

DISCOVER

PROFILAND.NET

RIGHT PROFESSIONAL CONTENT, TO THE RIGHT PROFESSIONAL AT THE RIGHT TIME!

DATA BOARD 2024

Profiland.net is the internet platform for sharing ideas about technologies, products, materials, solutions, projects and best practices with the Bulgarian market. Our content is unique and carefully curated for the purpose of catering to experts in various business sectors. It is precisely this synergy of professional knowledge from different sectors that provides our clients with holistic insight into their areas of interest.

ACTIVE USERS

- Average daily: **7.2K**
- Mobile - **27.3%** / Desktop - **72.7%**

ENGAGEMENT

- Number of viewed pages: **4.13**
- Average time of site reading: **5:42 minutes**

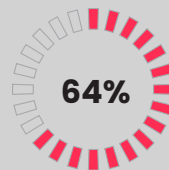
DEMOGRAPHIC PROFILE

25-34	26%	Bulgaria:	94,7%
35-44	33%	men:	50.38%
45-54	31%	women:	49.62%
55-64	10%		

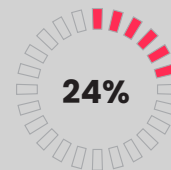
TRAFFIC BY DAYS AND HOURS

Monday - Friday	76%
9:00 a.m. to 4:30 p.m	81%

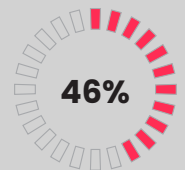
LEAD CHANNELS



Organic
Search



Organic
Social



Direct

Sources: Google Analytics, Facebook, LinkedIn, Own count

PRICE LIST THAT MAKES YOU VISIBLE



BANNER 100% ROTATION IN A CATEGORY PRICE FOR MONTHS:

	1	6	12
P1: Main leaderboard	-	€ 1134	€ 2142
P2: Small leaderboard	-	€ 891	€ 1683
P3: Medium rectangle	-	€ 891	€ 1683
P4: Custom rectangle	€ 135	€ 729	€ 1377
P5: Inner leaderboard	€ 165	€ 891	€ 1683
P6: Half page	-	€ 891	€ 1683

PUBLICATIONS

Base: including up to 1800 characters, 1 external link, 1 image, and 5 tags	€ 45
Universal: including up to 3000 characters, 3 external links, 3 images, 10 tags	€ 80
Premium: including up to 6000 characters, 5 external links, 5 images or video, 15 tags	€ 115
Upgrade to featured publication in a category for 1 week	€ 15
Upgrade to featured publication on home page for 1 week	€ 12

COMPANY PROFILE FOR 12 MONTHS

Company profile for 12 months including up to 3000 characters, 3 images or video, contact details, 20 tags, and company name attributed to all publications

€ 220

CONTENT MARKETING FOR 1 WEEK.

Content marketing including Facebook campaign for 1 week. Create an article page on Profiland.net from your text and image material. Create and manage the Facebook campaign. Take over monitoring and optimization. Send you a report.

€ 150