



# Magazines can:

## Magazines can target every audience



With a range of titles in Bulgaria that appeal to a wide variety of demographics, lifestyles and interests, you can hone in on targets that fit your specific needs.

## Magazines command undivided attention

When customers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to TV, radio or internet users.

Source: BIG research



## Magazines can offer suitable environment



The suitable advertisement positioning in a magazine (next to an editorial page) increases the opportunity to catch reader's attention, adds credibility and facilitates the ad message adoption.

## Magazines can supply credibility to the advertising page

Consumers value magazine advertising, according to numerous studies.

In a Starcom study when readers were asked to pull out ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled out were ads.



## Magazines can create personal moments



The power of the magazines lies in the uniqueness of a magazine reading moment for readers. They take their time for reading when it really suits them. They go looking for relaxation, information, inspiration and they are open to what this specific, consciously chosen magazine has to tell them.

## Magazines can boost the power of other media



Including magazines in the media mix increases brand awareness, brand familiarity, but most of all - purchase intend.

Source: Marketing Evolution Measuring Media Effectiveness, MPA



# SBB Media

## The largest magazine publisher One of the biggest Internet publishers in Bulgaria

- ▶ on the Bulgarian market since 1993
- ▶ 10 magazines
- ▶ 6 websites
- ▶ over 1 660 000 contacts per month reached with the magazines
- ▶ over 450 000 total print run per month
- ▶ over 800 000 monthly unique visitors in the websites
- ▶ over 10 300 000 millions monthly page views

# Weekly and Biweekly Magazines

## Journal za Zhenata

The magazine with  
the largest audience  
in Bulgaria



## Kulinaren Journal

Mass market culinary  
magazine



# Journal za Zhenata Media Kit 2017



## Journal za Zhenata magazine:

- most read
- useful
- emotional

### -- Demographic Profile --

women	96%
26-45 years old	52%
working	80%
live in Sofia and the cities	80%
secondary or university education	97%

### -- Facts --

Frequency	weekly
Readership (average per issue)	237 200
Print run (average per issue)	40 000
Cover price	0.70 BGN
Facebook	7 903 fans

# Kulinarен Journal Media Kit 2017



## Kulinarен Journal magazine:

- tasty
- practical
- modern

### -- Demographic Profile --

women	93%
35+ years old	80%
live in towns and villages	78%
working	73%
secondary or university education	99%

### -- Facts --

Frequency	biweekly
Readership (average per issue)	172 700
Print run (average per issue)	35 000
Cover price	0.99 BGN
Facebook	62 210 fans



# Monthly Magazines



**Cosmopolitan**

The magazine for thousands of fun, fearless females



**ELLE**

World's #1 fashion magazine



**Harper's Bazaar**

The luxury magazine for fashion fans



**Story**

Monthly magazine with the largest audience in Bulgaria



**National Geographic**

The most popular science magazine in Bulgaria



**NG Kids**

The most popular kids magazine in the world



**Zdraven Journal**

The most read health magazine



**Moeto Dete**

The most helpful magazine for mommy

# Cosmopolitan Media Kit 2017



## Cosmopolitan magazine:

- fun
- fearless
- female

### -- Demographic Profile --

women	77%
up to 35 years old	72%
live in Sofia and the cities	80%
working	59%
secondary or university education	86%

### -- Facts --

Frequency	monthly
International brand	64 editions across the world in 35 languages
On the Bulgarian market	since 2004
Readership (average per issue)	157 500
Print run (average per issue)	39 000
Cover price	2.99 BGN
Facebook	49 178 fans



# ELLE

## Media Kit 2017



### ELLE magazine:

- ▶ fashion and style
- ▶ successful women
- ▶ good causes

### -- Demographic Profile --

women	99%
26-45 years old	61%
live in the cities	56%
working	74%
secondary or university education	90%

### -- Facts --

Frequency	monthly
International brand	44 editions across 60+ countries
On the Bulgarian market	since 2005
Readership (average per issue)	24 200
Print run (average per issue)	16 000
Cover price:	5.99 BGN
Facebook	23 795 fans

# Harper's BAZAAR Media Kit 2017



## Harper's Bazaar magazine:

- fashion
- luxury
- class

### -- Demographic Profile --

women

who:

- know what they want
- can afford it
- interested in the latest trends
- interested in luxury goods

Harper's Bazaar is a visual muse and an unrivaled source of obtainable style

### -- Facts --

Frequency	monthly
International brand (the first American fashion magazine)	over 146 years on the market; 26 editions across 43 countries
On the Bulgarian market	since 2008
Rint run (average per issue)	7 500
Cover price	5.00 BGN
Facebook	9 122 fans

# Story Media Kit 2017



## Story magazine:

- ▶ true
- ▶ exciting
- ▶ funny

## -- Demographic Profile --

women	89%
up to 35 years old	62%
working	67%
live in Sofia and the cities	80%
secondary or university education	92%

## -- Facts --

Frequency	monthly
International brand	over 31 years on the market
On the Bulgarian market	since 2006
Readership (average per issue)	218 100
Print run (average per issue)	15 000
Cover price	2.99 BGN
Facebook	23 416 fans



# National Geographic Media Kit 2017



## National Geographic magazine:

- discoveries
- knowledge
- journeys

### -- Demographic Profile --

men	68%
26-54 years old	69%
working	86%
live in Sofia and the cities	91%
university education	67%

### -- Facts --

Frequency	monthly
International brand	27 editions across 190+ countries
On the Bulgarian market	since 2005
Readership (average per issue)	81 800
Print run (average per issue)	25 000
Cover price	5.00 BGN
Facebook	325 878 fans

# Zdraven Journal Media Kit 2017



## Zdraven Journal magazine:

- tonus
- prevention
- positivity

### -- Demographic Profile --

women	83%
35-69 years old	72%
live in Sofia and the cities	70%
working	88%
secondary or university education	89%

### -- Facts --

Frequency	monthly
On the market	10 years
Readership (average per issue)	21 200
Print run (average per issue)	13 000
Cover price	2.49 BGN
Facebook	4 750 fans

# NG Kids Media Kit 2017



## National Geographic KIDS magazine:

- games
- quizzes
- knowledge

### -- The Audience --

**Main target group:** 6-10 years old boys and girls.

**Secondary target group:**

95% of the children read NG KIDS with their parents or show them stories, photos, facts.

### -- Facts --

Frequency	monthly
International brand	over 37 years on the market, in 14 languages
On the Bulgarian market	since 2008
Print run (average per issue)	10 500
Cover price	2.95 BGN



# Moeto Dete Media Kit 2017



**Moeto Dete  
magazine:**

- useful
- easy-to-read
- funny

## -- Demographic Profile --

women

26-45 years old

pregnant

with children/grandchildren  
up to 3 years old

Magazine that helps you to grow  
as a mother.

## -- Facts --

Frequency	monthly
Print run (average per issue)	6 500
Cover price	1.99 BGN
Facebook	8 000 fans