

Mobile advertisement

SBB MEDIA



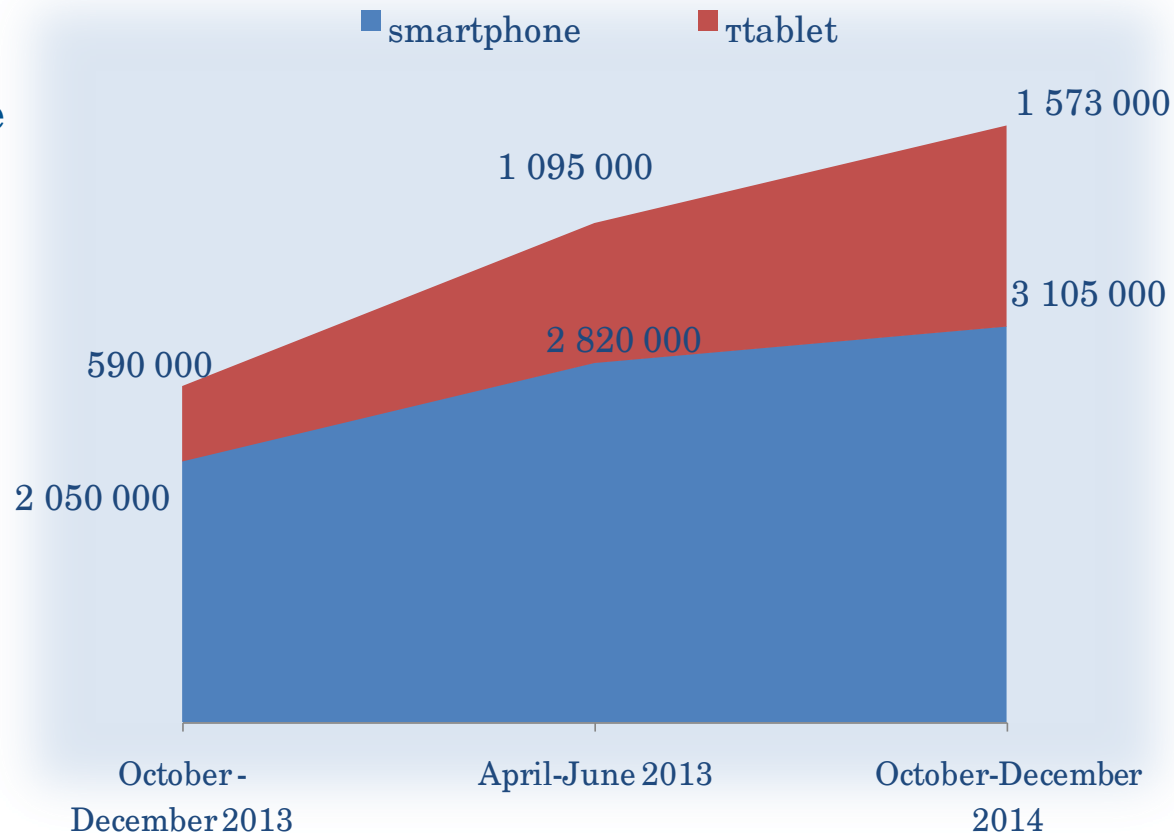
Mobile device users in Bulgaria

✓ More than 50% increase of the smartphones usage for the past year

✓ More than 3 times increase of the usage of tablets

✓ Over 3 100 000 smartphones in Bulgaria

✓ Over 1 500 000 tablets



Mobile traffic in Bulgaria



More than 2 200 000
internet users through
mobile devices

59% of all internet users in Bulgaria
are also using internet through mobile
devices

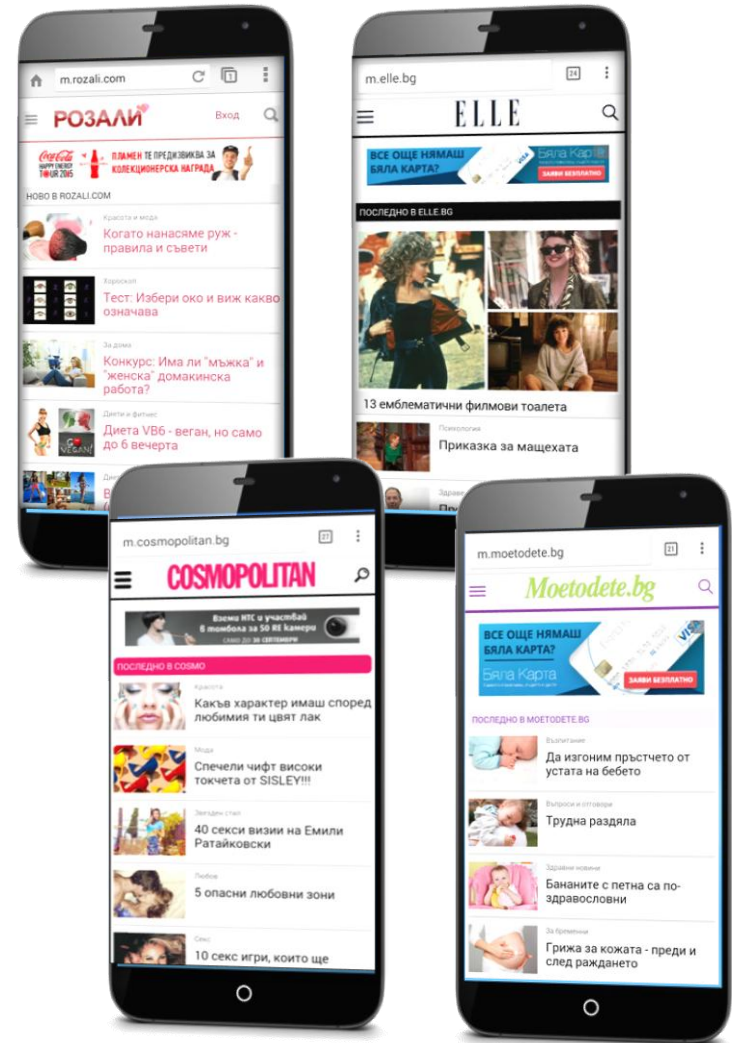
Around 1/5 of the page views are made
through the mobile devices



SBB Media and mobile traffic

SBB Media has:

- ✓ 7 websites
- ✓ 4 mobile versions
- ✓ It has more than 310 000 mobile visitors per month
- ✓ Over 2 600 000 mobile page views per month
- ✓ 43% of SBB Media's website visitors enter them via their mobile devices
- ✓ 28% of the visitors per month enter the websites only through mobile devices



ROZALI.COM

Mobile version



- ✓ Fully **original** materials
- ✓ **Fast, useful** and **specific** information
- ✓ **30%** of the people who are visiting rozali.com are also consumers of the mobile version

- ✓ 7 839 average daily unique visitors
- ✓ 144 358 monthly unique visitors
- ✓ 23 500 average daily page views
- ✓ 728 421 monthly page views

COSMOPOLITAN.BG

Mobile version



- ✓ The **favorite** website of **fun, fearless females**, who want to have it all
- ✓ **29%** of the people who are visiting cosmopolitan.bg are also consumers of the mobile version

- ✓ 35 571 monthly unique visitors
- ✓ 9 850 average daily page views
- ✓ 305 340 monthly page views

ELLE.BG

Mobile version



- ✓ fashion
- ✓ beauty
- ✓ lifestyle
- ✓ inspiration

Predicted data:

- ✓ 1 200 average daily unique visitors
- ✓ 16 500 monthly unique visitors
- ✓ 5 700 average daily page views
- ✓ 171 000 monthly page views

MOETODETE.BG

Mobile version



- ✓ everything about pregnancy and motherhood
- ✓ **Fast, useful and specific** information

Predicted data:

- ✓ 1 900 average daily unique visitors
- ✓ 34 000 monthly unique visitors
- ✓ 6 700 average daily page views
- ✓ 200 000 monthly page views

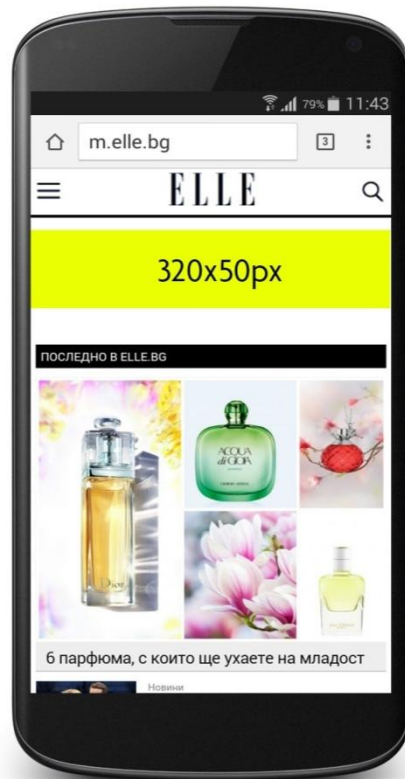


Mobile Web ad formats

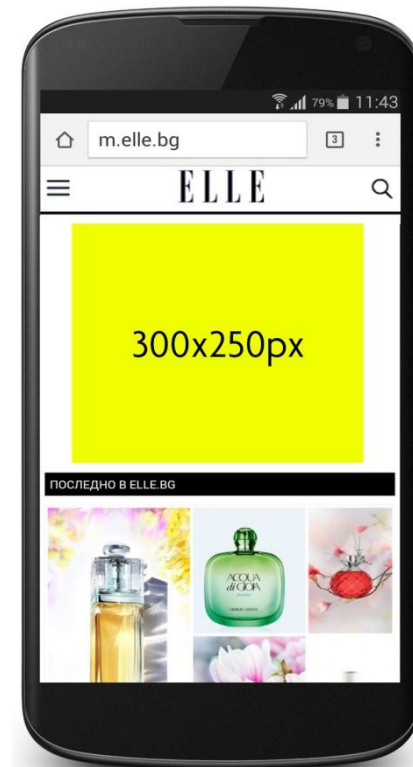
320x50 banner and 300x250 banner

Description:

Standard banner formats that can be animated or stay static.



CPM: 6 BGN

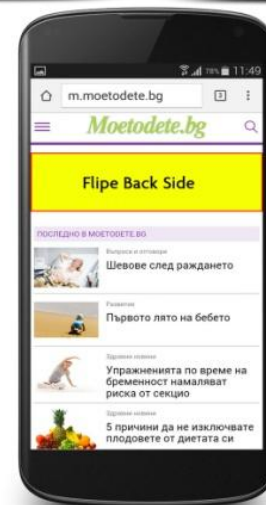
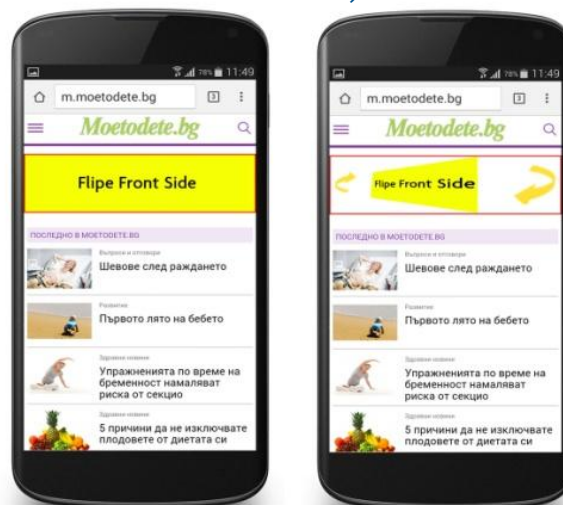


CPM: 10 BGN

Flip banner

Description:

Two sided banner, positioned at the upper part of the website, that rotates to show both sides of the banner



Supported browsers::

Само iOS – Safari

Creative rotation mode : No

Size: 320x50

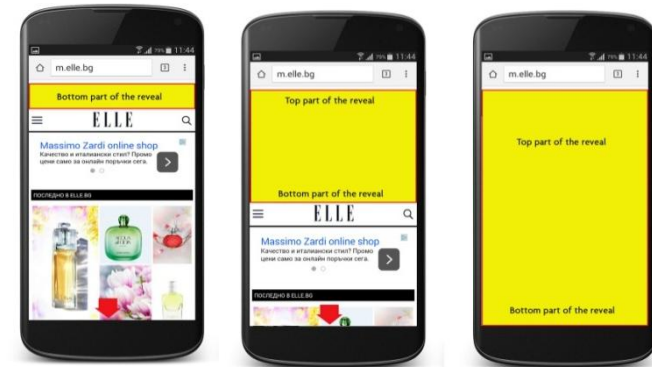
CPM: 10 BGN

Expand banner and Reveal banner

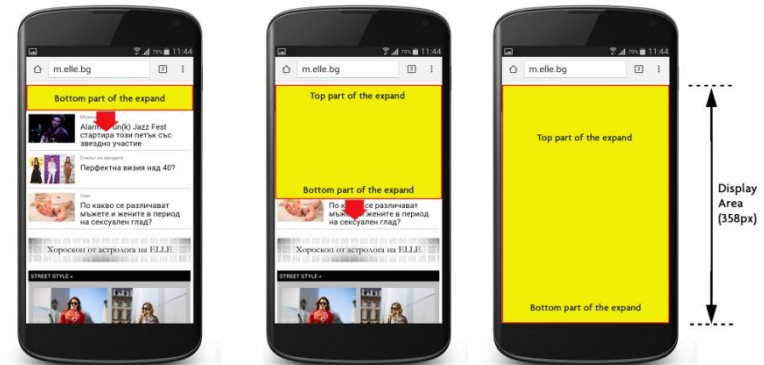
Description:

Expand Banner - the script displays an expand banner that covers the content when expanded.

Reveal banner - the script displays a banner that pushes the content down



Reveal banner



Expand banner

Supported browsers:

iOS - Safari

Android - Firefox, Chrome

Mango - Internet Explorer

Creative rotation mode: Yes

Size: from 320x50 to 320x480

CPM: 15 BGN

Adhesion banner

Description:

The banner is always positioned at the bottom of the screen and it moves along with the website when scrolling up and down. On tap, the initial area of the banner expands to the same size as screen resolution. It disappears when the user interacts with the screen or closes the banner.

Supported browsers::

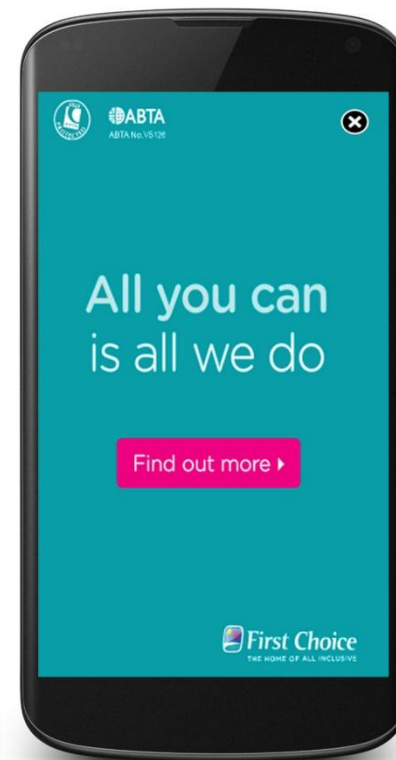
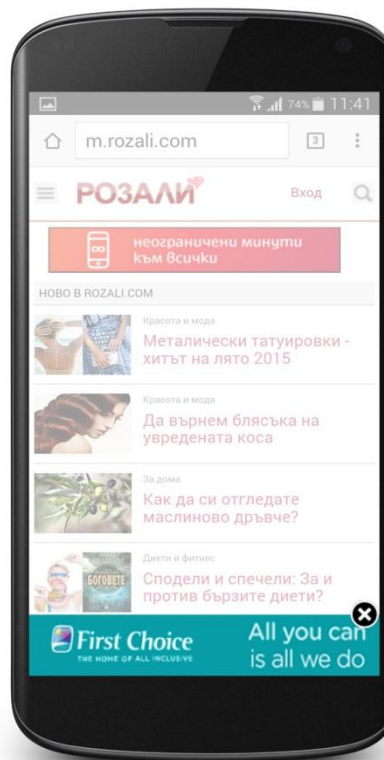
iOS – Safari

Android Browsers - Firefox, Chrome

Creative rotation mode: Yes

Size: from 320x50 to 320x480

CPM: 15 BGN



Slideshow banner

Description:

The format displays inline slideshow with the infinitive number of slides with images. Each user can control the slideshow using arrows or by swiping.

Supported browsers:

iOS - Safari

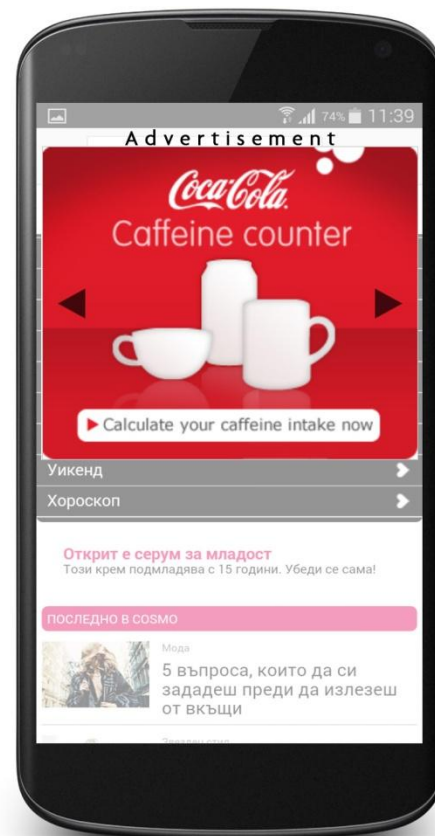
Android Browsers - Firefox, Chrome

Mango - Internet Explorer

Creative rotation mode: No

Size: 320x250

CPM: 15 BGN



Interstitial banner

Description:

The banner appears automatically and covers the content of the site. It automatically disappears after few second or when closing.

Supported browsers::

iOS - Safari

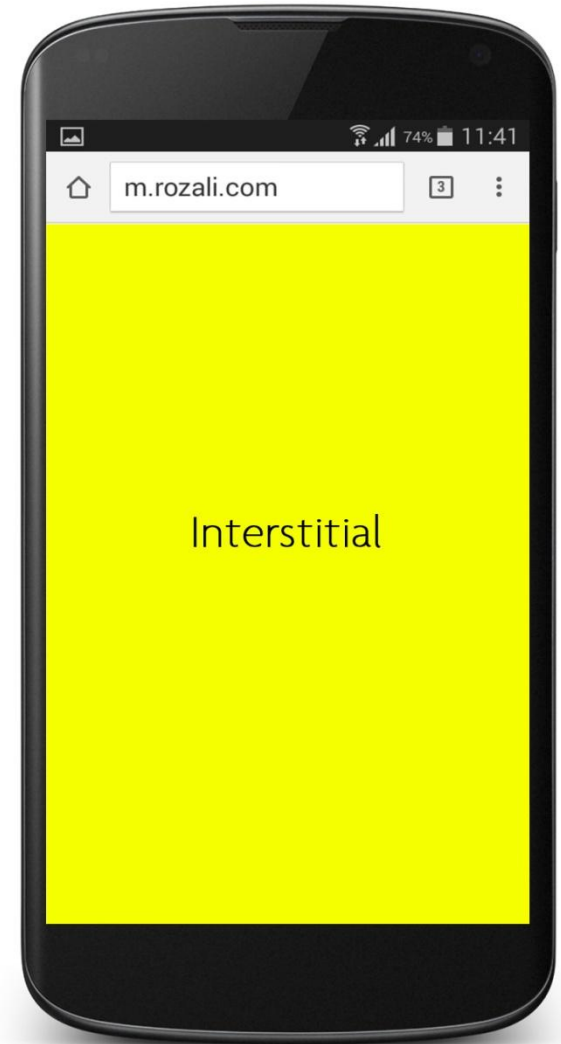
Android Browsers - Firefox, Chrome

Mango - Internet Explorer

Creative rotation mode: No

Size: 320x480

CPM: 20 BGN



Spin cube banner

Description:

Interactive format, positioned at the upper part of the site. The banner represents a rotating 3D cube and implies dynamic content from 2 to 6 images

Supported browsers::

iOS – Safari

Android Browsers - Firefox, Chrome

Creative rotation mode: Yes

Size: 300x300

CPM: 20 BGN

