

Lifestyle

Media Kit

SBB MEDIA



WITH POWERFUL
DIGITAL MEDIA
PRESENCE

1 MILLION UNIQUE
VISITORS PER
MONTH IN OUR
WEBSITES

www.sbb.bg

STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE



THE BIGGEST
MAGAZINE
PUBLISHER ON
THE BULGARIAN
MARKET

WITH MORE THAN
300K TOTAL PRINTED
CIRCULATION

WE HELP YOU TO:



- REACH PRECISELY THE TARGET AUDIENCE BY INTERESTS AND PERSONAL PREFERENCES**
 Every reader chooses the magazine for his free time. We have built a relationship of trust with our readers, so we try to offer them the most appropriate and interesting titles.
- ENGAGE THE ATTENTION OF THE AUDIENCE IN A PLEASANT WAY**
 Our readers spend their free time to enjoy their favorite magazine. In these moments they are not being distracted from different media channels with information. This can guarantee that your message reaches them.

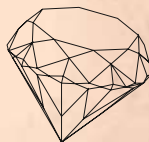


- PLACE YOUR AD NEXT TO THE PROPER CONTENT**
 When your ad is placed next to the proper editor material, this increases its viewability, reliability and helps for its easier perception by the reader
- INCREASE THE EFFICIENCY OF YOUR MEDIA MIX**
 Adding magazines in your media mix increases the efficiency of making the brand known and recognizable, it creates trust and most of all it increases the intention of purchase.



MAGAZINES SBB MEDIA

MONTHLY MAGAZINES



The magazine of thousands of fun, fearless, female women

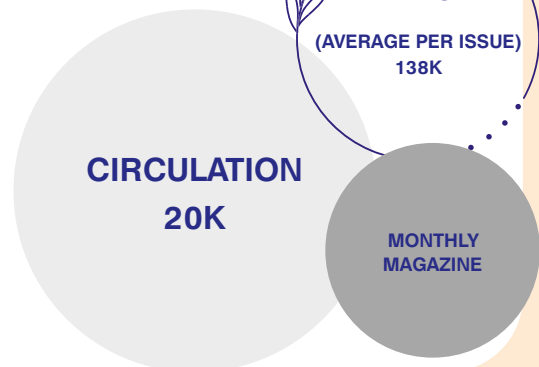
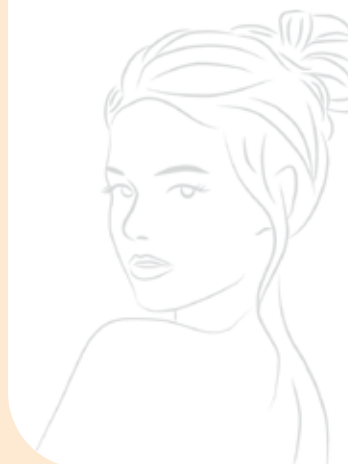
THE BIBLE OF THE SINGLE WOMAN

DEMOGRAPHIC PROFILE

- Women – 77%
- Up to 35 years old – 65%
- Live in Sofia and the biggest cities – 87%
- Working – 62%
- With secondary or higher education – 91%



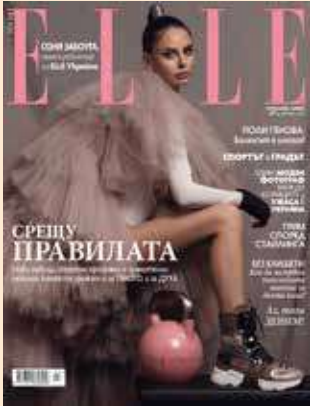
WEEKLY AND FORTWEEKLY MAGAZINES



Cosmopolitan Bulgaria 50K followers



Cosmopolitan Bulgaria

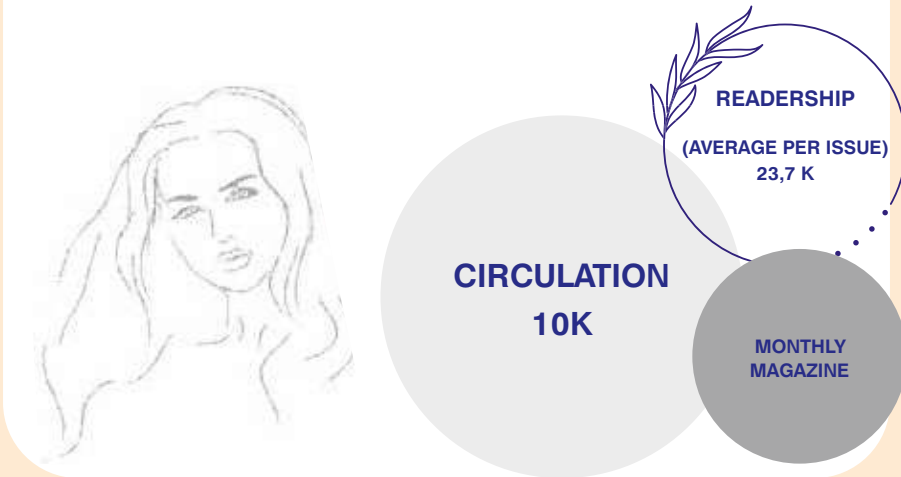


**Impressive style,
individuality and good
causes which inspire
every woman on the road
of success**



DEMOGRAPHIC PROFILE

- Women – 97%
- From 26 to 45 years old – 65%
- Live in Sofia and the biggest cities – 71%
- Working – 82%
- With secondary or higher education – 93%



ELLE БЪЛГАРИЯ 28K followers

ELLE Bulgaria

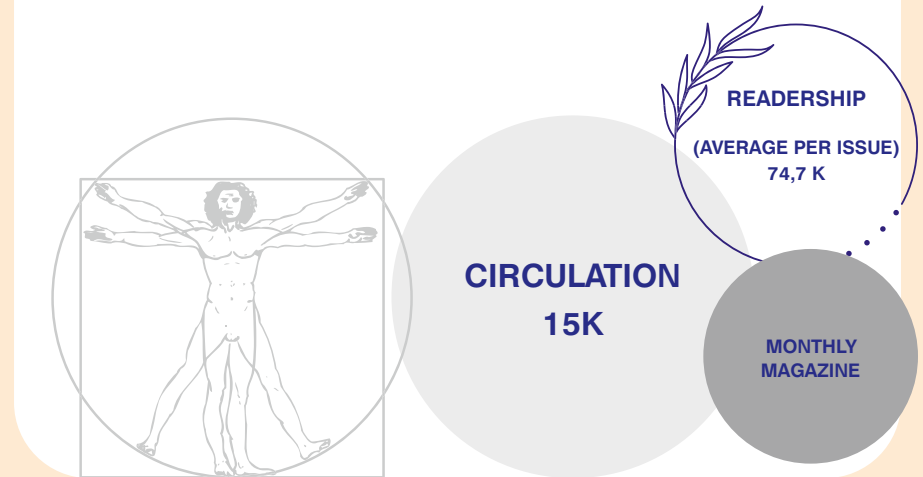


**The best selling popular
science magazine, which
takes you to the world of
discoveries, travels and the
true knowledge**



DEMOGRAPHIC PROFILE

- Man – 60%
- From 26 to 45 years old – 57%
- Live in Sofia and the biggest cities – 91%
- Working – 74%
- With secondary or higher education – 87%



National Geographic Magazine България 324K followers

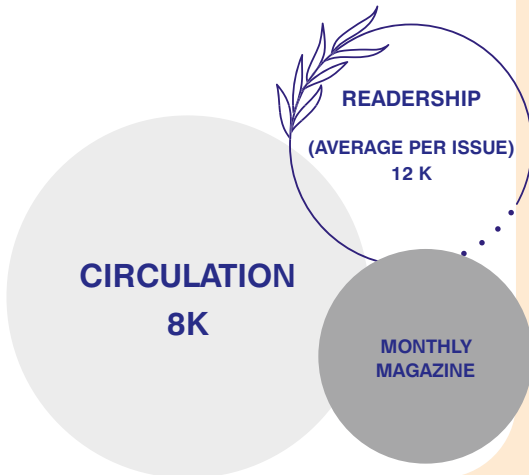


The most wanted magazine from the kids, full of knowledge, riddles and games!



DEMOGRAPHIC PROFILE

Main target group – boys and girls from 6 to 10 years old
Secondary target group – parents

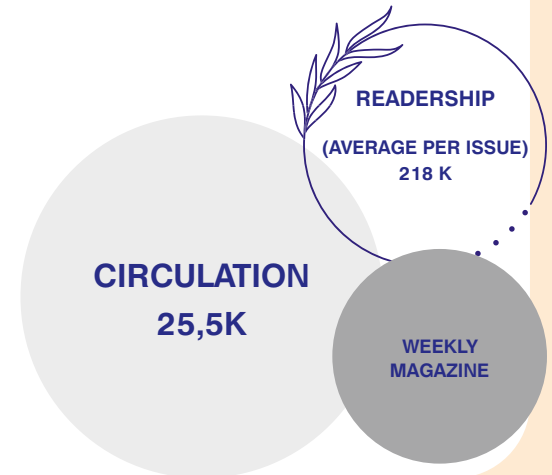


The magazine with the largest audience – useful advices and emotional articles!



DEMOGRAPHIC PROFILE

Women – 98%
From 26 to 45 years old – 57%
Live in Sofia and the biggest cities – 77%
Working – 79%
With secondary or higher education – 95%



National Geographic Kids Magazine България 5,3K followers



Списание „Журнал за жената“ 14K followers

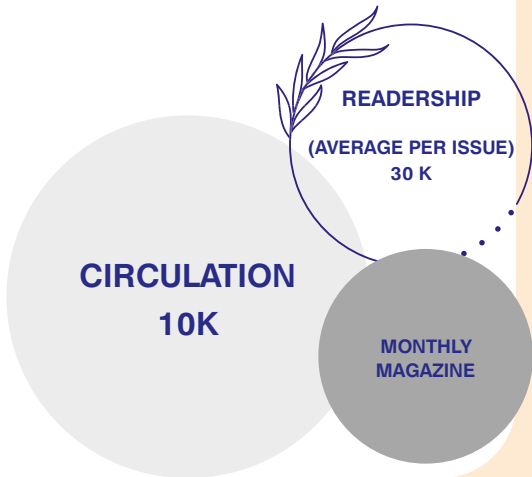
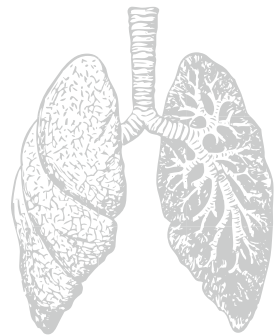



Useful advices how to be positive in your daily routine!



DEMOGRAPHIC PROFILE

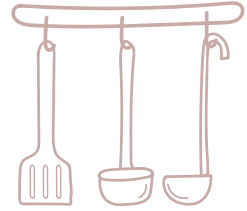
- Women – 83%
- From 35 to 69 years old – 66%
- Live in Sofia and the biggest cities – 70%
- Working – 88%
- With secondary or higher education – 89%



 Списание „Здравен Журнал“ 5,1K followers

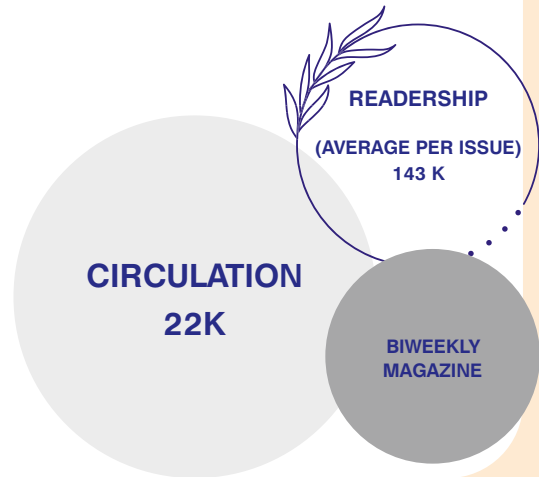



Delicious suggestions, modern recipes and practical advices!



DEMOGRAPHIC PROFILE

- Women – 97%
- 35+ years old – 80%
- Live in Sofia and the biggest cities – 82%
- Working – 69%
- With secondary or higher education – 98%



 Списание „Кулинарен журнал“ 63K followers

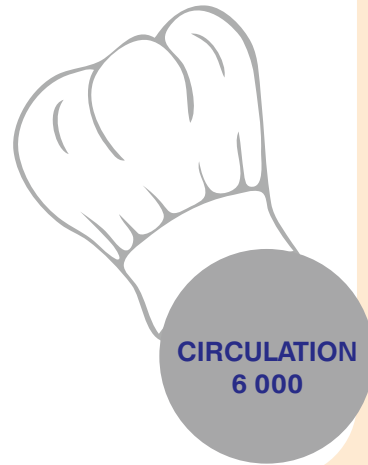
SPECIAL EDITIONS

Special editions of Culinary Journal for Easter and Christmas

- A variety of holiday recipes
- Delicious offers
- Ideas for the table

*For each issue new title and subject

Cook with Love



SPECIAL EDITIONS

Journal for Easter

- Diverse holiday recipes
- Paint ideas of eggs
- Traditions
- Decoration
- Craft ideas



Journal for Christmas

- A variety of holiday recipes
- Decoration ideas
- Traditions
- Gift ideas
- Workshops



THEMATIC EDITIONS

Monthly magazine in package with a book

Culinary topic



Star topic



Crime topic



THEMATIC EDITIONS



Wellness topic



CIRCULATION
6 000