



Журнал

за жената

The magazine with the largest
audience in Bulgaria

Media Kit 2012



-- Journal Za Zhenata --

Journal Za Zhenata is a unique combination of useful advice and entertainment, of the serious and the amusing. The magazine is like a friend for the Bulgarian woman that visits her at home each week so that they can talk about their lady's topics, about their concerns, joys and dreams.

Veselina Aleksieva, Editor-In-Chief of Journal za Zhenata

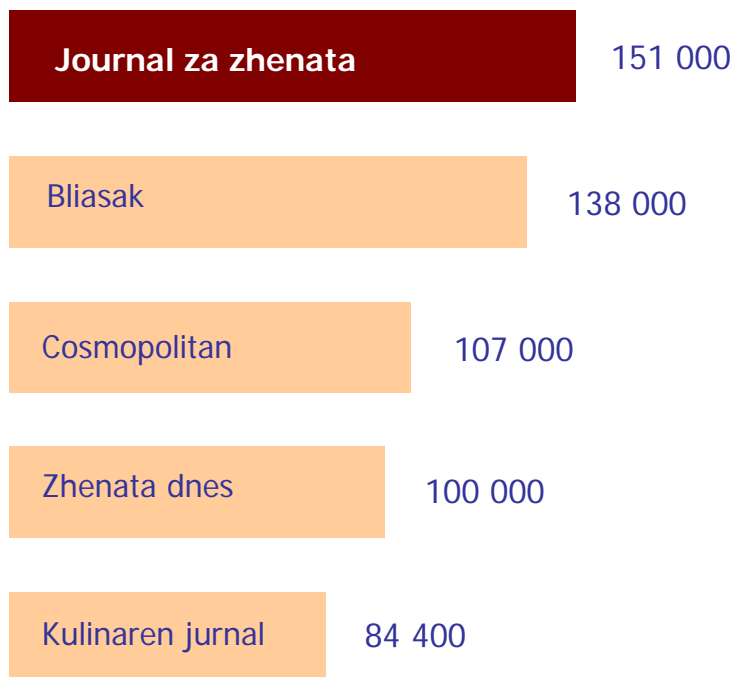


Frequency	weekly
Total readership	246 000
Average issue readership	151 000
Average print run	51 000
Cover price	0,99 BGN (~ 0,50 €)

-- Competitive environment --

Journal za zhenata is the magazine with the largest audience in Bulgaria

Top 5 magazines average issue readership





-- target --

Journal Za Zhenata reaches active women, aged 25-54, married, have children and with good social status.



-- The readers --

gender	women	99%
	men	1%
age	15-19	10%
	20-24	12%
	25-34	20%
	35-44	24%
	45-54	25%
	55+	10%
	average age	38
social status	among top 30% of people with the highest social status (level 1 or 2)	39%
children	have children	65%
marital status	married, living with partner	67%
	widowed, divorced, separated	9%
	single	25%
working status	working	72%
	not working	28%



-- target --

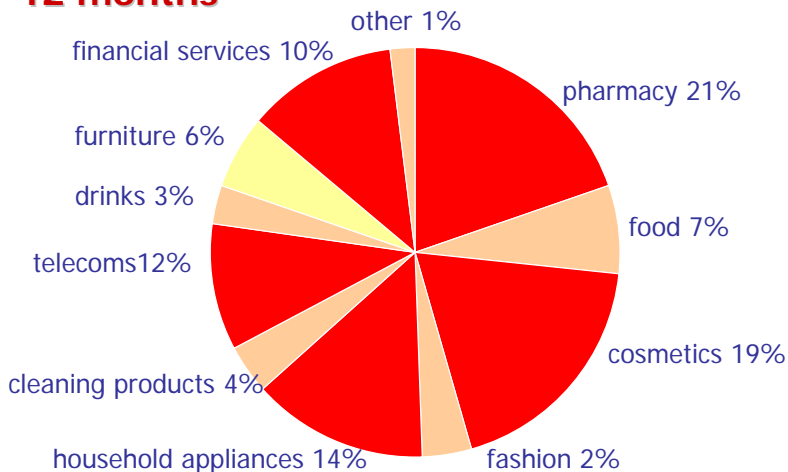
Journal Za Zhenata women are mainshoppers, influence their family and friends purchase intent, keep household, care about their health and pay extra for quality goods.



-- Readers lifestyle --

	average women	Journal women	
		%	index
opinion leaders about pharmaceutical & chemist products	7%	17%	246
opinion leaders about toiletries (e.g. shampoo, deodorants)	10%	24%	231
opinion leaders about clothes	13%	29%	218
take vitamins & other supplements	30%	39%	130
opinion leaders about household products (e.g. detergents, cleaners)	52%	65%	126
their family spend a lot on food	49%	55%	112
have bank accounts	59%	66%	111
they are ready to pay extra for quality goods	65%	71%	110
prepared to pay more for products that make life easier	48%	53%	109
mainshoppers	78%	80%	103

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



Data: urban, TGI Market Test Bulgaria, July – September 2011; Be Media Consultant, October 2010 – September 2011