



# Portfolio

# Darik Digital USPs

## Influential journalists

Darik Digital comprises a team of well-known and highly trusted journalists who provide content on political, sports, economic, female and parenting topics.

## Portfolio ecosystem

Traffic and context for content verticals development in stand-alone sites.

[dsport.bg](http://dsport.bg) | [darik.bg](http://darik.bg) | [idei.bg](http://idei.bg) | [9meseca.bg](http://9meseca.bg) | [dbr.bg](http://dbr.bg)

## Interactive content

Attractive formats; interactive content; quality audio and video content;

## Trust

Our biggest asset and responsibility is the immense trust of the audience in our media platforms.

# Target your ADs

## Combine approach using portfolio Ecosystem

Great synergy between radio, print and digital that help your brand's credibility and maximize success to its full potential

## Demographic

Age, gender, location – demographic basics for all formats

## Audience segments

Target behavioural based audience segments. Dedicated and loyal male audience demographics in Dsport.bg and female in 9meseca.bg.





Dsport.bg always strives to be up-to-date and the most reliable source of sports news.

Dsport.bg's team comprises experienced and respected sports journalists and analysts who have shaped the image of sports journalism in the last 25 years.



**860 000**

Monthly avg. users



**89%**

Mobile First



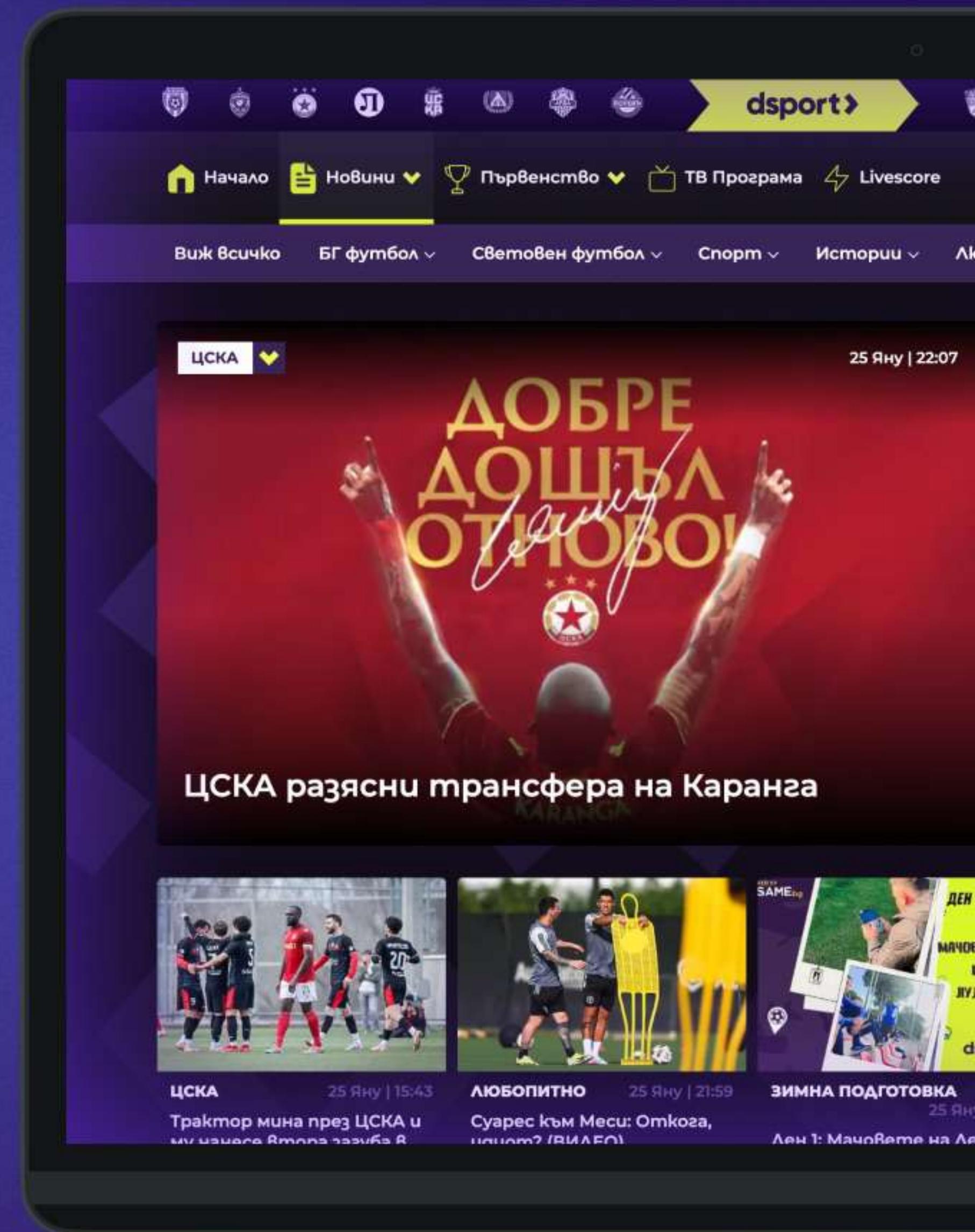
**24%**

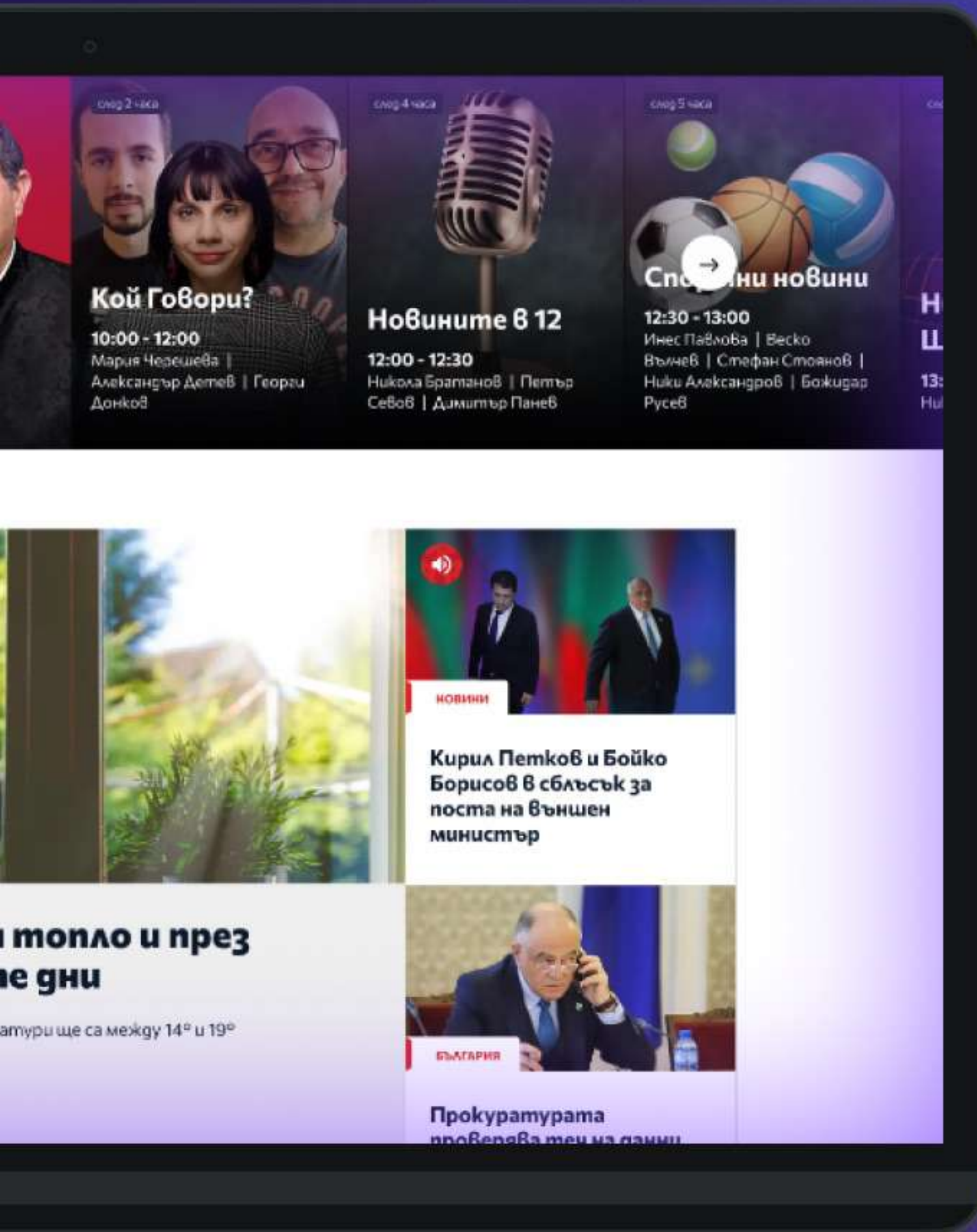
Direct Traffic

### Age



### Gender





Darik.bg is an impartial and independent digital product of Darik Radio in News, Sports, Education, Video and Audio.

Positive to institutions and Government organizations

Darik Radio hosts create high-impact content distributed on darik.bg

Brand safe dedicated to branded content and content marketing products.



**350 000**  
Monthly avg. users



**83%**  
Mobile First



**15%**  
Direct Traffic

### Age



### Gender





The first Bulgarian parenting media Collaboration with a trusted network of partners – doctors, medical experts, and specialized teams. Multichannel platform dedicated to educating, inspiring, and supporting all generations of mothers, parents, and families. Established as the go-to source for medical information and expert advice for parents and parents-to-be.



**250 000**

Monthly avg. users



**92%**

Mobile First



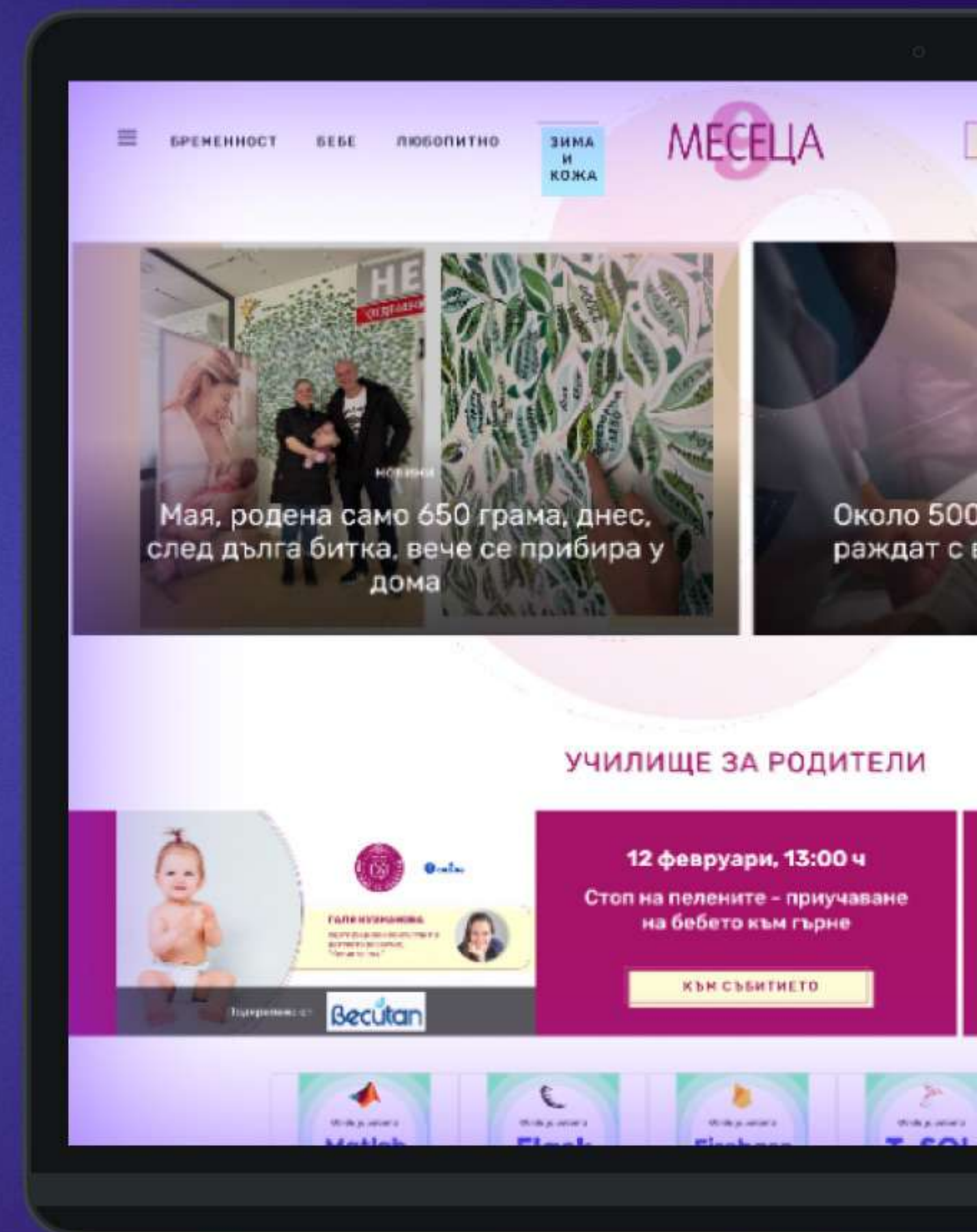
**1,8M +**

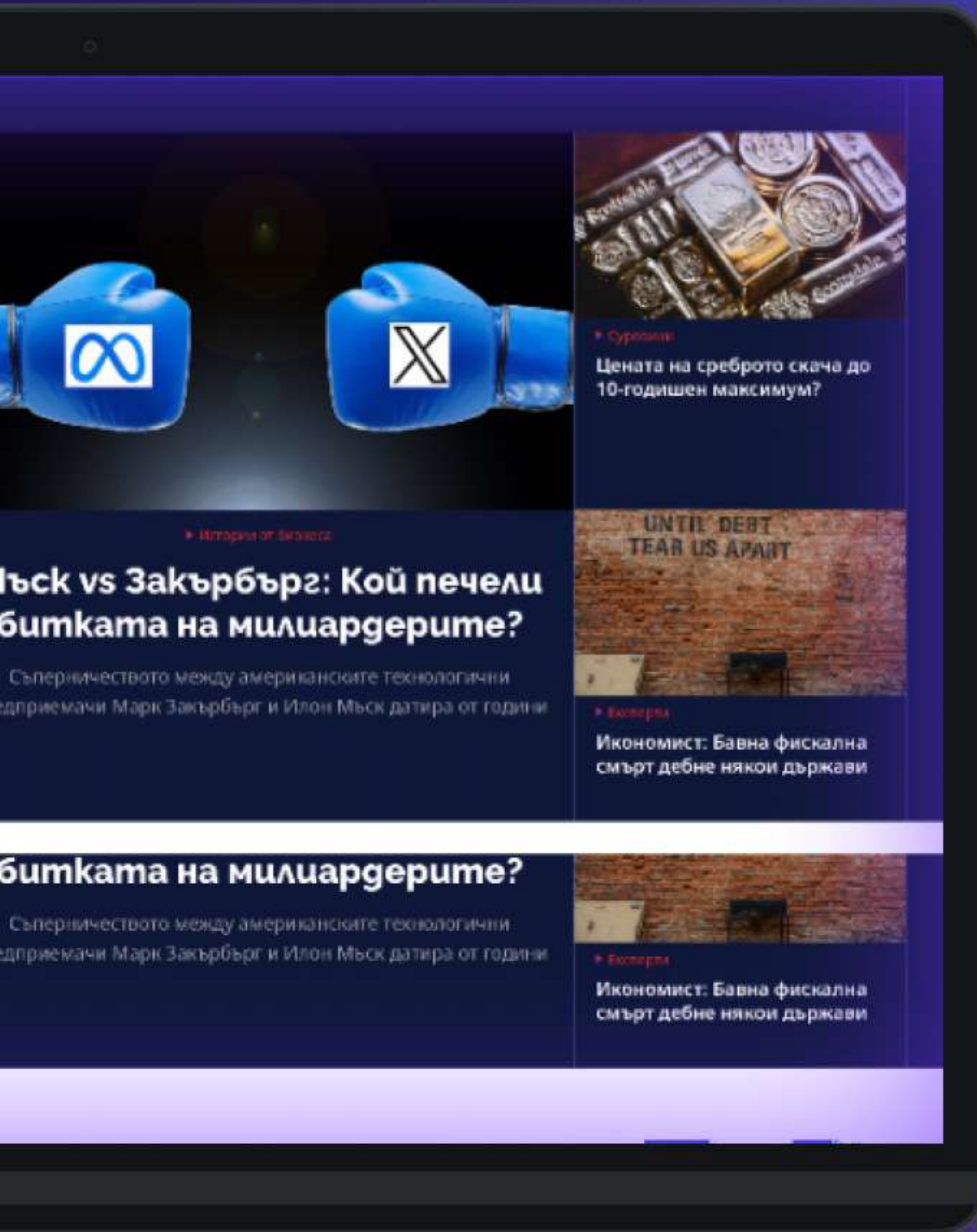
Reach

### Age



### Gender





## Darik Business Review



A new personal finance and business website launched in October 2022. In addition to banking topics, Darik Business Review provides easy to understand information on personal, family finances and investments.



**350 000**  
Monthly avg. users



**90%**  
Mobile First



**27%**  
Direct Traffic

### Age



### Gender





Idei.bg is for everyone who is looking for interesting home and garden ideas and solutions. Here you will find interesting and useful articles related to furniture, design and the latest trends in furnishing. We will offer you clever DIY projects, show you examples of stylish and original accessories and provide yard and garden advice.



**250 000**

Monthly avg. users



**82%**

Mobile First



**2M +**

Reach

### Age



### Gender

