

Platform *Моето дете*

360° advertising communication

Magazine



over **52 000**
readers

Sampling kit



12 000
mothers

Online



over **1 000 000**
visitors

AUDIENCES

School for parents



over **4 000**
expectant parents

Source: Gemius Traffic, Jan-Oct'13
Market Test, TGI Jul'12 - Jun'13

НАЙ-ПОЛЕЗНОТО СПИСАНИЕ ЗА МАМА

Моето дете

magazine

Accurate information and practical advises about pregnancy and childbirth period, bringing up the baby and the toddler

Facts:

- Frequency: monthly
- Total readership: 52 300
(read/glanced at in past 12 months)
- Average issue readership: 8 800
- Average print run: 5 000
- Cover price: 1.99 BGN



Demographic profile of the readers:

- 75% – women
- 67% – are 25-39 y.o.
- 57% – with high social status (level 1 and level 2)
- 80% – married or living with a partner
- 76% – pregnant or have children
- 71% – working
- 20% – maternity leave

Price for publication:

1/1 inside page in 2nd half	1 600 BGN
1/2 page in 2nd half	950 BGN
1/4 page	500 BGN

For prices of other advertising formats - the official rate card.
VAT is not included.

Source: Market Test Bulgaria,
TGI Jul'12 - Jun'13

Moetodete.bg website

Internet portal where one can find everything about pregnancy and motherhood

Facts:

• Monthly real visitors:	101 450
• Monthly impressions:	531 270
• Blogs:	9 989
• Children diaries:	3 579
• Newsletter subscribers:	33 046



Demographic profile of the visitors:

- 69% – women
- 61% – are 20-39 y.o.
- 88% – have personal income
- 20% – maternity leave
- 90% – completed secondary or university education

CPM Price:

banner 300 x 250

all pages

9 BGN

homepage

14 BGN

For prices of other advertising formats - the official rate card.
VAT is not included.

School for parents

Courses given by leading experts for pregnant women
and young parents

Facts:

- Frequency – 6 time per month
- Reach – 4 cities in Bulgaria - Sofia (3 meetings per month), Varna (1 meeting per month), Plovdiv (1 meeting per month) and Burgas (1 meeting per month)
- Monthly audience - an average of 350 expectant parents



Price for a single participation:

Presentation of the company / brand by its own representative in 20 minutes and distribution of product samples and leaflets to all participants within 1 meeting of the school

350 BGN

For prices of other forms of participation - the official rate card.
VAT is not included.

Sampling kit for mothers

Distribution of sampling kits to strongly targeted consumer group – mothers;
Kits contain Moeto dete magazine and products or advertising materials of firms

Facts:

- Total number of recipients: at an average of 1 000 mothers per month.
- Distribution: 6 hospitals in Sofia – Maichin Dom, Tokuda, Vita, Lozenets, I AG Sv. Sofia and Sheinovo.



Suitable for distribution are:

- samples of products (both for baby and mother hygiene, skin care, nutrition, etc.)
- leaflets
- vouchers for products discounts

Price per month:

- | | |
|---|---------|
| • participation with leaflet + product sample | 130 BGN |
| • participation with catalog + product sample | 200 BGN |
| • leaflet / catalog + 3 samples of a product | 400 BGN |

For prices of other forms of participation - the official rate card.
VAT is not included.

Options for advertising presence

When you advertise in more than one channel with the brand “Moeto dete” you reach your potential customers at the best price!

Volume discount - according to the official rate of each channel.

Additional discount for a combination of:

- 2 channels – 10%
- 3 channels – 15%
- 4 channels – 25%

Note: Additional discount for combination of channels is valid for advertising communication within the same period.

Some options:

Participation with:	Option 1 month		Option 2 months		Option 3 months	
	No. of participations	Price (BGN)	No. of participations	Price (BGN)	No. of participations	Price (BGN)
	1	950	2	1 824	3	2 736
	100 000 impressions	882	150 000 impressions	1 296	200 000 impressions	1 692
	1	350	3	1 008	6	1 932
• ½ page in the magazine						
• banner 300x250 at the website						
• presentation at School for parents						
• insertion of product sample and catalog in the sampling kit	1	200	2	392	3	588
Regular price after volume discount	2 382		4 520		6 948	
Price after discount for combination of channels	1 787		3 390		5 211	

VAT is not included.