



- Favorite website of almost half a million women in Bulgaria
- **Over 11 years** on the Bulgarian online space
- **Dynamic, entertaining, provocative,** and embraces 360 degrees view of the life of new generation self confident and ambitious women
- **For women with high expectations,** who ask questions and want to find the answers
- **With fully original materials,** unique and of great value - with more than **65.2 thousand** articles and news
- **Useful and specific** information for every woman who needs it

Facts:

- Monthly unique visitors: 500 thousand
- Average daily unique visitors: 35.9 thousand
- Monthly page views: 6 million
- Registered visitors: 83.6 thousand
- Newsletter subscribers: 55.6 thousand
- Facebook fans: 59.6 thousand
- 92% completed secondary or university education
- 60% live in Sofia and the big cities (over 100 thousand residents)
- 83% shop online