

**PROGRESSIVE**

2023

**PROGRESSIVE**

DIGITAL ISSUE on website

**PROGRESSIVE**

NEWSLETTER

**PROGRESSIVE**

RETAILERS` GUIDE

[www.PROGRESSIVE.bg](http://www.PROGRESSIVE.bg)

WEBSITE

To reach fast all stores,  
buyers and the FMCG and HORECA industries

# PROGRESSIVE

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DIGITAL ISSUE

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GUIDE

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WEBSITE

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

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

## PROGRESSIVE IS DIGITAL

PROGRESSIVE DIGITAL aims to provide daily information to the industry and to be the bond between manufacturers, distributors, retailers and all that are part of the FMCG and HORECA industries.

**And so that the communication between us to be fast, efficient and up-to-date, we offer you flexible and low - budget advertising opportunities for your brands and companies through several platforms:**

- **PROGRESSIVE Newsletter** - the weekly news
- **PROGRESSIVE Retailer`s Guide** (new products, activities, campaigns)
- **PROGRESSIVE Digital Issue**, the current issue sent by email and constantly available on interactive platform on website [www.progressive.bg](http://www.progressive.bg)

**Distribution:** by email, every Monday

### **TARGET/ RECEIPIENTS of weekly Newsletter:**

15,100 emails of Top Managers in the FMCG (11 000) & HoReCa (4 100) industry that are in our data base

**We will be useful to you without requiring significant financial resources or marketing budget, remaining in the focus of the Retailers & HoReCa!**

**PROGRESSIVE Newsletter** contains weekly news, the articles from the current Progressive issue and Retailer`s Guide section.

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## PROGRESSIVE DIGITAL ISSUE on website

For fast and effective advertisement at a low price, place your products and campaigns ONLY IN THE DIGITAL PLATFORMS, staying in the focus of FMCG & HoReCa Retailers.

**If you have an advertisement in the print issue, PROGRESSIVE digital edition will be provided as a bonus.**

**PUBLICATION:** the current issue of Progressive magazine, constantly available on a new Digital Interactive Platform, integrated on the home page of www.progressive.bg PROGRESSIVE Digital issue Platform permanently available at www.progressive.bg

**DISTRIBUTION:** constant presence at PROGRESSIVE website (www.progressive.bg) and sent out by email

**PERIOD:** 1 month on Home page on website www.progressive.bg and then constantly in Archive/Digital issue on website

**TARGET/ RECIPIENTS:** 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





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# PROGRESSIVE DIGITAL ISSUE on website

**POSSIBILITIES:** The digital platform allows the advertisement to be linked with an external website / social network, integration of commercials and videos. The platform allows recipients to download the issue on their devices, to forward it etc.

Ad with link



Ad with video



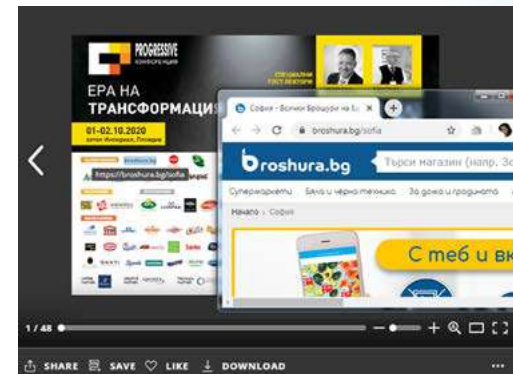
1/1 Inside Page



First Cover



2/1 Double page with link



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## TOPICS 2023

	On Focus	Pro ID	Beauty Care	Baby Care	CONSUMER	STOCK YOUR STORE	EXTRA TOPICS
January	Ground coffee & Coffee capsules & Tea	Tissue Products	-	Puree & Infant Formula	Antibacterial wipes	Wine	Delicatessen cheeses
February	Milk	Biscuits	Hair Care Products	Wet Wipes	Lutenitsa & Ajvars & Malizzano	Powdered Desserts	Cleaning and disinfecting products
MARCH						Easter	Plant-Based Food & Beverage
APRIL	Water and Enriched drinks	Laundry Detergents	Sunscreen products	-	Olive Oil & Sunflower Oil	Cream cheese & Melted cheese	Distribution & Logistics
MAY	Soft Drinks	Croissants & Mini Cakes	Sanitary Pads & Tampons & Incontinence	Oral Care Products	"Pasta Products & Sauces"	Non-durable Sausages	Protein foods and Beverages
JUNE	Chips & Snacks	Energy & Vitamin Drinks	Razors & Waxing	-	Coffee Specialties & Ice Coffee & Instant Coffee		Ready to drink
JULY	Soaps	Juices & Nectars & Smoothies	Deodorants and Roll-ons	Water	Beers & Siders	Summer Alcohols	Fruit-Dairy Drinks & Desserts
AUGUST digital	Crackers & Bread Chips & Stix	Pet Food & Products	Oral Care Products	Hair and Body products	Healthy bars, Muesli and Granola	Winter cans (Turshiya)	Gluten-free and lactose-free products
SEPTEMBER	Butter & Spreads	Yoghurt	Body Care Products	-	Bread & Flour	Chocolate bars & Chocolates	Jams & Marmalades
OCTOBER	Dishwashing Detergents	Raw dried sausages	-	Diapers	Vegan Products		Spices & Fixes & Broths
NOVEMBER	Waffers	Cheese	-	Biscuits & Porridgies	Legumes	Salads & Snacks	Frozen foods
DECEMBER	Nuts & Dried Fruits	Ketchup & Mustard & Mayonnaise	Facial products	-	Confectionery	Alcohol	Hair Dye

[www.piero97.com](http://www.piero97.com)



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# PROGRESSIVE DIGITAL ISSUE on website

[current issue of PROGRESSIVE magazine]

PROGRESSIVE DIGITAL ISSUE (1 month on website & 4 emailing campaigns)	PRICE	PERIOD
<b>Inside Pages</b>		
2/1 double page (in digital magazine) + link / video	<b>1200 eur</b>	website Home page: 1 month digital achive: constantly newsletter: 4 email campaigns / 4 weeks every Monday
1/1 inside page (in digital magazine) + link / video	<b>800 eur</b>	
1/2 inside page (in digital magazine) + link / video	<b>500 eur</b>	
1/3 inside page (in digital magazine) + link / video	<b>400 eur</b>	
<b>PROGRESSIVE Digital - Special Positions</b>		
First Cover (in digital magazine) + link / video	<b>1500 eur</b>	website Home page: 1 month digital achive: constantly newsletter: 4 email campaigns / 4 weeks every Monday
Back Cover (in digital magazine) + link / video	<b>1300 eur</b>	
Middle Double Page (in digital magazine) + link / video	<b>1300 eur</b>	
<b>PRODUCTS &amp; CAMPAIGNS - DIGITAL issue &amp; WEBSITE &amp; NEWSLETTER</b>		
in Digital issue (current issue)	<b>200 eur</b>	Product in Digital issue
on website: <a href="http://www.progressive.bg">www.progressive.bg</a>	<b>200 eur</b>	Product on website: constantly
in Newsletter - Retailers` Guide section	<b>200 eur</b>	Product in Newsletter: 4 campaigns / 4 weeks/ Monday

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# PROGRESSIVE NEWSLETTER by email

[news, current issue and products by email]

PROGRESSIVE DIGITAL Issue is uploaded on Digital Interactive Platform, integrated on the home page of www.progressive.bg and then is sent out as Newsletter by email to 15 100 Top Managers in FMCG and HORECA industries.

## PUBLICATION:

### The Newsletter contains:

- Up-to date weekly news
- current issue of Progressive magazine - (articles and advertisements of the respective issue)
- New products & promotions

Each article will be linked into PROGRESSIVE Digital issue Platform, permanently available at www.progressive.bg

**PERIOD:** every Monday / 4 times per month

**DISTRIBUTION:** by email

**TARGET/ RECIPIENTS:** 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

## BANNER

## PR ARTICLE OR ANNOUNCEMENT

## BANNER

## PRODUCTS: PROGRESSIVE RETAILER'S GUIDE



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[news, current issue and products by email]

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	rotation	size (px)	format	price	period
<b>BANNERS NEWSLETTER</b>					
Top Banner + link	n/a	1300 /110 px	png	50 euro	1 campaign / 1 week / Monday
Middle Banner + link				30 euro	
Bottom Banner + link				20 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	25%	300/250		80 euro	
Bottom Banner + link	25%	940/120		50 euro	
<b>PRODUCTS &amp; CAMPAIGNS: WEBSITE &amp; NEWSLETTER</b>					
in Newsletter - Retailers` Guide	n/a	min 500x500	png	200 euro	4 campaigns / 4 weeks / Monday
on website: <a href="http://www.progressive.bg">www.progressive.bg</a>				200 euro	constantly
<b>PR PUBLICATIONS: WEBSITE &amp; NEWSLETTER</b>					
Newsletter: PR article with link	n/a	n/a	n/a	200 euro	4 campaigns / 4 weeks / Monday
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	25%			300 euro	1 month on home page in archive: constantly
<b>SOCIAL MEDIAS - Product &amp; Promotion &amp; Campaign</b>					
 Progressive Magazine Bulgaria- single post	n/a	min 500x500	png	50 euro	constantly
 Progressive Magazine Bulgaria - single post				50 euro	constantly



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# PROGRESSIVE RETAILERS` GUIDE

**PUBLICATION:** Section in PROGRESSIVE Newsletter

**PERIOD:** every Monday

**DISTRIBUTION:** by email

**TARGET/ RECIPIENTS:** 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

## PRODUCTS & CAMPAIGNS: WEBSITE & NEWSLETTER

	rotation	size (px)	format	price	period
in Newsletter - Retailers` Guide	n/a	min 500x500	png	200 euro	4 campaigns / 4 weeks / Monday
on website: <a href="http://www.progressive.bg">www.progressive.bg</a>				200 euro	constantly



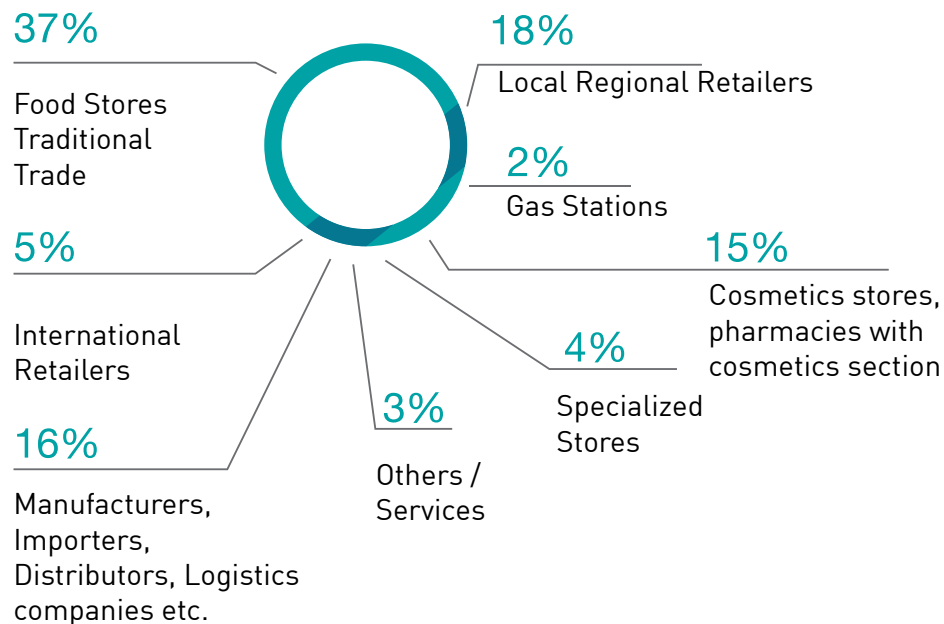
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## STATISTICS

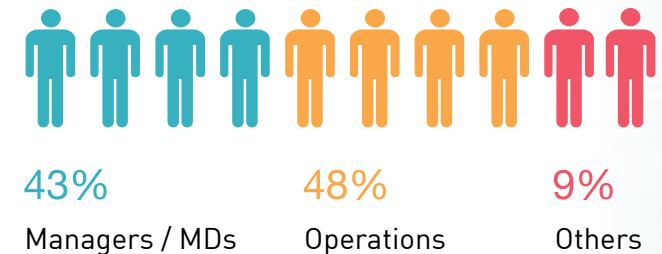
**PROGRESSIVE Magazine** reaches the Decision Makers in FMCG & HoReCa - retailers, manufacturers, importers and distributors, pharmacies and petrol stations, providing the target audience for your advertising.

**PROGRESSIVE NEWSLETTER by email and & PROGRESSIVE Retailers` Guide** were viewed and opened

### TARGET (by activity)



### STRUCTURE (by job title)



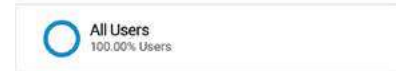
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# STATISTICS

## STATISTICS:

01 October - 31 October, 2022

### Audience Overview



01 October - 31 October, 2022

### Overview



In the period 01 October - 31 October, 2022, visitors on the website searched and opened:

39% - PRODUCTS

28% - NEWS

25% - MAGAZINE

INDICATORS STATISTICS:

**IMPRESSIONS:** 169 726

**CLICKS:** 29 572

**CTR:** 17,42%



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PROGRESSIVE NEWSLETTER is **sent also to 4,100 emails of HoReCa Top Managers.**

The Digital Platforms reach 15,100 emails every week and are read and opened by 14% - 16% of the recipients in the first 2 days of their sending.

### PROGRESSIVE NEWSLETTER BY EMAIL

Date sent	01.11.2022	24.10.2022	17.10.2022	10.10.2022	3.10.2022	26.09.2022
Sent	15074	15075	15075	15084	15085	15064
Viewed	3082	3236	3556	3823	3604	3387
Opened	2185	2283	2453	2461	2432	2311
% Opened	14.30%	15.20%	16.30%	16.30%	16.10%	15.30%