

Rate Card for Broadcasting Commercial Communications in BTV Media Group Valid from Apr 1, 2026



Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

bMG defines the following TV bundles that include the channels specified below, according to the target group.

A25-64	A 18-49	F 25-54
bTV	bTV	bTV
bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story
RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper
Wness TV	Wness TV	Wness TV
Dizi	Dizi	Dizi



For all channels in a TV bundle, subject to the present ratecard, for standard advertising (spots) bMG guarantees rating points as described in detail in the current Rate card. The gross costs will be applied to the guaranteed rating points for each program in bTV and the guaranteed rating points for the respective time slot in each Thematic Channel.

The rating points (RTG) in the rate card include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the audience measurement agency whose services BTV Media Group EAD uses.

Time Slots

bMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

Time Slot	From - To
Off Prime Time	00:00 – 17:29
Prime Time	17:30 – 23:59

Sponsorship and alternative forms of advertising

Special proposals can be made by the Sales Department according to the clients' needs, including all possible alternative forms of advertising.

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2026 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD.

The Sales Department of bTV Media Group reserves the right to make changes in the present Rate Card.



Guaranteed Rating Points in bTV channel

Valid from Apr 3, 2026



Buying Target Group

Channel	From Date	To Date	Program	Day	From	To	A 18-49	A 25-64	F 25-54
bTV	01.04.2026	30.04.2026	Morning show	MTWTF..	6:00	9:29	3.0	3.8	3.8
bTV	10.04.2026	13.04.2026	Series	M..F..	6:00	6:59	1.5	2.0	2.0
bTV	10.04.2026	13.04.2026	Morning show	M..F..	7:00	9:29	3.0	4.5	3.8
bTV	01.04.2026	30.04.2026	Late Morning Show	MTWTF..	9:30	11:59	2.5	3.3	3.3
bTV	01.04.2026	30.04.2026	12 o'clock News	MTWTF..	12:00	12:29	3.0	4.5	3.8
bTV	01.04.2026	30.04.2026	The Comedians and Friends (re-run)	MTWTF..	12:30	13:29	2.5	3.1	2.5
bTV	01.04.2026	30.04.2026	Series	MTWTF..	13:30	14:29	2.5	3.3	3.3
bTV	10.04.2026	13.04.2026	Movie	M..F..	13:30	15:29	2.5	3.1	3.1
bTV	24.04.2026	24.04.2026	Weightlifting European Championship	...F..	13:30	16:59	4.5	5.6	4.6
bTV	01.04.2026	30.04.2026	Series	MTWTF..	14:30	15:59	2.0	2.7	2.7
bTV	01.04.2026	30.04.2026	Series	MTWTF..	16:00	16:59	2.0	2.7	2.7
bTV	10.04.2026	13.04.2026	Movie *	M..F..	15:30	17:29	2.5	3.0	3.0
bTV	10.04.2026	13.04.2026	Movie *	M..F..	17:30	17:59	2.5	3.0	3.0
bTV	01.04.2026	30.04.2026	17 o'clock News	MTWTF..	17:00	17:29	3.5	4.7	3.5
bTV	01.04.2026	30.04.2026	Face To Face	MTWTF..	17:30	17:59	3.5	4.7	3.5
bTV	01.04.2026	30.04.2026	Who Wants To Be A Millionaire?	MTWTF..	18:00	18:59	5.5	7.3	6.7
bTV	01.04.2026	30.04.2026	News Hour	MTWTF..	19:00	19:59	9.0	12.3	11.6
bTV	06.04.2026	27.04.2026	Who Knew?	M.....	20:00	22:29	6.0	7.2	6.6
bTV	13.04.2026	13.04.2026	My Kitchen Rules	M.....	20:00	21:59	6.0	7.2	6.6
bTV	01.04.2026	30.04.2026	The Bachelor S5	.TWT...	20:00	22:29	9.0	10.3	11.6
bTV	03.04.2026	24.04.2026	Home Makeover	...F..	20:00	21:59	11.0	11.6	13.1
bTV	03.04.2026	24.04.2026	Hope, Faith, Love	...F..	22:00	22:59	7.0	8.0	9.0
bTV	01.04.2026	30.04.2026	Late News	MTWT...	22:30	22:59	6.0	7.5	7.5
bTV	23.04.2026	23.04.2026	Hope, Faith, Love	...T...	22:30	23:29	7.0	8.0	9.0
bTV	03.04.2026	24.03.2026	Late News	...F..	23:00	23:29	4.5	5.2	5.8
bTV	23.04.2026	23.04.2026	Late News	...T...	23:30	23:59	4.5	5.2	5.8
bTV	01.04.2026	30.04.2026	Series	MTWT...	23:00	23:59	3.5	3.5	4.0
bTV	13.04.2026	13.04.2026	Movie 23:00 *	MTWT...	23:00	23:59	3.5	3.5	4.0
bTV	13.04.2026	13.04.2026	Movie 23:00 *	MTWT...	0:00	1:59	3.5	3.5	4.0
bTV	03.04.2026	24.04.2026	Series *	...F..	23:30	23:59	2.5	2.5	2.5
bTV	03.04.2026	24.04.2026	Series *	...F..	0:00	0:29	2.5	2.5	2.5
bTV	01.04.2026	30.04.2026	Series	MTWT...	0:00	0:59	2.0	2.7	2.0
bTV	03.04.2026	24.04.2026	Series	...F..	0:30	1:29	1.5	2.3	2.3
bTV	01.04.2026	30.04.2026	Series	MTWT...	1:00	1:59	1.0	1.0	1.0
bTV	03.04.2026	24.04.2026	Series	...F..	1:30	1:59	1.0	1.0	1.0
bTV	01.04.2026	30.04.2026	Night Program	MTWTF..	2:00	5:59	1.0	1.0	1.0
bTV	04.04.2026	25.04.2026	World of Health (re-run)	...S.	6:00	6:29	1.0	2.0	1.0
bTV	04.04.2026	25.04.2026	Series	...S.	6:30	7:29	1.0	1.0	1.0
bTV	04.04.2026	25.04.2026	This Saturday	...S.	7:30	10:59	3.0	4.5	3.8
bTV	04.04.2026	25.04.2026	The Taste of Bulgaria	...S.	11:00	11:29	3.0	4.2	4.2
bTV	04.04.2026	25.04.2026	World of Health	...S.	11:30	11:59	3.0	4.5	4.5
bTV	04.04.2026	25.04.2026	12 o'clock News	...S.	12:00	12:29	3.5	4.9	4.2
bTV	04.04.2026	25.04.2026	bTV World	...S.	12:30	12:59	3.0	4.5	3.8
bTV	04.04.2026	25.04.2026	Movie 13:00	...S.	13:00	14:59	3.0	4.5	4.5
bTV	04.04.2026	25.04.2026	Series	...S.	15:00	15:59	2.5	3.1	3.1
bTV	04.04.2026	25.04.2026	CoolT	...S.	16:00	16:59	2.5	3.1	3.8
bTV	04.04.2026	25.04.2026	Life based on a true story *	...S.	17:00	17:29	3.5	4.2	4.2
bTV	04.04.2026	25.04.2026	Life based on a true story *	...S.	17:30	18:59	3.5	4.2	4.2
bTV	04.04.2026	25.04.2026	News Hour	...S.	19:00	19:59	8.0	9.7	9.7
bTV	04.04.2026	25.04.2026	My Kitchen Rules	...S.	20:00	21:59	8.0	9.1	9.7
bTV	04.04.2026	25.04.2026	Hope, Faith, Love	...S.	22:00	22:59	7.0	8.8	9.4
bTV	04.04.2026	25.04.2026	Movie 23:00 *	...S.	23:00	23:59	3.5	4.4	4.4
bTV	04.04.2026	25.04.2026	Movie 23:00 *	...S.	0:00	1:29	3.5	4.4	4.4
bTV	04.04.2026	25.04.2026	Movie 01:30	...S.	1:30	1:59	1.0	1.0	1.0
bTV	04.04.2026	25.04.2026	Night Program	...S.	2:00	5:59	1.0	1.0	1.0
bTV	05.04.2026	26.04.2026	World of Health (re-run)	...S.	6:00	6:29	1.0	2.0	2.0
bTV	05.04.2026	26.04.2026	Series	...S.	6:30	7:29	1.0	2.0	2.0
bTV	19.04.2026	19.04.2026	Elections Studio	...S.	7:00	11:59	3.0	3.6	3.0
bTV	05.04.2026	26.04.2026	This Sunday	...S.	7:30	10:59	3.0	3.8	3.8
bTV	05.04.2026	26.04.2026	Treasures of Bulgaria (re-run)	...S.	11:00	11:29	3.0	4.2	3.6
bTV	05.04.2026	26.04.2026	World of Health	...S.	11:30	11:59	3.0	4.2	3.6
bTV	05.04.2026	26.04.2026	12 o'clock News	...S.	12:00	12:29	3.0	3.6	3.6
bTV	19.04.2026	19.04.2026	12 o'clock News	...S.	12:00	12:59	3.0	3.5	3.5
bTV	05.04.2026	26.04.2026	Movie 12:30	...S.	12:30	14:29	3.0	4.5	3.8
bTV	05.04.2026	05.04.2026	Series	...S.	14:30	15:59	3.0	4.5	3.8
bTV	19.04.2026	19.04.2026	Elections Studio 13:00	...S.	13:00	14:59	3.0	4.5	3.8
bTV	12.04.2026	26.04.2026	Movie 14:30	...S.	14:30	16:29	3.0	4.5	3.8
bTV	19.04.2026	19.04.2026	"Why" - Elections Studio	...S.	15:00	17:29	4.5	5.5	5.0
bTV	19.04.2026	19.04.2026	Elections Studio	...S.	17:30	18:59	4.5	5.5	5.0
bTV	05.04.2026	26.04.2026	120 minutes *	...S.	16:30	17:29	4.5	5.8	5.2
bTV	05.04.2026	26.04.2026	120 minutes *	...S.	17:30	18:59	4.5	5.8	5.2
bTV	05.04.2026	26.04.2026	News Hour	...S.	19:00	19:59	8.5	10.3	9.7
bTV	19.04.2026	19.04.2026	Elections Studio	...S.	19:30	23:59	6.0	7.3	6.7
bTV	05.04.2026	26.04.2026	My Kitchen Rules	...S.	20:00	21:59	8.0	9.8	10.5
bTV	05.04.2026	26.04.2026	Hope, Faith, Love	...S.	22:00	22:59	7.0	8.8	9.4
bTV	05.04.2026	26.04.2026	Movie 23:00 *	...S.	23:00	23:59	3.5	4.2	3.5
bTV	05.04.2026	26.04.2026	Movie 23:00 *	...S.	0:00	0:59	3.5	4.2	3.5
bTV	12.04.2026	12.04.2026	Concert Grafa 23:00 *	...S.	23:00	23:59	3.5	4.2	3.5
bTV	12.04.2026	12.04.2026	Concert Grafa 23:00 *	...S.	0:00	0:59	3.5	4.2	3.5
bTV	19.04.2026	19.04.2026	Movie 00:00	...S.	0:00	1:59	2.0	2.0	2.0
bTV	05.04.2026	26.04.2026	Movie 01:00	...S.	1:00	1:59	1.5	1.5	1.5
bTV	05.04.2026	26.04.2026	Night Program	...S.	2:00	5:59	1.0	1.0	1.0

*Programme which fits within two time slots.

Guaranteed Rating Points in Thematic Channels Valid from Apr 1, 2026



Guaranteed rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

Channel	From Date	To Date	Weekday	From Time	To Time	Time Slot	Buying Target Group		
							A 18-49	A 25-64	F 25-54
bTV ACTION	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.36	0.35
bTV ACTION	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.87	0.62
bTV CINEMA	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.41	0.35
bTV CINEMA	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.87	0.77
bTV COMEDY	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.35	0.34	0.36
bTV COMEDY	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.70	0.73	0.73
bTV STORY	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.20	0.24	0.32
bTV STORY	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.60	0.93	1.14
RING	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.02	0.02
RING	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.03	0.04	0.02
Dizi	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.09	0.08	0.05
Dizi	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.09	0.30	0.34
SOUL&PEPPER	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
SOUL&PEPPER	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01
WNESS	01.04.2026	30.04.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.02	0.02	0.04
WNESS	01.04.2026	30.04.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01

Guaranteed Rating Points for the sports tournaments/events in the thematic channels of bTV Media Group

Channel	From Date	To Date	Weekday	From Time	To Time	Name of sport event	Buying Target Group		
							A 18-49	A 25-64	F 25-54
bTV ACTION FB	08.04.2026	29.04.2026	..W...	17:30	23:59	bTV ACTION - PT - UEFA Champions League	3.76	4.02	2.23
bTV ACTION FB	08.04.2026	29.04.2026	...T...	17:30	23:59	bTV ACTION - PT - UEFA Europa League	1.35	1.38	0.87
RING FB	02.04.2026	30.04.2026	MTWTFSS	17:30	23:59	RING - PT - UEFA Champions League	0.45	0.57	0.48
RING FB	02.04.2026	30.04.2026	MTWTFSS	17:30	23:59	RING - PT - UEFA Europa League	0.40	0.41	0.20
RING FB	01.04.2026	30.04.2026	MTWTFSS	0:00	17:29	RING - Liga Portugal OPT	0.07	0.07	0.03
RING FB	01.04.2026	30.04.2026	MTWTFSS	17:30	23:59	RING - Liga Portugal PT	0.07	0.07	0.03
RING FB	19.04.2026	26.04.2026	MTWTFSS	0:00	17:29	Weightlifting European Championship OPT	0.02	0.04	0.04
RING FB	19.04.2026	26.04.2026	MTWTFSS	17:30	23:59	Weightlifting European Championship PT	0.06	0.08	0.04

* A surcharge is applied to the sports tournament/event, in accordance with the surcharge section in the present monthly ratecard.

All games from sports tournaments will be published on <https://www.btv.bg/english/advertising/pricing/>

Ratecard for broadcasting commercial communications in bTV, No rating guaranteed Valid from Apr 9, 2026



Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	The World Of Health (re-run) 1 013	The World Of Health (re-run) 1 013	6:00
6:30						Series	Series	6:30
7:00						1 013	1 013	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00								9:00
9:30	Late morning show 3 038	Late morning show 3 038	Late morning show 3 038	Late morning show 3 038	Late morning show 3 038			9:30
10:00								10:00
10:30								10:30
11:00						The Taste of Bulgaria 3 038	Treasures of Bulgaria (re-run) 3 038	11:00
11:30						The World of Health 3 038	The World of Health 3 038	11:30
12:00	News 3 038	News 3 038	News 3 038	News 3 038	News 3 038	News 3 544	News 3 038	12:00
12:30	The Comedians and Friends (re-run) 2 531	The Comedians and Friends (re-run) 2 531	The Comedians and Friends (re-run) 2 531	The Comedians and Friends (re-run) 2 531	The Comedians and Friends (re-run) 2 531	bTV World 3 038	Movie 3 038	12:30
13:00						Movie		13:00
13:30	Series 2 531	Series 2 531	Series 2 531	Series 2 531	Series 2 531			13:30
14:00								14:00
14:30	Series 2 531	Series 2 531	Series 2 531	Series 2 531	Series 2 531		Movie 3 038	14:30
15:00						Series 3 038		15:00
15:30								15:30
16:00	Series 2 025	Series 2 025	Series 2 025	Series 2 025	Series 2 025	Cool-T 2 531		16:00
16:30							120 minutes *	16:30
17:00	News 3 544	News 3 544	News 3 544	News 3 544	News 3 544	Life based on a true story * 3 544		17:00
17:30	Face to Face 4 501	Face to Face 4 501	Face to Face 4 501	Face to Face 4 501	Face to Face 4 501	Life based on a true story * 4 501	120 minutes *	17:30
18:00	Who Wants To Be A Millionaire? 7 072	Who Wants To Be A Millionaire? 7 072	Who Wants To Be A Millionaire? 7 072	Who Wants To Be A Millionaire? 7 072	Who Wants To Be A Millionaire? 7 072			18:00
18:30								18:30
19:00	News 11 573	News 11 573	News 11 573	News 11 573	News 11 573	News 10 287	News 10 930	19:00
19:30								19:30
20:00	Who Knew? 7 715	The Bachelor 11 573	The Bachelor 11 573	The Bachelor 11 573	Home Makeover 14 145	My Kitchen Rules 10 287	My Kitchen Rules 10 287	20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00	News 7 715	News 7 715	News 7 715	News 7 715	News 9 001	Hope, Faith Love 9 001	Hope, Faith Love 9 001	22:00
22:30								22:30
23:00	Series 4 501	Series 4 501	Series 4 501	Series 4 501	Series * 5 786	Movie * 4 501	Movie * 4 501	23:00
23:30								23:30
0:00						Series * 2 531	ΦΥΛΗ *	0:00
0:30								0:30
1:00	Series 2 025	Series 2 025	Series 2 025	Series 2 025	Series 1 519		Movie 3 544	1:00
1:30								1:30
2:00	Night 1 013	Night 1 013	Night 1 013	Night 1 013	Night 1 013	Night 1 013	Night 1 519	2:00
6:00								6:00

The above prices are gross (in Euro, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.

- Programme which fits within two time slots.

Ratecard for broadcasting commercial communications in Thematic Channels

No rating guaranteed
Valid from Apr 1, 2026



Time Slot	Price
Off prime time	304
Prime time	836
Off prime time	304
Prime time	836
Off prime time	354
Prime time	900
Off prime time	203
Prime time	772
Off prime time	10
Prime time	39



The above prices are gross (in Euro, VAT excl, without discounts) for 30" airings in a selected time slot in each of the thematic channels bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING, no rating guaranteed.



Pricing Indexes



Length indexes

Type of advertising form	Length	Index to 30" spot
Advertising Spot	5"	50%x 30" price
Advertising Spot	10"	60%x 30" price
Advertising Spot	15"	75%x 30" price
Advertising Spot	20"	90%x 30" price
Advertising Spot	25"	95%x 30" price
Advertising Spot	30"	100%x 30" price
Advertising Spot	35"	120%x 30" price
Advertising Spot	40"	160%x 30" price
Advertising Spot	45"	175%x 30" price
Advertising Spot	50"	190%x 30" price
Advertising Spot	55"	200%x 30" price
Advertising Spot	60"	220%x 30" price

The prices of spots with different lengths (minimum 3 seconds) are calculated as follows: the ones whose length ends in 1, 2, 6 and 7 shall be rounded to the lower price and the ones whose length ends in 3, 4, 8 and 9 shall be rounded to the higher price.

AA Forms Indexes

Type of AA Form	Index to 30" bTV	Max Length in Sec
7"+7" Sponsorship tags	120%	14
Sponsored promo	110%	15
Sponsored Content Frame for 30" spot	120%	30
Wrapper	250%	10
5"+5" Break IDs	120%	10
5"+5" Break IDs + VO	140%	10
Content split	180%	10
Countdown	110%	10
Skyscraper	110%	10
Cut-in	110%	10
Branded bug	100%	10
Branded promo-bug	100%	10
Premium Break for two 30" spots	300%	30



Surcharges

Surcharge	Price Surcharge Coefficient
Break Choice	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Surcharge for requesting campaigns with AR forms only in bTV	20%
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - 250 / 50 Euro, VAT excl., per each day of delay
Late submission of the commercial material during any of the months January, February, July, August	bTV / TC - 250/ 50 Euro, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - 500/ 100 Euro, VAT excl., per each day of delay

30% surcharge for broadcast in a commercial break of the following sports events - UEFA Europa League, UEFA Champions League, Liga Portugal Betclic in the channels of bTV Media Group

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).