

® *Какво са звездите без*
Блясък

**The most popular celebrity
magazine**

Media Kit 2012



-- Blasak --

"Blasak is the most famous celebrity magazine in Bulgaria over 17 years. During this long period of time the magazine stays true to its basic principles – to provide every week the hottest news and exclusive party photos to its readers. Each information, published in Blasak, is personally confirmed by the involved ones, which distinguish us from all yellow press on the market."

Kristiana Krasteva,
Editor-In-Chief of
Blasak magazine

Frequency	weekly
Total readership	236 000
Average issue readership	138 000
Average print run	20 000
Cover price	0.99 BGN (~0.50 €)

-- Competitive environment --

Blasak is the most popular celebrity magazine

Top 5 weekly magazines – average issue readership





-- Target --

Bliasak readers are young (18-34 y.o.) women, with social status higher than the average Bulgarians, single and working or studying.



-- The readers --

gender	women	91%
	men	9%
age	15-17	10%
	18-24	27%
	25-34	33%
	35-44	12%
	45-54	13%
	55+	5%
social status	among top 30% of people with the highest social status (level 1 or 2)	44%
marital status	single	45%
	married	35%
	living with partner	12%
	widowed, divorced, separated	7%
working status	working	67%
	in full time education	19%
	not working	14%



-- Target --

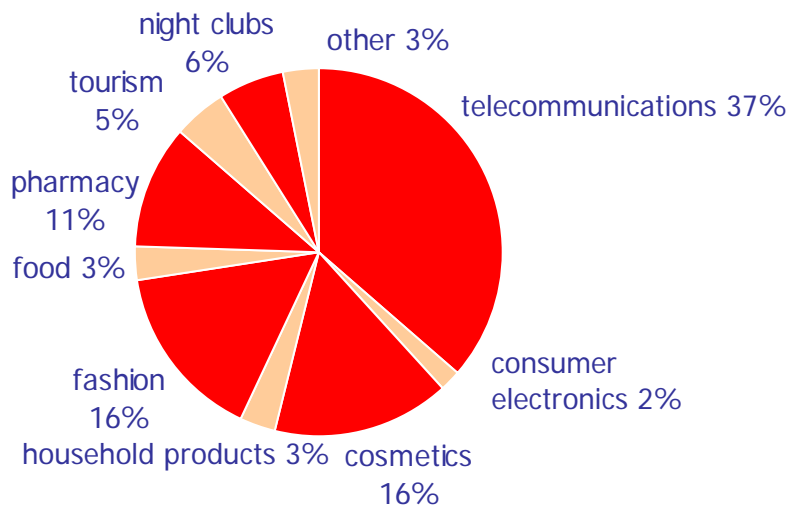
Bliasak women keep up with developments in technologies, interested in the new cosmetic products, go out and have fun with friends, buy clothes and go on holiday .



-- Readers lifestyle --

	average women	Bliasak women	
		%	index
opinion leaders about mobile phones	5%	11%	212
have own PCs at home (main user)	34%	57%	169
eat in fast food restaurants 2-3 times a month and more often	15%	25%	161
opinion leaders about cosmetics (e.g. shampoo, deodorants)	10%	16%	158
bought jeans in the last 12 months	35%	53%	154
bought sports shoes/trainers in the last 12 months	27%	42%	154
have digital photo camera	29%	44%	150
visit coffee shops 2-3 times a week and more often	24%	34%	145
were on holiday in the last 12 months	28%	36%	129
use make up 2-3 times a week and more often	71%	89%	126

-- Product categories advertised in the last 12 months --



Data: urban, TGI Market Test Bulgaria, July – September 2011;
Be Media Consultant, Oct'10-Sep'11