



GIRO D'ITALIA 2026

08 – 31 May 2026



Unlock the power of sports

Values

We are Fan first, we are united in diversity, we are passionate, we are relentless experts, and we are thoughtfully unconventional.

Mission

We Unlock the power of Sport for Fans, our people, Athletes and our partners.

THE ROUTE



Total km

3,459.2

Average km

164.7

www.piero97.com

Altitude gain (m)

49,150

EUROSPORT

LIVE On Eurosport

★EUROSPORT 1

★EUROSPORT 2

Eurosport will broadcast **LIVE** each stage of the competition with **exclusive replays** and **interviews**.

315h+

ON AIR

90h+

LIVE



DAYLI PROGRAM SCHEDULE

★EUROSPORT





Advertising Packages

Package 1

★EUROSPORT



Giro D'Italia 08 – 10 May 2026
Bulgarian Race Stage
3 days

Billboards

7 sec long premium positioned FIB or LIB

23 X 7"

Special Gross Price 1 312.50 EUR
+ More DISCOUNTS as per RATE CARD



Giro D'Italia 08 – 31 May 2026
Bulgarian & Italy Tournament Stages



TVC 30 sec

168 X 30"

Special Gross Price 10 500 EUR
+ More DISCOUNTS as per RATE CARD

Rate Card Gross Price 69 037.50 EUR

Net Price 9 745.32 EUR

- All packages include bonus airings; all prices are in BGN excl. VAT ; The Discounts by Eurosport Special Programs Rate Card apply to all Packages. No other discounts are applicable
- The official coefficient scale of TSH applies for spot length different than 30".
- Any changes in the Program Schedule or duration of broadcast are possible, even last minute.
- For Production of Sponsorship Promo and/or Bumpers, TSH will apply additional production cost, agreed with the client
- The proposed advertising package is only for Eurosport 1 broadcasted in Bulgaria.
- Non standard advertising forms TBA by Eurosport.

Package 2

★EUROSPORT



Giro D'Italia 08 – 10 May 2026
Bulgarian Race Stage
3 days

Billboards

7 sec long premium positioned FIB or LIB

13 X 7"

Special Gross Price 787.50 EUR
+ More DISCOUNTS as per RATE CARD



Giro D'Italia 08 – 31 May 2026
Bulgarian & Italy Tournament Stages



TVC 30 sec

99 X 30"

Special Gross Price 6750 EUR
+ More DISCOUNTS as per RATE CARD

Rate Card Gross Price 40 537.50 EUR

Net Price 7 047.57 EUR

- All packages include bonus airings; all prices are in BGN excl. VAT ; The Discounts by Eurosport Special Programs Rate Card apply to all Packages. No other discounts are applicable
- The official coefficient scale of TSH applies for spot length different than 30".
- Any changes in the Program Schedule or duration of broadcast are possible, even last minute.
- For Production of Sponsorship Promo and/or Bumpers, TSH will apply additional production cost, agreed with the client
- The proposed advertising package is only for Eurosport 1 broadcasted in Bulgaria.
- Non standard advertising forms TBA by Eurosport.

Package 3

★EUROSPORT



Giro D'Italia 08 – 10 May 2026
Bulgarian Race Stage
3 days

Billboards

7 sec long premium positioned FIB or LIB

4 X 7"

Special Gross Price 262.50 EUR
+ More DISCOUNTS as per RATE CARD



Giro D'Italia 08 – 31 May 2026
Bulgarian & Italy Tournament Stages



TVC 30 sec

63 X 30"

Special Gross Price 4500 EUR
+ More DISCOUNTS as per RATE CARD

Rate Card Gross Price 24 675.00 EUR

Net Price 4 714.88 EUR

- All packages include bonus airings; all prices are in BGN excl. VAT ; The Discounts by Eurosport Special Programs Rate Card apply to all Packages. No other discounts are applicable
- The official coefficient scale of TSH applies for spot length different than 30".
- Any changes in the Program Schedule or duration of broadcast are possible, even last minute.
- For Production of Sponsorship Promo and/or Bumpers, TSH will apply additional production cost, agreed with the client
- The proposed advertising package is only for Eurosport 1 broadcasted in Bulgaria.
- Non standard advertising forms TBA by Eurosport.