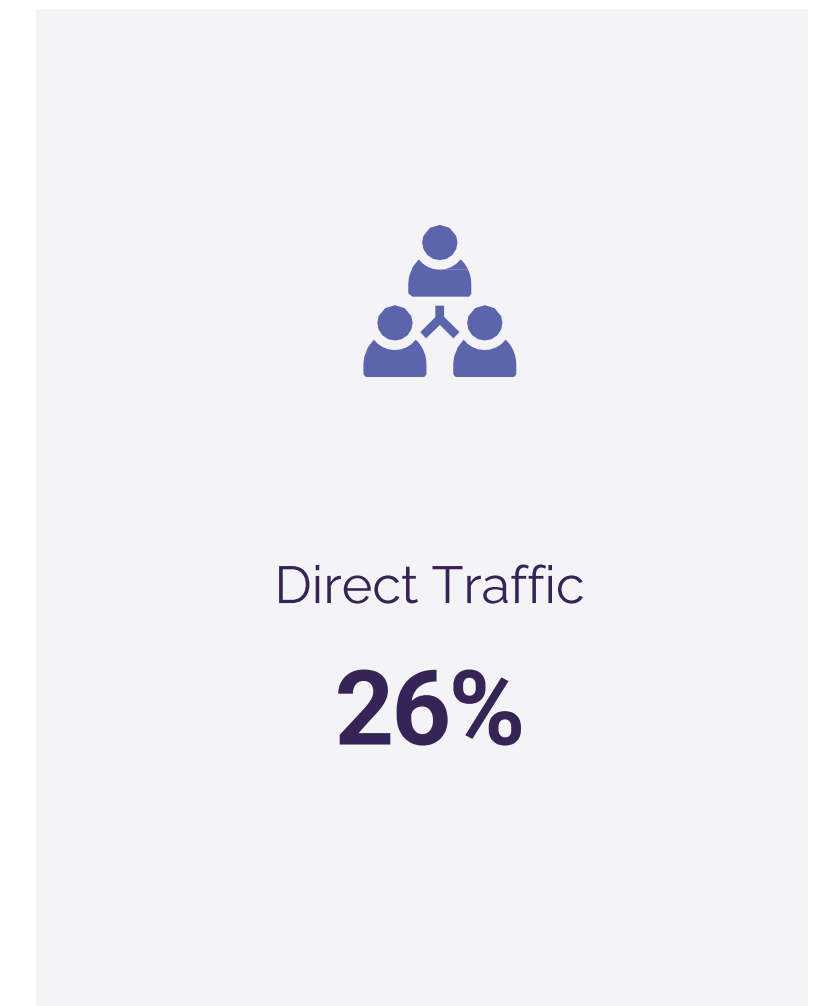
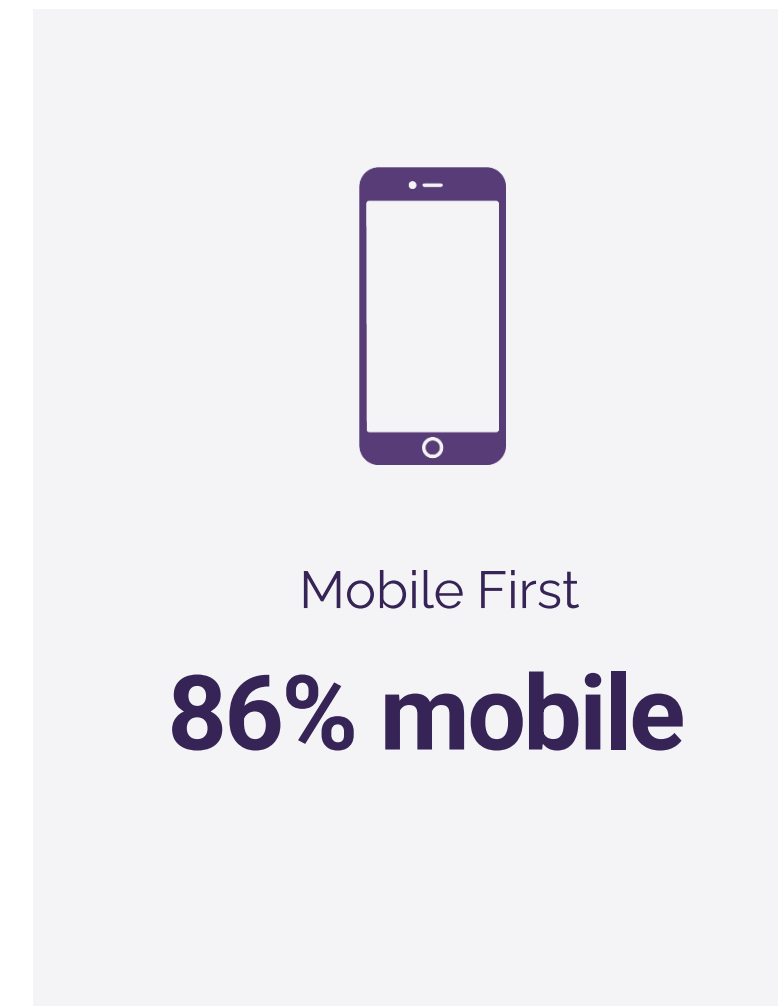
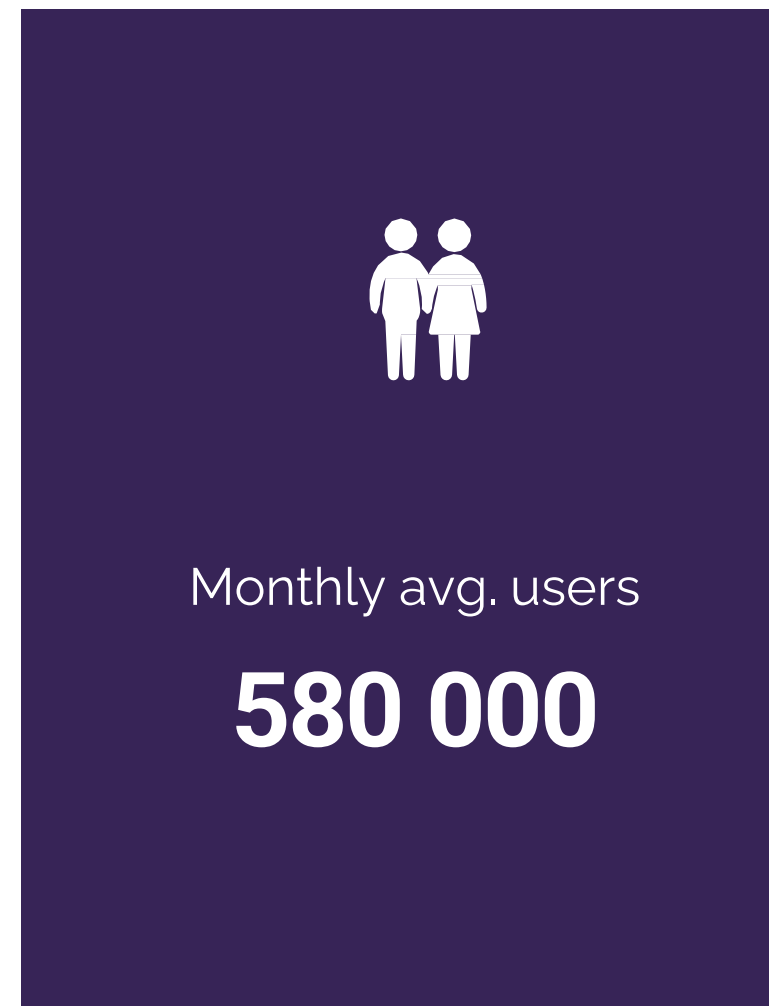


In-depth analysis, commentary, and news

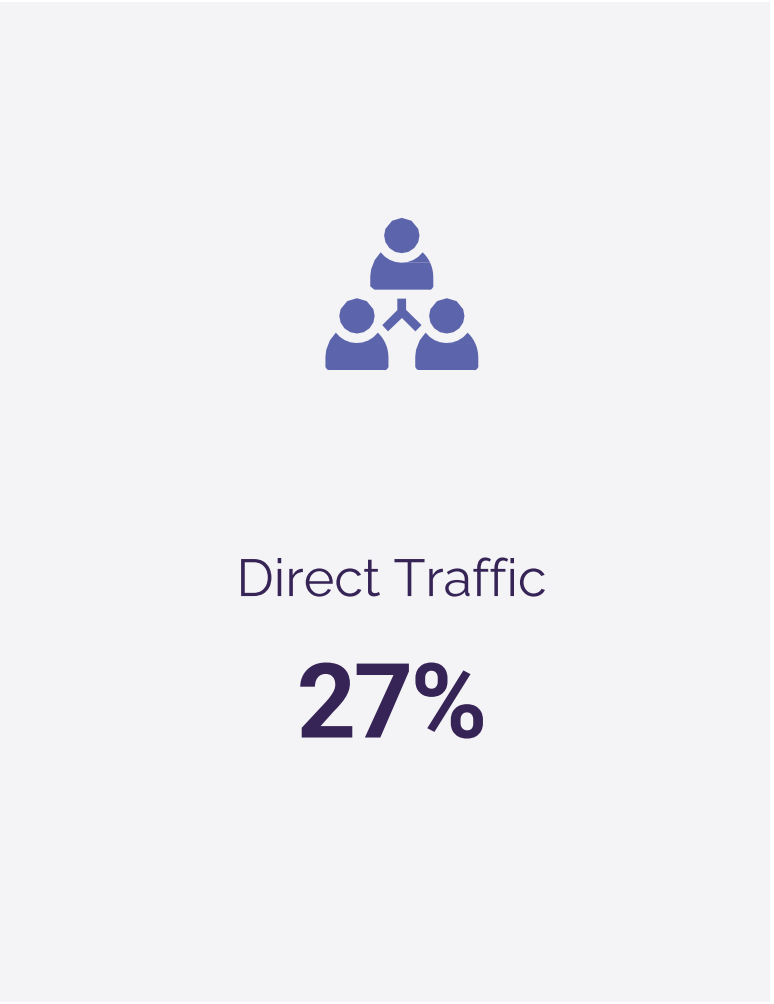
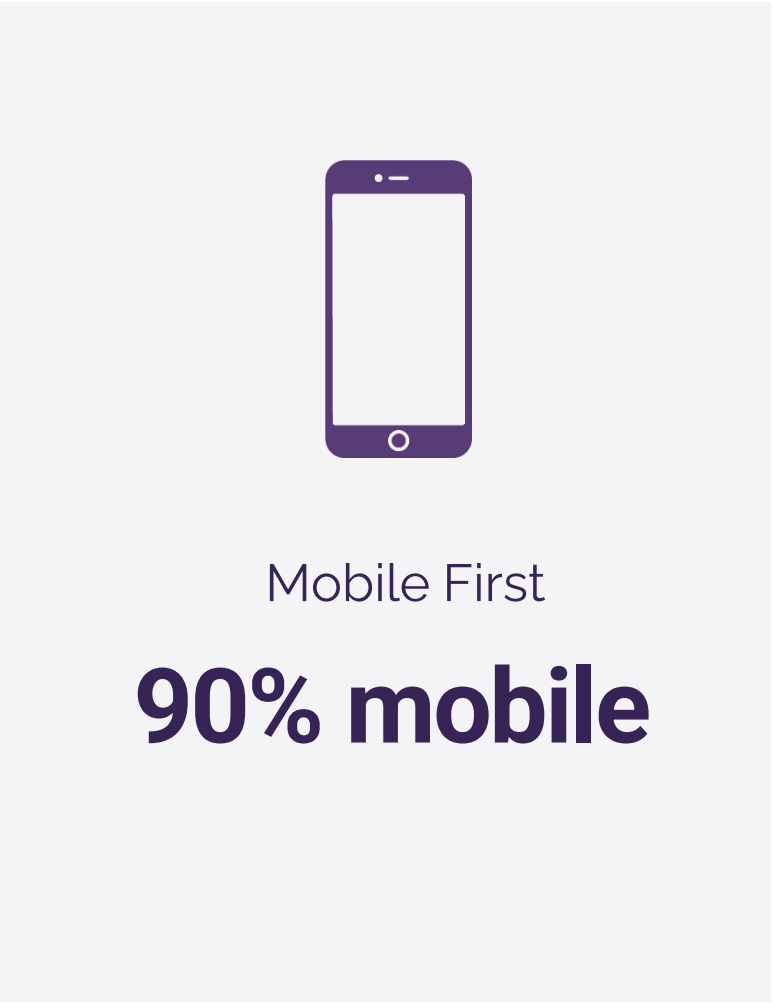
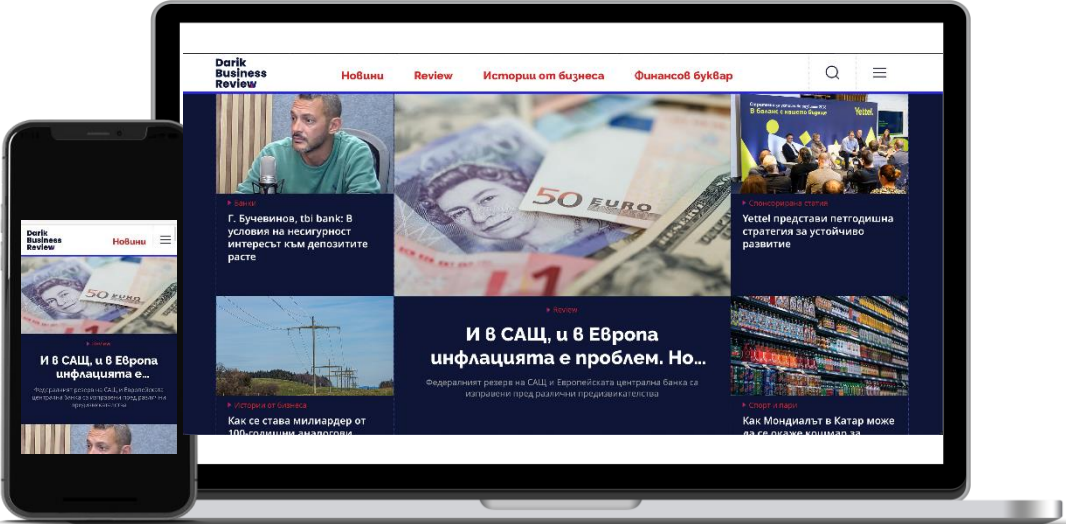
Club Z is an independent non-governmental, non-political, religiously, and racially neutral organization run by the journalists themselves.

Continue the traditions of professionalism, transparency, and freedom. "Club Z" is a freely developing information-analytical site, which has established itself among the most serious and respected Bulgarian Internet media, which publish only information verified by world standards for journalism, as well as analytical materials and op/eds from proven authorities and authors.

Data: Google Analytics, Average Monthly, Jan-Oct 2022



Personal Finance

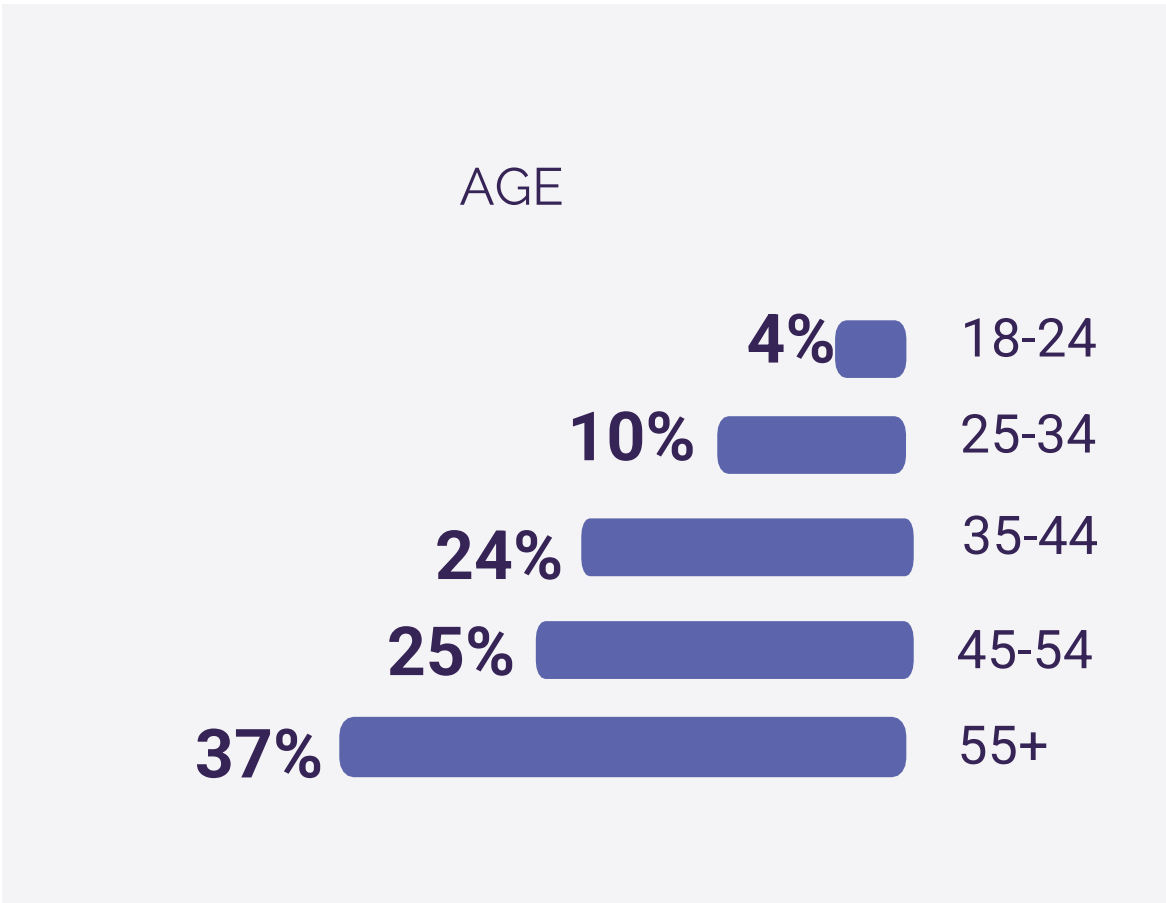
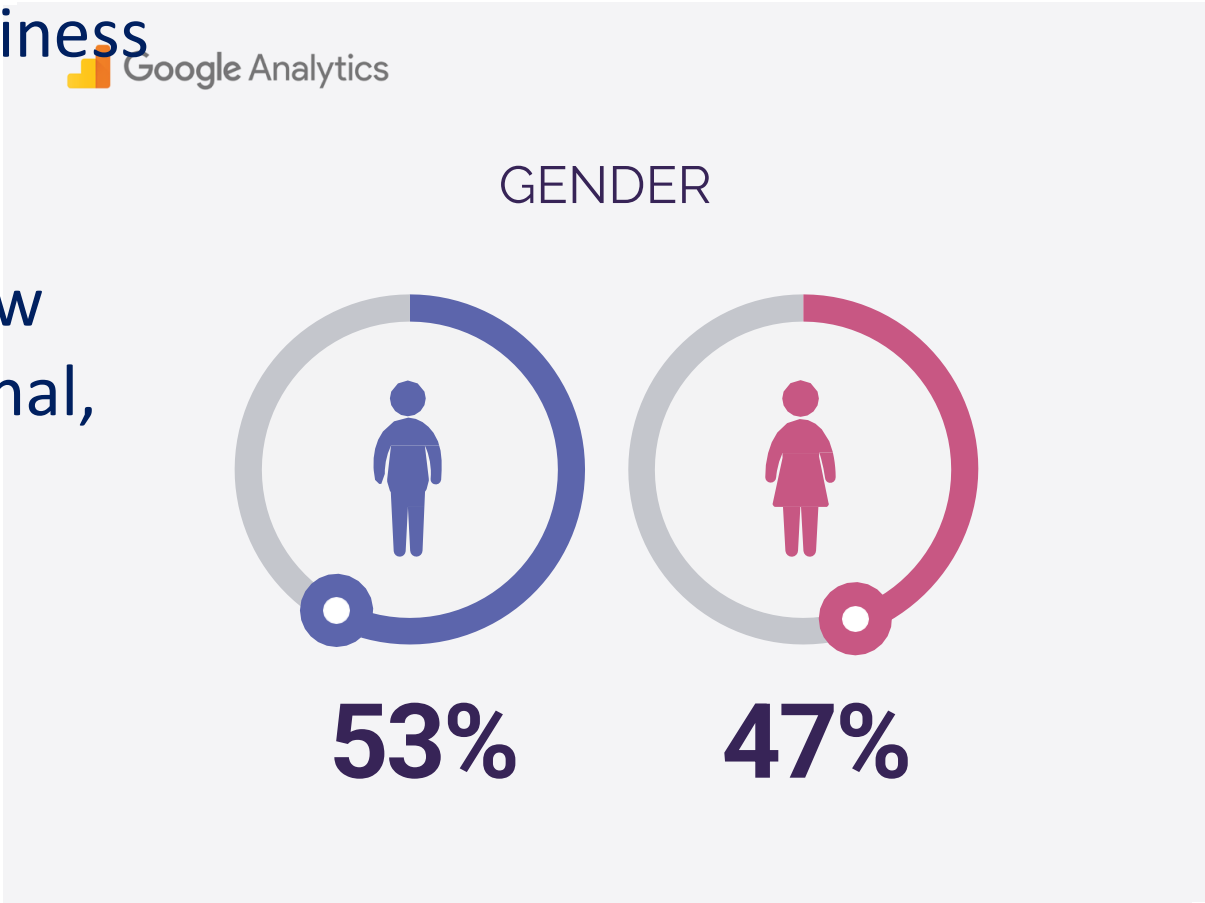


Darik Business Review

New personal finance and business site launched in October 2022.

In addition to banking topics, Darik Business Review provides easy to understand information on personal, family finances and investments.

30 000 users for the first two weeks



Data: Google Analytics, the site is launched in October 2022

darrik Advertise with US, cause we...

are PREMIUM

- ✓ Brand safety
- ✓ No Fraud
- ✓ Increased brand awareness
- ✓ Ad-to content ratio

keep Growing

- ✓ Trend Hunter
- ✓ Solid expertise
- ✓ Loyal audience
- ✓ Influential journalists and Interactive content



darrik
Digital

Thank you!