

PROGRESSIVE

MULTIMEDIA
PLANNER

2021

THE BIGGEST B2B MAGAZINE IN
FMCG SECTOR IN BULGARIA

B2B MAGAZINE

DIGITAL ISSUE & NEWSLETTER

FMCG EVENTS

- CONFERENCE
- AWARDS
- CATEGORY RETAIL FORUM

RETAILERS

- RETAILERS` MAP
- RETAILERS` PROFILES
- SHOPPING BASKET

FMCG RANKINGS & REPORTS

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THE MAGAZINE



HISTORY

We are the biggest B2B publication in the FMCG sector in Bulgaria. For the last 14 years we have been working for the development of the market, providing an up-to-date market information.



MULTIMEDIA

We are well developed and dynamic platform that provides successful strategic communication through printed and online publications, events and direct marketing



KNOW HOW

We are part of an international media group that specialises in B2B magazines covering various sectors: FMCG industry, HRB (hotels / restaurants / bars), Bakery and Confectionery etc.



DISTRIBUTION

We are the only retail magazine that is distributed through a free subscription, directly and personally addressed in 15,000 copies, with penetration of over 90% of retail outlets in Bulgaria. This is possible thanks to the extremely well-developed database that the magazine has.



TARGET

Our readers are the decision-makers and the top managers who work in International and Regional Retailers, owners of independent retail outlets, manufacturers, distributors, importers of FMCG goods, pharmacies, petrol stations, advertising and market agencies

PROGRESSIVE

is the most trusted magazine in the FMCG sector with regards to the information published in it.

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CONTENT

NEWS: Regional and International

RETAIL ANALYSES: Observes the trends and analyses the consequences of the development of the companies operating in the sector as well as other active participants in the trade

EXCLUSIVE DATA & RESEARCHES: Market researches on specific product categories and consumer behavior researches made specifically for PROGRESSIVE

CATEGORIES ANALYSES: Product categories presented from several points of view: marketing agencies, suppliers, traders and consumers

SHOPPING BASKET: Monthly monitoring of prices in the main retailers - a survey similar to Mystery Shopping

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

BULGARIAN BUSINESS: Presentation of Bulgarian companies talking on their business, the products they produce, their development strategies and the peculiarities of the Bulgarian market

PRO BRAND TEST: Testing of different products and evaluation of their qualities through sensory analysis methods

BEAUTY CARE: Analysis of product categories present in pharmacies and beauty zones

PHARMACY

PRODUCTS & PROMOTIONS: Companies advertise new, relaunched or re-branded products, as well as products that are offered on promotion or are part of seasonal or nationally organized campaigns



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OUR READERS

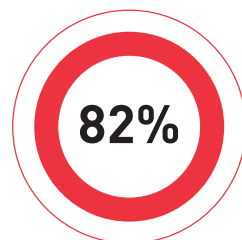
67% of the readers of PROGRESSIVE report that the information published in the magazine influences their decision-making to a greater extent than those from other business publications



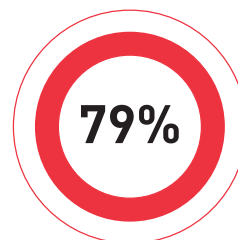
PROGRESSIVE VS. OTHERS

Compared to other business publications, PROGRESSIVE magazine has been rated by almost all readers in terms of:

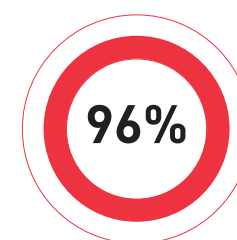
QUALITY OF
INFORMATION



INFORMATION
EXCLUSIVITY



PUBLICATION
APPEARANCE



*research is made among PROGRESSIVE magazine readers

Our readers are yours
BUSINESS partners!
PROGRESSIVE has more
than 15 000 readers.



**30
minutes**

is the average time a
reader spends on reading
the magazine



**62%
of the content**

is read average by one
reader

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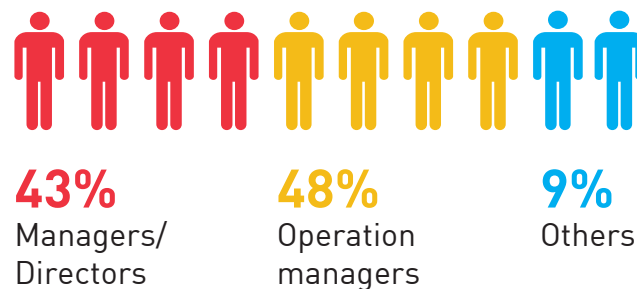
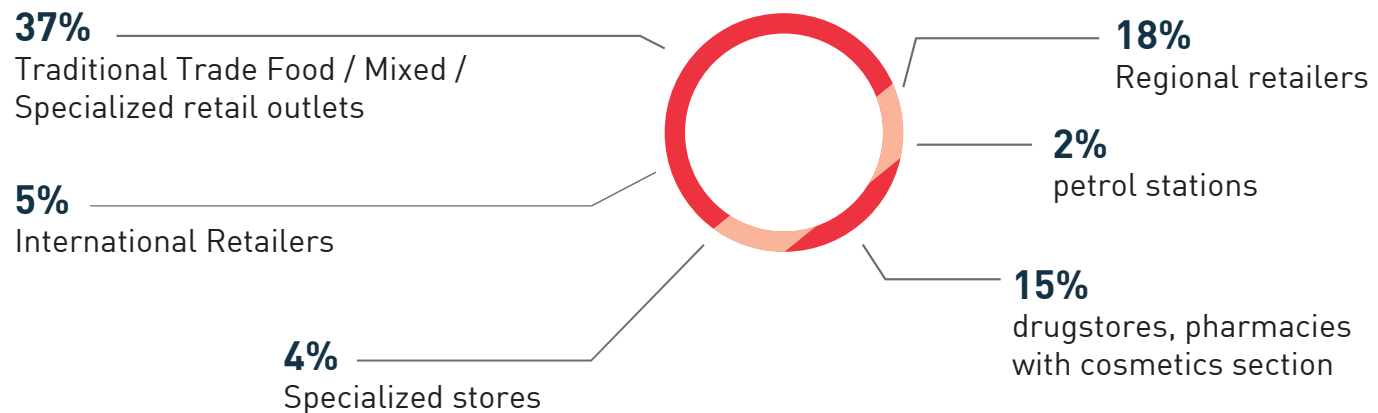
PROGRESSIVE

TARGET

PROGRESSIVE magazine reaches decision-makers in FMCG - retailers, manufacturers, distributors, importers, pharmacies and petrol stations, providing you the target audience for your advertising message.

TARGET

81% - Retailers
19% - Companies
manufacturers, distributors, importers, services and other



PROGRESSIVE magazine is read by an average of 5 other people than its primary recipient. In 97% of cases, they are colleagues from the same company.

PROGRESSIVE magazine is the biggest B2B publication in the FMCG in Bulgaria.

www.piero97.com

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DISTRIBUTION

DATA BASE STRUCTURE

by type of trade

Modern Trade	21%
Traditional Trade	79%

Suppliers

structure of companies by type of activity

Production and distribution of food products	64%
Production and / or distribution of non food products	28%
Others	8%

City	Number of Retail outlets
Asenovgrad	73
Blagoevgrad	159
Botevgrad	44
Bourgas	420
Varna	613
Veliko Tarnovo	181
Vidin	92
Vratsa	86
Gabrovo	130
Gorna Oryahovitsa	47
Gotse Delchev	49
Dimitrovgrad	75
Dobrich	180
Dupnitsa	50
Kazanlak	101
Karlovo	77
Kardzhali	99
Kyustendil	70
Lovech	112
Lom	59
Montana	75
Nova Zagora	59
Pazardzhik	115
Pernik	108
Petrich	44
Pleven	240
Plovdiv	488
Razgrad	73
Ruse	207
Samokov	57
Sandanski	84
Svilengrad	41
Svishtov	53
Sevlievo	54
Silistra	70
Sliven	156
Smolyan	67
Sofia	2301
Stara Zagora	191
Targovishte	65
Haskovo	100
Shumen	134
Yambol	82
Others	4567

Total Retail outlets

12 148

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DIMMENTIONS



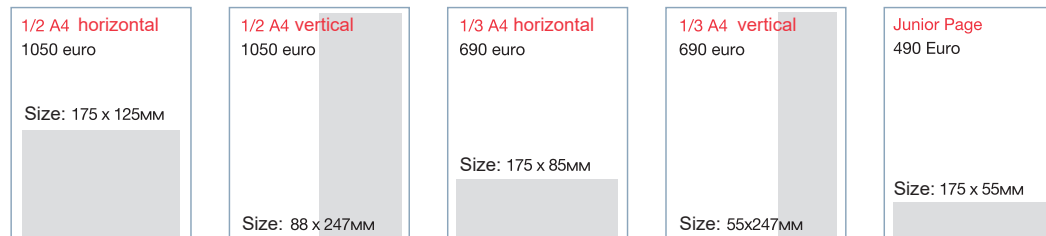
File formats: TIFF or EPS (all text has to be converted to curves/outlines).

Advertising must be adapted to CS3 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	4 000
First double pages (2 and 3 pages)	420 x 297mm	3 500
Advertising page to editorial comment	210x297mm	2 150
Fourth (back) cover	210x297mm	2 390
Third cover (inner back cover)	210x297mm	2 000
Average double page	420x297mm	3 300
Rear double page	420x297mm	3 000
Insert (up to 20 g)		2 300

E-MAIL CAMPAIGN

TYPE	PRICE (EUR)
E-mail campaign addressed to all 15 100 recipients in the data base	3 473 0,23 per contact
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, Retailers, Distributors, Independent Store Owners, etc.

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The aim of PROGRESSIVE DIGITAL is to provide fast, up-to-date and weekly information to the industry and to be the bond between manufacturers, distributors, retailers and all that are part of the FMCG and HORECA industries.

NEW Digital Platforms:

PROGRESSIVE reaches the Decision Makers in FMCG & HoReCa, providing the target audience for your advertising.

DISTRIBUTION: by email

TARGET/ RECEPIENTS: 15,100 emails of Top Managers in the FMCG (11 000) & HoReCa (4 100) industry: Owners and Managers of shops, Buyers, International and Regional Retailers, Pharmacies, Drugstores, Specialized stores, Bio stores, Children's stores, Banks, Insurance Companies, Manufacturers, Distributors, Logistics, Transport companies and others.

PROGRESSIVE DIGITAL ISSUE

on website - the current issue constantly available on interactive platform on website www.progressive.bg

PROGRESSIVE NEWSLETTER & DIGITAL ISSUE

by email - weekly news and articles from current issue, sent by email to 15 100 recipients each Monday

PROGRESSIVE RETAILERS` GUIDE

section for Products & Campaigns in PROGRESSIVE Newsletter & Digital Issue by email

Through the NEW PLATFORMS - WE will reach EACH WEEK the Retailers, Buyers and the FMCG and HoReCa industries

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www.conference.progressive.bg

PROGRESSIVE B2B CONFERENCE Retail Network is the first of its kind two-day business-to-business event dedicated to the retail and FMCG industry in Bulgaria. Each year the conference gathers the Top Management of the Retail chains, Producers, Importers, Distributors, Agencies for market research and other experts to exchange experience, opinions, observations, and forecasts for the FMCG sector in Bulgaria and the region. The Conference attracts over 250 top FMCG managers every year.



PROGRESSIVE / AWARDS
BULGARIA

www.awards.progressive.bg

PROGRESSIVE AWARDS are the first and the only FMCG Awards in Bulgaria which aim is to distinguish successful managers, companies and brands from the FMCG industry, which set trends and contribute year after year to the development of the industry and the market, as well as play an important role in the development of partnerships between retailers and suppliers.



www.forum.progressive.bg

Category Retail Forum is a one-day event which aim is to provide data on the development of the FMCG market. In partnership with leading marketing agencies for market research, divided into two parallel panels - FOOD and NON FOOD, the Forum provides an exclusive information on the development dynamics of different product categories. It brings together 160 managers and is held once a year.

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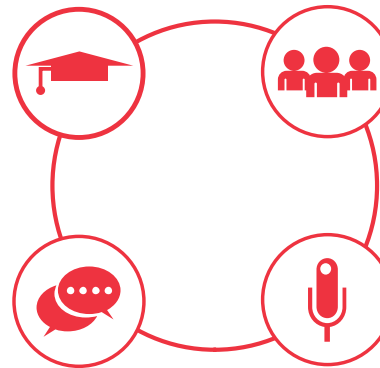
PROGRESSIVE Round Table gathers companies, producing goods of one particular category. During the PROGRESSIVE Round Table, market research agencies and merchandising companies present current and up-dated information about the state of the market and the representatives of the Producers Companies have the opportunity to discuss and share opinion on various topics and problems within the category.

14
years of experience

72
events

1830
participants

121
guest speakers



PRO BRAND TEST is a tasting of products from different categories and evaluation of their qualities through the methods of sensory analysis. Within the PRO Brand Test, a tasting of products with the same indicators from one category is held. The aim is manufacturers or suppliers of those type of products to enter in the role of consumers and through the method of sensory analysis to evaluate their own and those of competitors products. At the end of the tasting, the results are announced and a ranking of the brands is made.

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PROGRESSIVE RETAILER section contains the following information:

www.progressive.bg/RETAILERS



PROGRESSIVE RETAILERS` MAP:

Interactive visualization of the geographical coverage of International Retailers in Bulgaria

BILLA Bulgaria

Date Added: 14/03/2012 [Send to friend](#) [Print](#)

Name of Retailer: BILLA Bulgaria
Company: REWE Group
Address: Bulgaria Blvd 55
Country: Bulgaria
City: Sofia
Post code: 1404
Telephone: + 359 2 818 81 00
Product Portfolio / Brands: Private labels of BILLA
Bulgaria: Clever, My, Billa
Website: <http://www.billa.bg>

Retail Outlets:


Country	City	Number of Outlets
Bulgaria	Kostinbrod	1




RETAILERS` PROFILES:

information about the International Retailers (KAM) on the territory of the country - number of stores, distribution by cities, address and contact phone number, portfolio of own brands, website.

Progressive Shopping Basket [Methodology](#)

 **Progressive Shopping Basket # 12. Period: January / February 2018 - December 2018**
Issue 12, December 2018
[Read More](#)

 **Progressive Shopping Basket # 11. Period: January / February 2017 - December 2017**
[Read More](#)

PROGRESSIVE SHOPPING BASKET:

Monthly monitoring of the prices of main groups of products in the websites of International Retailers and online stores selling fast moving consumer goods and annual analysis of price dynamics.

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TOP 300 FMCG COMPANIES IN BULGARIA is a national ranking of PROGRESSIVE magazine, which selects and ranks the leading 300 companies (divided into 3 subrankings) according to the criterion „Net income from sales of goods or products“ for the past / previous year. The data are extracted from individual reports of the companies for the past / previous financial year, available in public sources of information, regulatory bodies and specialized databases.

TOP 300 FMCG COMPANIES IN BULGARIA contains 3 subrankings:

- TOP 100 Manufacturers
- TOP 100 Retailers
- TOP 100 Distributors

Published once per year in February.



TOP 10 FMCG RETAILERS IN BULGARIA ANNUAL REPORT is a specialized analysis of the FMCG market with preliminary results for the development of TOP 10 Retailers in the industry in last / previous year.

It is available once a year, in January and is provided in PPP electronic format in Bulgarian and English.

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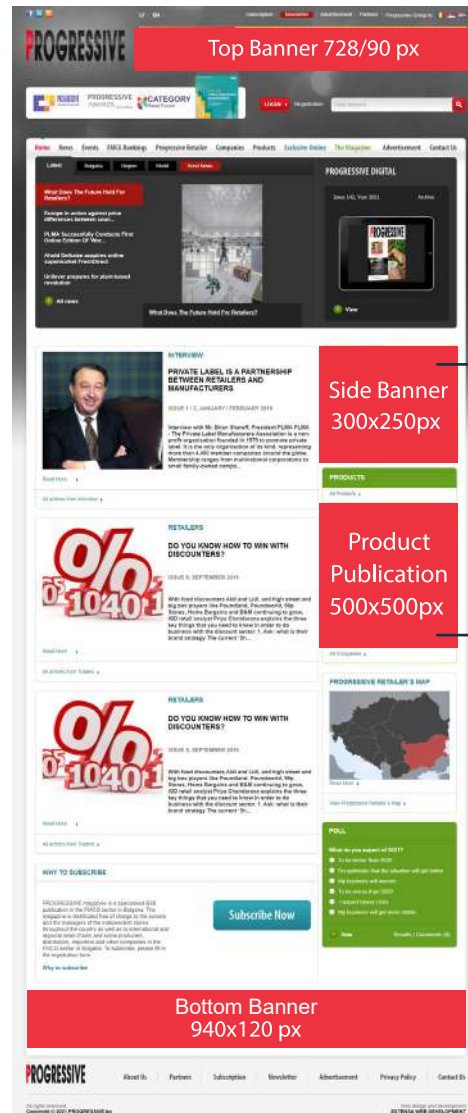
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Banners	Position	Sizes (px)	EUR
	Top Banner	728/90	190
	Side Banner (flash)	300/250	270
	Bottom Banner	940/120	95
	Wallpaper	2000/3000	300

Product Publication	Publication Products (photo + link)	over 500x500	175 (once)
	Publication Products (video)	over 500x500	220 (once)
	Publication Products (photo + link) 5 products: 1 + 4 products	over 500x500	290

Publication of a Product, Promotion, Campaign	Publication Company (logo + link)	over 500x500	175 (once)
	Publication Company Profile (logo + link) 5 brands / partners: 1 + 4	over 500x500	290

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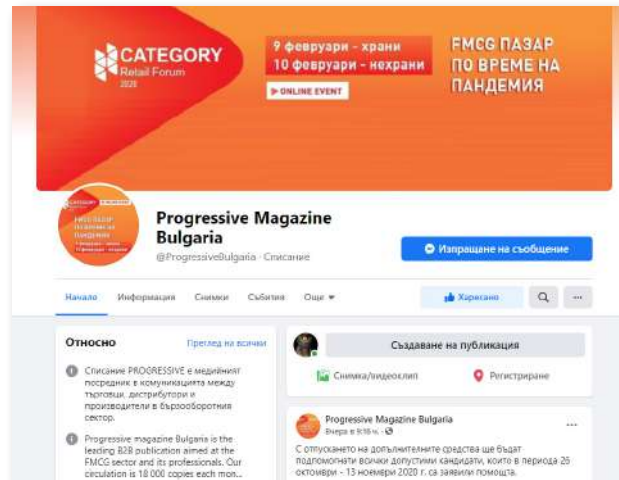
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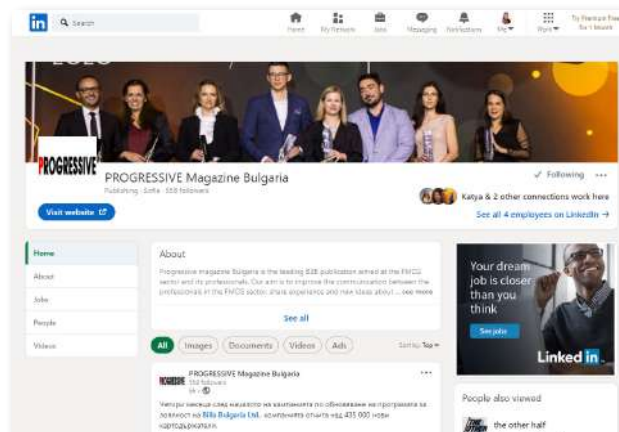
Product Publishing,
Promotion, Campaign

Position

Publication: Product /
Promotion / Campaign

EUR

70



Product Publishing,
Promotion, Campaign

Position

Publication: Product /
Promotion / Campaign

EUR

70