

PROGRESSIVE

# HARMA

B2B MAGAZINE FOR PHARMACISTS AND NEW PRODUCTS FOR PHARMACIES

# PRESENTATION

2022

# WHO WE ARE



## MEDIA GROUP

PROGRESSIVE BULGARIA is part of PROGRESSIVE GROUP, international B2B media publisher with many years of experience and covering multiple sectors: FMCG, hotels and restaurants, bakery and confectionery, etc.



## PROGRESSIVE BULGARIA

PROGRESSIVE Bulgaria is the publisher of PROGRESSIVE magazine - the biggest B2B publication for FMCG sector on the Bulgarian market. The first issue of the magazine was published in February 2007.



## BRAND

PROGRESSIVE is the only independent source of information with national coverage. We are an established name and brand with almost 100% recognition by Senior Management in the FMCG sector.



## GOAL

Our goal is to support the professional communication between traders/retailers, distributors and manufacturers.



## MULTIMEDIA

For 14 years PROGRESSIVE has gone beyond the print frame and has become a developed and dynamic platform that provides successful targeted communications through print and online publications, weekly newsletters, direct marketing, FMCG rankings, Retail reports and B2B Events.



## TARGET

Our readers are the decision makers in international and regional retail chains, managers and owners of retail outlets, manufacturers, distributors, importers of fast moving consumer goods in Bulgaria, pharmacies, gas stations, advertising agencies and market research agencies.



## DISTRIBUTION

The publications of PROGRESSIVE Bulgaria are distributed through a free subscription, directly and by name, with penetration over 90% of the retail outlets in the targeted sector. This is possible thanks to the extremely well-developed database that the company has.

PROGRESSIVE  
**PHARMA**  
B2B Magazine for Pharmacists and new products for pharmacies

# PROGRESSIVE PHARMA

B2B Magazine for pharmacists and new products for pharmacies



## NEW EDITION

FROM APRIL 2021, PROGRESSIVE BULGARIA LAUNCHES

**PROGRESSIVE PHARMA - B2B MAGAZINE  
FOR PHARMACISTS AND NEW OTC PRODUCTS FOR PHARMACIES.**



## GOAL

As an independent source of information, our goal is to support the professional communication between pharmacies, drugstores, distributors and manufacturers of medical devices and non-medicinal products in the Pharma sector.

## TARGET

Recipients of PROGRESSIVE PHARMA, as well as to all our other publications, are Top Managers who make decisions in international, local and regional pharmacies and drugstore chains, managers and owners of independent single pharmacies and drugstores, manufacturers, distributors, importers of medical products and non-medicinal products in Bulgaria.

## CIRCULATION & DISTRIBUTION

**WE ARE THE ONLY INDEPENDENT MAGAZINE FOR THE PHARMACY CHANNEL,**

which is distributed through a free subscription (printed and electronic), addressed directly and by name to Top Managers, Pharmacists and Managers / Owners of pharmacies in 3 500 print copies and 2 500 recipients by email, with penetration of over 90% of pharmacy and drugstore retail outlets in Bulgaria. This is possible thanks to the extremely well-developed database that the magazine has.

# PROGRESSIVE PHARMA



**FORMAT:** A4

**FREQUENCY:** 6 issues

January/February: print date - 31 January

March/April: print date - 31 March

May/June: print date - 30 May

July/August: print date - 20 July

September/October: print date - 30 September

November/December: print date - 30 November

## CIRCULATION & DISTRIBUTION

- **PRINT EDITION**

3500 pharmacies and drug/cosmetics stores

- **BY EMAIL**

2500 top managers, pharmacists, operation managers and owners of pharmacies and drug/cosmetics stores

- **WEBSITE**

[www.progressive.bg/PHARMA](http://www.progressive.bg/PHARMA)

- **NEWSLETTER**

The magazine will be distributed:

- by NEWSLETTER, by e-mail, 2 times per month, after the issue is published

- through DIGITAL issue - each edition, visualized on an interactive platform, constantly available on website [www.progressive.bg](http://www.progressive.bg), also distributed through the newsletter

- **SOCIAL MEDIAS**

each issue and all articles in it, including all advertisements, will be communicated on PROGRESSIVE social media corporate pages



# CONTENT



## **NEWS :**

Regional and International

**RESEARCHES:** Market Researches on specific product categories in Pharma channel and consumer behavior

## **ANALYSES:**

Observes the trends and analyses the consequences of the development of Pharma market and the companies operating in the sector as well as other active participants in the sector

## **CATEGORIES ANALYSES:**

Product categories presented from several points of view: marketing agencies, suppliers, pharmacies and consumers

## **INTERVIEWS:**

Top managers of companies operating in the Pharma sector present their views on market development and consumer behavior

## **BEAUTY CARE:**

Analysis of product categories intended for hair, face and body care

## **PRODUCTS & PROMOTIONS:**

New or re-branded products, as well as products that are offered for promotion or are part of seasonal or nationally organized marketing campaigns

## **SHOPPING BASKET:**

Monthly monitoring of prices in the main pharmacy chains

## **BABY CARE :**

Analysis of product categories for babies

# TOPICS & ISSUES 2022



## TOPICS 2022

	Main Topic	Main Topic 2	Cosmetic Products 1	Cosmetic Products 2	Baby Care
<b>JANUARI/ FEBRUARY</b>	Vitamins & Minerals	Stuffy nose Products	Problem skin Products	-	Baby Cosmetics
<b>MARCH/APRIL</b>	Immunostimulants	Allergy relief Products	Anti-cellulite and anti-stretch mark products		Oral Care Products
<b>MAY/JUNE</b>	Probiotics	Urinary tract Products	Sun Care Products for Children & Adults	Weight Loss Products and Metabolism Booster Supplements	-
<b>JULY/AUGUST</b>	Stomach Products	Products for wound, bites, allergies	Shower gels and Lotions		Baby Diapers and Panties
<b>SEPTEMBER/ OCTOBER</b>	Tonics and Other Stimulants	Pain Relief Products	Oral hygiene	-	Baby Wet Wipes
<b>NOVEMBER/ DECEMBER</b>	Cough, Cold and Flu Products	Homeopathic products	Anti-age Cosmetics	-	Baby Puree & Milks

**EXTRA TOPICS** Foot products  
Decorative cosmetics  
Condoms  
Disinfectants

## ISSUES 2022

**6 issues**

**January/February:** print date - 31 January

**March/April:** print date - 31 March

**May/June:** print date - 30 May

**July/August:** print date - 20 July

**September/October:** print date - 30 September

**November/December:** print date - 30 November

PROGRESSIVE  
**PHARMA**  
B2B Magazine for Pharmacists and new products for pharmacies

# TARGET



**PROGRESSIVE PHARMA** reaches the decision- makers in Pharma channel - Pharmacists, Top and Operation Managers in the pharmacies and drugstore channel, **providing the target audience of your advertising message.**

## TARGET/ RECEIPIENTS

79% - pharmacies, drugstores, cosmetic stores  
21% - Companies  
manufacturers, distributors, importers, services and others



PROGRESSIVE  
**PHARMA**  
B2B Magazine for Pharmacists and new products for pharmacies

# DISTRIBUTION



## DATA BASE STRUCTURE

by type of trade

National Pharmacy Chains	29%
Regional Pharmacy Chains	22%
Pharmacies with 2 outlets	7%
Pharmacies with 1 outlet	29%
Drugstores and Cosmetics stores	13%

City	Number of Pharmcies outlets
Asenovgrad	20
Blagoevgrad	22
Botevgrad	5
Bourgas	107
Varna	137
Veliko Tarnovo	31
Vidin	19
Vratsa	24
Gabrovo	23
Gorna Oryahovitsa	9
Gotse Delchev	11
Dimitrograd	9
Dobrich	29
Dupnitsa	17
Kazanlak	24
Karlovo	9
Kardzhali	25
Kyustendil	19
Lovech	11
Lom	5
Montana	12
Nova Zagora	8

## DATA BASE STRUCTURE

by city

Pazardzhik	43
Pernik	36
Petrich	15
Pleven	49
Plovdiv	179
Razgrad	10
Ruse	69
Samokov	8
Sandanski	11
Svilengrad	3
Svishtov	6
Sevlievo	8
Silistra	14
Sliven	41
Smolyan	11
SOFIA	745
Stara Zagora	69
Targovishte	11
Haskovo	24
Shumen	26
Yambol	24
Others	1598
<b>Total Pharmacies outlets</b>	<b>3576</b>

Remark: in the table are not included manufacturers, distributors, importers, services and agencies



# DIMMENSIONS & PRICES MAGAZINE



<p>PROGRESSIVE <b>PHARMA</b> B2B MAGAZINE FOR PHARMACISTS AND NEW PRODUCTS FOR PHARMACIES</p> <p>1/1 A4 First Cover 1800 euro</p> <p>Size 210x240 mm</p>	<p>2/1 A4 900 euro</p> <p>Size 420x297 mm</p>	<p>1/1 A4 700 euro</p> <p>Size 210x297 mm</p>	<p>1/2 A4 horizontal 500 euro</p> <p>Size 175x125 mm</p>	<p>1/2 A4 vertical 500 euro</p> <p>Size 88x247 mm</p>	<p>new product 200 euro</p>
--	---	---	--	---	---------------------------------

**File formats: TIFF or EPS (all text has to be converted to curves/outlines).**

Advertising must be adapted to **CC version of adobe** Illustrator.

**Colour mode: CMYK (no spot colours please). Resolution: 300 dpi. All full page and spread ads should bleed 3 mm off all edges.**

Please **do not put any crop marks, registration marks, colour bars** or other additional information in your file.

Calibrated digital colour proofs should accompany the ads, otherwise the quality of printing cannot be guaranteed. If no colour proof is provided, we do not accept claims regarding the print

## SPECIAL POSITIONS

TYPE	SIZE	PRICE (EUR)
First Cover	210 x 220MM	1800
Back (Fourth) Cover	210x297MM	1500
First double pages (2 and 3 pages)	420 x 297MM	1200
Middle Double page	420x297MM	1000
Insert sample/gift (up to 20 g) for all copies		1300

## E-MAIL CAMPAIGN

TYPE	PRICE (EUR)
E-mail campaign addressed to all 2500 recipients in the data base	700 euro
Ask for your personal offer!*	Depends on parameters

E-mail campaign can be made by parameters given by you. It can be filtered and targeted to different groups of recipients.

For example: to Marketing Mangers, Trade Directors, Executive Directors, Manufacturers, Pharma Chains, Distributors, Independent pharmacies, etc.



# PHARMA NEWSLETTER



**THE GOAL OF PROGRESSIVE PHARMA NEWSLETTER** is to provide fast, up-to-date and weekly information to the industry and to be the bond between Pharmacists, Top and Operation Managers in the pharmacies and drugstore channel, providing the target audience of your advertising message.

## DISTRIBUTION

by email

## TARGET/ RECIPIENTS

2500 decision makers - senior managers, pharmacists, operation managers and owners of pharmacies and drug/cosmetics stores

## DIGITAL ISSUE ON WEBSITE

The current issue constantly available on interactive platform on website [www.progressive.bg](http://www.progressive.bg)

## NEWSLETTER

News and articles from current issue, sent by email to 4,500 recipients, 2 times per month, after the release of each issue

## PROGRESSIVE PHARMACISTS` GUIDE

section for Products & Campaigns in PROGRESSIVE PHARMA Newsletter by email

### [Група ФЪОННИКС приключва част от McKesson Европа](#)

Група ФЪОННИКС планира да придобие част от бизнеса дейността на McKesson Европа. Двете компании подписва споразумение за придобиването на представителствата на McKesson Европа Франция, Италия, Португалия и Словения, както и европейската централа в Щутгарт, Германия и неговия минаритарен дял в съвместното предприятие Vocasoft Отоер в Нидерландия. Поддръжки на одобрение по отношение на правелата за свободната конкуренция и други обичайни условия на финализиране. [Вижте още...](#)

### [Нова магистърска програма във Факултета по Фармация в МУ-Варна](#)

Нова магистърска програма „Козметология“ се открива във Факултета по фармация при Медицински университет – Варна. Магистърската програма „Козметология“, нерегулирани професии от проф. направление 7.3. Фармация и производствена дейност на специалността на козметологията издържан в България от висококвалифицирани професионалисти с индустриална и ориентирана към съвременните тенденции в областта на разработване, производството, внедряване и дистрибуция на безопасни козметични продукти с високо качество. [Вижте още...](#)

### [Medicines for Europe конференция се провежда в Атина](#)

В началото на октомври в Атина се проведе годишната конференция на Европейската Генерична Асоциация „Medicines for Europe“ и Международната Асоциация на Генеричните и Биологични Медикоменти. Целта 2020. Достъп за всички чрез нова стратегия за здравословни лекарства за новото десетилетие“ [Вижте още...](#)

### [85% спад в продажбите на лекарства в Уайлгева в САЩ](#)

85% спад на лекарствата за четирилото тримесечие отчита лидерът на фармацевтичната търговия Walgreens Boots Alliance Inc. Този сериозен ръст е следствие от увеличаването на продажбите в Великобритания, след намаляването на рестрикциите заради COVID-19. [Вижте още...](#)

**PROGRESSIVE PHARMA СПРАВОЧНИК ЗА ФАРМАЦЕВТИ**

<p>Тибанол - СИЛНА ИМУННА ЗАЩИТА</p>	<p>Линекс® Комплекс</p>	<p>АЦЦ Сируп</p>	<p>Лекадол Комплекс 200mg ибупрофен 500mg парацетамол филмирани таблетки</p>
--------------------------------------	-------------------------	------------------	--



# DIMMENSIONS & PRICES

## PHARMA NEWSLETTER & WEBSITE & SOCIAL MEDIA



	rotation	size (px)	format	price	period
<b>BANNERS NEWSLETTER</b>					
Top Banner + link	n/a	1300 /110 px	png	70 euro	1 campaign / 1 week / Thursday
Middle Banner + link				50 euro	
Bottom Banner + link				40 euro	
<b>BANNERS WEBSITE ( www.progressive.bg )</b>					
Top Banner + link	25%	728/90	jpg, png (up to 100kb)	120 euro	1 week
Side Banner + link		300/250		80 euro	
Bottom Banner + link		940/120		50 euro	
<b>PRODUCTS &amp; CAMPAIGNS: WEBSITE &amp; NEWSLETTER</b>					
in Newsletter - Pharmacists` Guide	n/a	min 500x500	png	200 euro	2 campaigns / 2 weeks / Thursday
on website: www.progressive.bg				200 euro	constantly
<b>PR PUBLICATIONS: WEBSITE &amp; NEWSLETTER</b>					
Newsletter: PR article with link	n/a	n/a	n/a	200 euro	2 campaigns / 2 weeks / Thursday
Website: PR article with link				200 euro	constantly
<b>WEBSITE HOME PAGE</b>					
Publication Products(photo + link) 5 products: 1 main + 4 supporting	25%	min 500x500	png	300 euro	1 month on home page in archive: constantly
Publication Company Profile 1+4 : 1 your company + 4 brands/partners				300 euro	1 month on home page in archive: constantly
<b>SOCIAL MEDIAS - Product &amp; Promotion &amp; Campaign</b>					
Facebook - single post	n/a	min 500x500	png	50 euro	constantly
LinkedIn - single post				50 euro	constantly



PROGRESSIVE  
**PHARMA**  
B2B Magazine for Pharmacists and new products for pharmacies

