

НАЙ-ХАРЕСВАНОТО ГОТВАРСКО СПИСАНИЕ!

Кулинарен Журнал

The favorite culinary magazine



Media Kit 2012



-- Kulinaren Journal --

Easy-to-do, savory and practical: this is in short how one can describe the hundreds of recipes we offer to our numerous customers every year. And let's not forget the most important thing: Kulinaren Journal is the only magazine in Bulgaria that selects and tests the best recipes sent by its readers in its kitchen. Thus, only recipes for tasty meals that we are happy to "dress" in beautiful pictures looking so real that you want to reach out and taste everything make their way on the pages of the magazine. And since we stand up to our words and promises we place the "Guaranteed Result" mark on the cover of Kulinaren Journal: a testimony of high quality and wonderful taste.

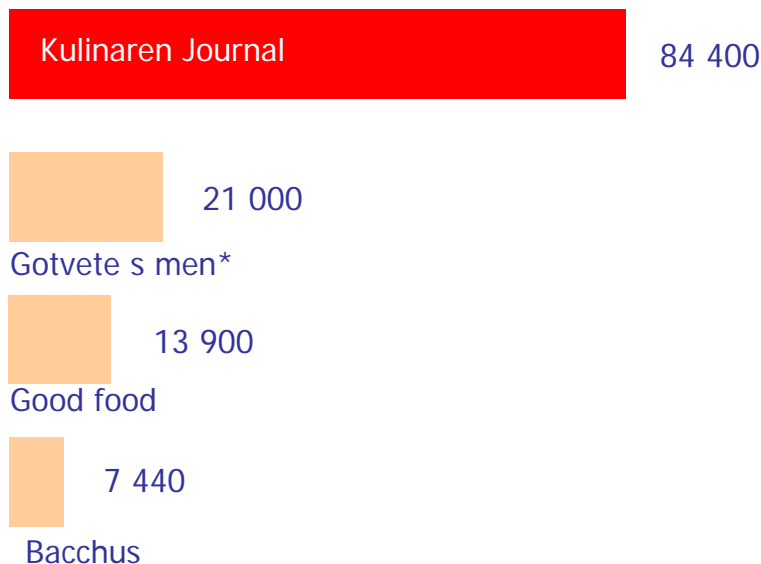
Elitsa Mineva, Editor-In-Chief of Kulinaren journal

Frequency	monthly
Total readership	211 000
Average issue readership	84 400
Average print run	48 000
Cover price	1,99 BGN (~ 1,00 €)

-- Competitive environment --

Kulinaren Journal is the mass market culinary magazine in Bulgaria

Culinary magazines average issue readership



*prognosis

Data: urban, TGI Market Test Bulgaria, July – September 2011

НАЙ-ХАРЕСВАНОТО ГОТВАРСКО СПИСАНИЕ!

Кулинарен Журнал



-- Target readers --

Kulinarren Journal readers are mainly married women, aged 35-54, with 3-4 members of the household, working and with high social status.



-- The readers --

gender	women	90%
	men	10%
age	15-19	5%
	20-24	13%
	25-34	17%
	35-44	31%
	45-54	23%
	55+	11%
	average age	39
social status	among top 30% of people with the highest social status (level 1 or 2)	63%
residence	in towns	59%
	in Sofia and the 4 big cities	41%
marital status	married, living with partner	63%
	single	26%
	widowed, divorced, separated	11%
number of people in the household	1-2	37%
	3-4	58%
	5+	5%
working status	working	76%
	not working	24%

Кулинарен Журнал



-- Target --

Kulinaren Journal women are the main shoppers in the household, they influence their family and friends purchase intent about food and household products, care about their health and insist for quality goods.



-- Readers lifestyle --

	average women	Kulinaren Journal women	
		%	index
bought small white household appliances in the last 12 months	8%	28%	329
engage in sports	16%	36%	226
opinion leaders about food for home	13%	27%	213
buy goods from catalog	33%	68%	207
take vitamins & food supplements	30%	58%	194
have a car in the household	46%	70%	153
have bank account	59%	87%	146
opinion leaders about household products (e.g. detergents, cleaners)	52%	71%	137
ready to pay extra for quality goods	65%	85%	132
mainshoppers	78%	90%	115

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

