

Package offers

SBB Media

**Shopping
lady**

**Fashion
lady**

**New
clients**

Manager

Men's world

**Life and
health**

**Culinary
temptation**

**Caring
parent**

Package 10

Shopping lady

Target group: brand buyers (women who buy well known brands as symbol of quality and prestige)

Advertising campaign 4-8 weeks



1 page



1 page



1 page



1 page

4 x 1/1 pages

~~14 800 BGN gross price magazines~~

8 880 BGN package price magazines

120 000 brand buyers

142 000 readers total audience

Magazines readers:

- **72%** enjoy owning really good things
- **68%** are ready to pay more for quality goods
- for **63%** once they find a brand they like they tend to stick to it
- for **55%** the brand they choose when buying toiletries is very important to them
- for **54%** well-known brands are better
- for **54%** designer label improves their personal image
- **53%** really enjoy any kind of shopping
- **39%** (**1,3 times more** than the average urban Bulgarian) spend a lot on cosmetics/clothes
- **36%** (**2,2 times more** than the average urban Bulgarian) use selective perfumes
- **17%** (**2,5 times more** than the average urban Bulgarian) have a Smartphone

The package price substitutes all other discounts except the one for advertising agency.
The package price is valid only for advertising during one campaign of one product.
All prices exclude VAT.


Package offer

Shopping lady

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks



1/2 page + 1/2 page + 1/2 page + 1/2 page


4 x 1/2 pages

~~9 750 BGN gross price magazines~~

6 825 BGN package price magazines

1/3 advertising page

Advertising campaign 4-8 weeks



1/3 page + 1/3 page + 1/3 page + 1/3 page

4 x 1/3 pages

~~7 800 BGN gross price magazines~~

6 240 BGN package price magazines

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Package offer

Fashion lady

Advertisements in Harper's BAZAAR and ELLE magazines



3-months package

BAZAAR

3 pages



ELLE

1 page

~~15 400 BNG~~ gross price
magazines

6 160 BNG package price
magazines

6-months package

BAZAAR

5 pages



ELLE

2 pages

~~27 300 BNG~~ gross price
magazines

10 920 BNG package price
magazines

Annual package

BAZAAR

8 pages



ELLE

4 pages

~~47 600 BNG~~ gross price
magazines

19 040 BNG package price
magazines

Contacts reached with every package:

3-months package **77 263**

6-months package **141 296**

annual package **256 133**

- average **97%** of readers are women
- average **84%** of readers are 26 – 45 years old
- average **96%** of readers has secondary or higher education

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Package offer

Fashion lady

Formats smaller than 1/1 advertising page



3-months package

BAZAAR ^{Harper's} **ELLE**
3x 1/2 pages + 1/2 page

~~10 800 BNG~~ gross price
magazines

5 400 BNG package price
magazines

3-months package

BAZAAR ^{Harper's} **ELLE**
3x 1/3 pages + 1/3 page

~~8 700 BNG~~ gross price
magazines

4 785 BNG package price
magazines

6-months package

BAZAAR ^{Harper's} **ELLE**
5x 1/2 pages + 2x 1/2 pages

~~19 100 BNG~~ gross price
magazines

9 550 BNG package price
magazines

6-months package

BAZAAR ^{Harper's} **ELLE**
5x 1/3 pages + 2x 1/3 pages

~~15 400 BNG~~ gross price
magazines

8 470 BNG package price
magazines

Annual package

BAZAAR ^{Harper's} **ELLE**
8x 1/2 pages + 4x 1/2 pages

~~33 200 BNG~~ gross price
magazines

16 600 BNG package price
magazines

Annual package

BAZAAR ^{Harper's} **ELLE**
8x 1/3 pages + 4x 1/3 pages

~~26 800 BNG~~ gross price
magazines

14 740 BNG package price
magazines

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Package offer

New clients

Target group: new buyers (the first people who try new products and brands)

Advertising campaign 4-8 weeks



1 page + 1 page + 2 pages

4 x 1/1 pages

~~10 200 BGN gross price magazines~~

6 120 BGN package price magazines

265 000 new buyers

306 000 readers total audience

Magazines readers:

- **75%** are with average and above social status
- **70%** are opinion leaders about food
- **66%** are face and body cosmetics heavy users
- **58%** are prepared to pay more for foods that don't contain artificial additives
- **56%** are prepared to pay more for products that make life easier
- **55%** are 18-39 years old
- **2 times more** than the average urban Bulgarian - take vitamins and food supplements
- **1,6 times more** than the average urban Bulgarian - like to try new household products
- **1,5 times more** than the average urban Bulgarian, opinion leaders about:
 - » cosmetics
 - » clothes

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Package offer

New clients

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks



1/2 page

+



1/2 page

+



2x 1/2 pages

4 x 1/2 pages

~~6 350 BGN~~ gross price magazines

4 445 BGN package price magazines

1/3 advertising page

Advertising campaign 4-8 weeks



1/3 page

+



1/3 page

+



2x 1/3 pages

4 x 1/3 pages

~~4 700 BGN~~ gross price magazines

3 760 BGN package price magazines

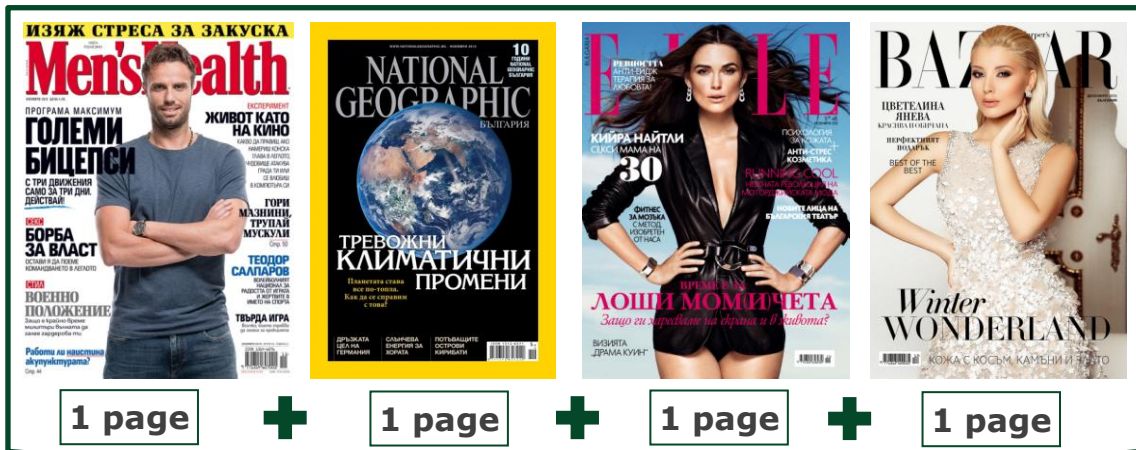
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Package offer

Manager

Target group: people with high professional status (qualified professional, general and middle management)

Advertising campaign 4-8 weeks



4 x 1/1 pages

~~17 900 BGN gross price magazines~~

10 740 BGN package price magazines

32 000 people with high professional status 75 000 readers total audience

Magazines readers:

- **3,6 times more** than the average urban Bulgarian – people who have been on holiday in the last 12 months
- **3 times more** than the average urban Bulgarian - people who use online banking services
- **2,6 times more** than the average urban Bulgarian - people who intend to buy a new car in the next 12 months
- **2,5 times more** than the average urban Bulgarian - people who:
 - » have a savings account
 - » spend more than the average on clothes
- **2 times more** than the average urban Bulgarian people who:
 - » are prepared to pay more for good quality wine
 - » spend more than the average on face/body cosmetics
- **83%** enjoy owning really good things
- **81%** are ready to pay extra for quality goods
- for **74%** it is important to look well dressed

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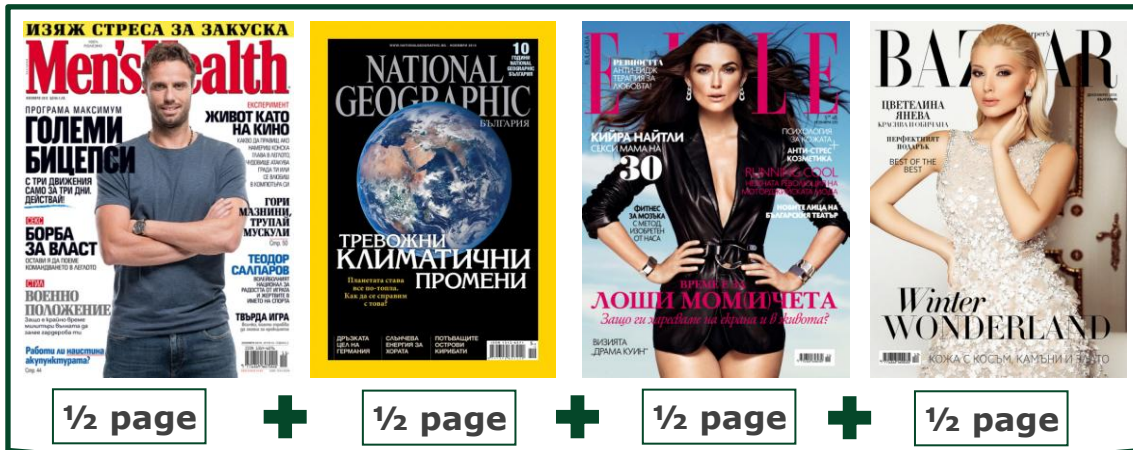
Package offer

Manager

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks



1/2 page + 1/2 page + 1/2 page + 1/2 page

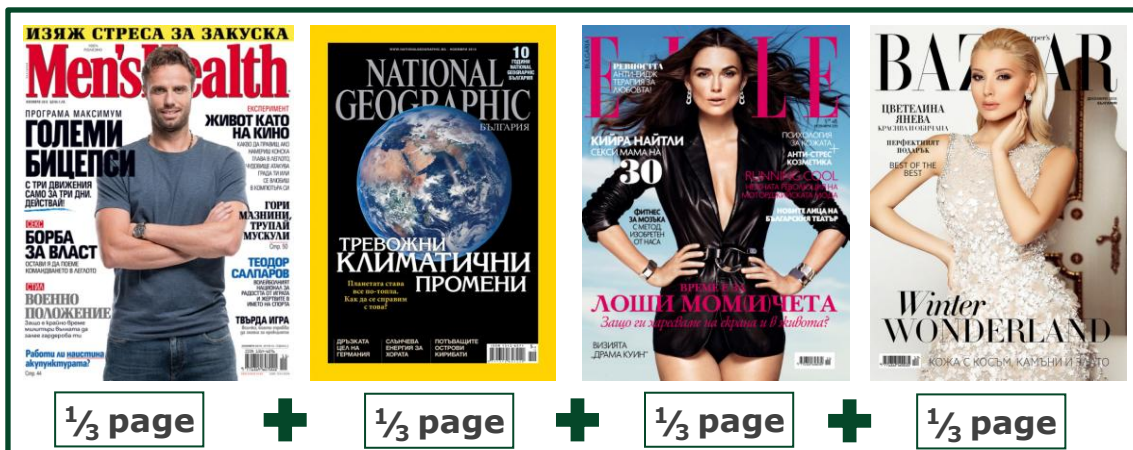
4 x 1/2 pages

~~11 400 BGN gross price magazines~~

7 980 BGN package price magazines

1/3 advertising page

Advertising campaign 4-8 weeks



1/3 page + 1/3 page + 1/3 page + 1/3 page

4 x 1/3 pages

~~9 600 BGN gross price magazines~~

7 680 BGN package price magazines


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Package offer

Men's world


Target group: men with high social status (level 1 and level 2)

Advertising campaign 4-8 weeks



2 pages

+



1 page

3 x 1/1 pages

~~14 100 BGN gross price magazines~~

5 640 BGN package price magazines

53 000 men with high social status

110 000 readers total audience

Magazines readers:

- **2 times more** than the average men:
 - have an intention to buy a new car in the last 12 months
 - opinion leaders about:
 - computers and computers software
 - cars
 - financial services
 - mobile phones
 - have selective brand watch
 - have more than 2 credit cards
- **70%** are ready to pay extra for quality goods
- **64%** are ready to pay more for organic food
- **64%** bought sports equipment in the last 12 months
- for **50%** designer label improves their personal image

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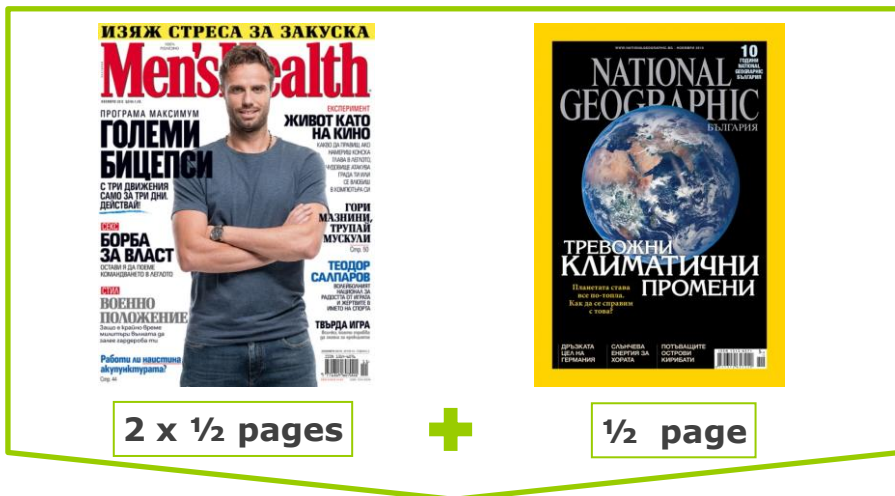
Package offer

Men's world

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks



3 x 1/2 pages

~~8 300 BGN~~ gross price magazines

4 150 BGN package price magazines

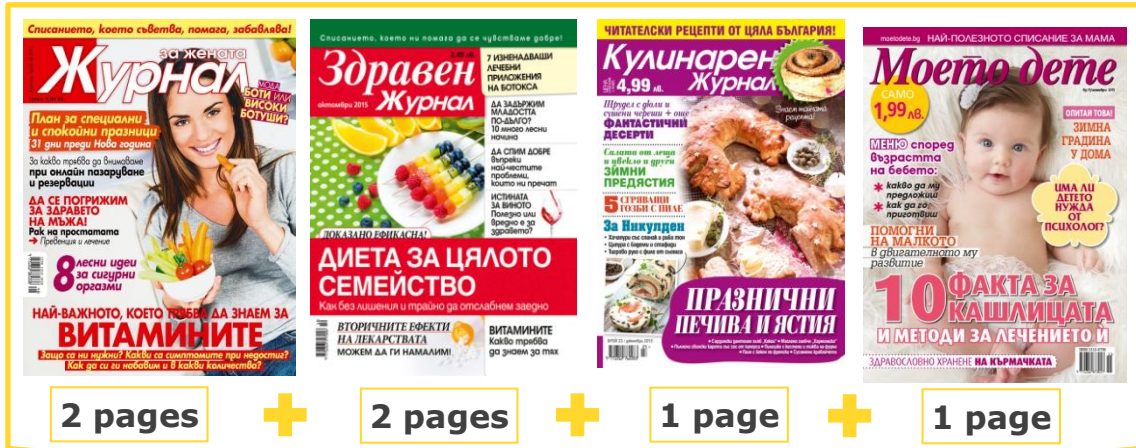
Package offer

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Life and health

Target group: people who are interested in topics about health, sport and good shape

Advertising campaign 4-8 weeks



6 x 1/1 pages
~~10 500 BGN gross price magazines~~
6 300 BGN package price magazines

170 000 people of the target group

238 000 readers total audience

Magazines readers:

- **2 times more** than the average urban Bulgarian:
 - » vitamins and food supplements heavy users
 - » readers who have bought big home appliances in the last 12 months
 - » opinion leaders about cosmetics (shampoos, deodorants and others)
 - » opinion leaders about household products (e.g. detergents, cleaners)
- **1,5 times more** than the average urban Bulgarian:
 - » trust homeopathic medicine
 - » opinion leaders about children's goods
- **75%** are opinion leaders about food
- **65%** should do a lot more about their health
- **59%** are prepared to pay more for foods that don't contain artificial additives
- **50%** are eating more healthy food than they have in the past

The package price substitutes all other discounts except the one for advertising agency.
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Package offer

Life and health

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks

 <p>Списание, което съветва, помага, забавлява!</p> <p>Журнал за жената</p> <p>План за специални и спокойни празници 31 дни преди Нова година</p> <p>ДА СЕ ПОГРИЖИМ ЗА ЗАРАВЕТО НА МЪЖА! Рок на простотата</p> <p>8 лесни идеи за сигурни оргазми</p> <p>НАЙ-ВАЖНОТО, КОЕТО ТРЕБВА ДА ЗНАЕМ ЗА ВИТАМИНИТЕ</p> <p>Защо са ни нужни? Какви са симптомите при недостиг? Как да си ги набавим и в колко количества?</p>	 <p>Списание, което ни помага да се чувстваме добре!</p> <p>Здравен Журнал</p> <p>7 ИЗМЕНАВАЩИ ЛЕЧЕБНИ ПРИСЪВЕЖЕНИЯ НА КОТОКСА</p> <p>ДА ЗАДЪРЖИМ МАЛОСТА ПО-ДЪЛУГО? 10 лесни лесни начина</p> <p>ДА СПИМ ДОБРЕ Вечерни нощните проблеми, които ни пречат</p> <p>ИСТИНАТА ЗА ВИНОТО Померено или вредно е за здравето?</p> <p>ЛОКАЛНО ЕРИКАСИ!</p> <p>ДИЕТА ЗА ЦЯЛОТО СЕМЕЙСТВО</p> <p>Как без лишения и трайно да отслабнем заедно</p> <p>ВТОРИЧНИТЕ ЕФЕКТИ НА ЛЕКАРСТВАТА МОЖЕМ ДА ГИ НАМАЛИМ!</p> <p>ВИТАМИНИТЕ Какво трябва да знаем за тях</p>	 <p>ЧИТАТЕЛСКИ РЕЦЕПТИ ОТ ЦЯЛА БЪЛГАРИЯ!</p> <p>Кулинарен Журнал</p> <p>4,99 лв.</p> <p>Широк е диапазонът от рецепти в наши ФАНТАСТИЧНИ ДЕСЕРТИ</p> <p>Сладкиши от север и юг, вълкани и други ЗИМНИ ПРЕДЯСТЯ</p> <p>За Випулден</p> <p>СЪРВАННИ ГОЛЪБИ С ПИНА</p> <p>ПРАЗНИЧНИ ПЕЧИВА И ЯСТΙΑ</p>	 <p>НАЙ-ПОЛЕЗНОТО СПИСАНИЕ ЗА МАМА</p> <p>Моето дете</p> <p>1,99 лв.</p> <p>МЕНЮ според възрастта на бебето:</p> <p>каква да му предлагаш как да разпознаваш</p> <p>ПОМОГНИ НА МАЛКОТО в развитието му развитие</p> <p>10 ФАКТА ЗА КАШЛИЦАТА И МЕТОДИ ЗА ЛЕЧЕНИЕТО И</p> <p>ЗДРАВООСЛОВНО ХРАНЕНО НА КЪРМАЧКАТА</p>			
2x 1/2 pages	+	2x 1/2 pages	+	1/2 page	+	1/2 page





6 x 1/2 pages

~~6 450 BGN gross price magazines~~

4 515 BGN package price magazines

1/3 advertising page

Advertising campaign 4-8 weeks

 <p>Списание, което съветва, помага, забавлява!</p> <p>Журнал за жената</p> <p>План за специални и спокойни празници 31 дни преди Нова година</p> <p>ДА СЕ ПОГРИЖИМ ЗА ЗАРАВЕТО НА МЪЖА! Рок на простотата</p> <p>8 лесни идеи за сигурни оргазми</p> <p>НАЙ-ВАЖНОТО, КОЕТО ТРЕБВА ДА ЗНАЕМ ЗА ВИТАМИНИТЕ</p> <p>Защо са ни нужни? Какви са симптомите при недостиг? Как да си ги набавим и в колко количества?</p>	 <p>Списание, което ни помага да се чувстваме добре!</p> <p>Здравен Журнал</p> <p>7 ИЗМЕНАВАЩИ ЛЕЧЕБНИ ПРИСЪВЕЖЕНИЯ НА КОТОКСА</p> <p>ДА ЗАДЪРЖИМ МАЛОСТА ПО-ДЪЛУГО? 10 лесни лесни начина</p> <p>ДА СПИМ ДОБРЕ Вечерни нощните проблеми, които ни пречат</p> <p>ИСТИНАТА ЗА ВИНОТО Померено или вредно е за здравето?</p> <p>ЛОКАЛНО ЕРИКАСИ!</p> <p>ДИЕТА ЗА ЦЯЛОТО СЕМЕЙСТВО</p> <p>Как без лишения и трайно да отслабнем заедно</p> <p>ВТОРИЧНИТЕ ЕФЕКТИ НА ЛЕКАРСТВАТА МОЖЕМ ДА ГИ НАМАЛИМ!</p> <p>ВИТАМИНИТЕ Какво трябва да знаем за тях</p>	 <p>ЧИТАТЕЛСКИ РЕЦЕПТИ ОТ ЦЯЛА БЪЛГАРИЯ!</p> <p>Кулинарен Журнал</p> <p>4,99 лв.</p> <p>Широк е диапазонът от рецепти в наши ФАНТАСТИЧНИ ДЕСЕРТИ</p> <p>Сладкиши от север и юг, вълкани и други ЗИМНИ ПРЕДЯСТЯ</p> <p>За Випулден</p> <p>СЪРВАННИ ГОЛЪБИ С ПИНА</p> <p>ПРАЗНИЧНИ ПЕЧИВА И ЯСТΙΑ</p>	 <p>НАЙ-ПОЛЕЗНОТО СПИСАНИЕ ЗА МАМА</p> <p>Моето дете</p> <p>1,99 лв.</p> <p>МЕНЮ според възрастта на бебето:</p> <p>каква да му предлагаш как да разпознаваш</p> <p>ПОМОГНИ НА МАЛКОТО в развитието му развитие</p> <p>10 ФАКТА ЗА КАШЛИЦАТА И МЕТОДИ ЗА ЛЕЧЕНИЕТО И</p> <p>ЗДРАВООСЛОВНО ХРАНЕНО НА КЪРМАЧКАТА</p>			
2x 1/3 pages	+	2x 1/3 pages	+	1/3 page	+	1/3 page

6 x 1/3 pages

~~4 350 BGN gross price magazines~~

3 480 BGN package price magazines

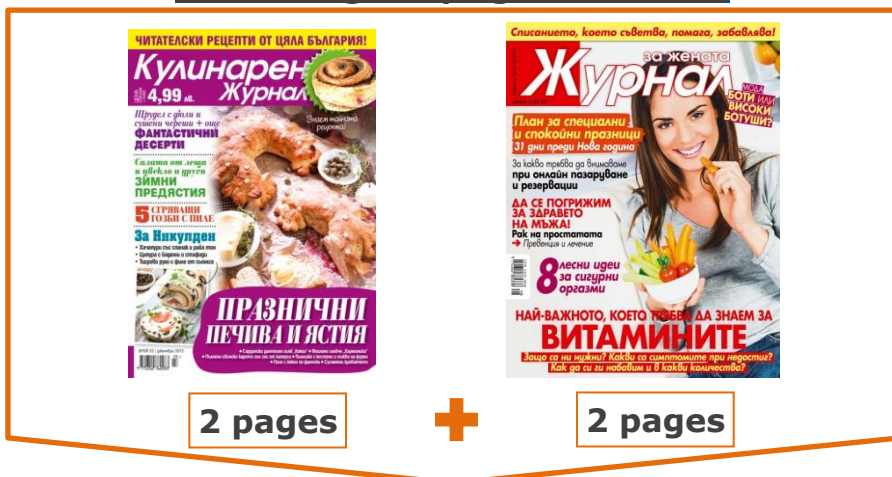
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Package offer

Culinary temptation

Target group: mainshoppers (people who make the main part of household purchases)

Advertising campaign 4-8 weeks



4 x 1/1 pages

~~7 600 BGN gross price magazines~~

4 560 BGN package price magazines

169 000 mainshoppers

203 000 readers total audience

Magazines readers:

- **68%** only shop at supermarkets that sell good quality fresh food
- for **68%** it's worth paying extra for quality goods
- **65%** usually have family meals at the weekend
- **63%** appreciate good food
- **59%** are ready to pay more for organic food
- **58%** really enjoy shopping
- **58%** are prepared to pay more for products that make life easier
- **56%** like to try new food products
- **51%** tend to buy well-known brands of household cleaning products
- **50%** are eating more healthy food than they have in the past (1,4 times more than the average urban Bulgarian)

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Package offer

Culinary temptation

Formats smaller than 1/1 advertising page

1/2 advertising page

Advertising campaign 4-8 weeks



2x 1/2 pages



2x 1/2 pages

4 x 1/2 pages

~~4 800 BGN gross price magazines~~

3 360 BGN package price magazines

1/3 advertising page

Advertising campaign 4-8 weeks



2x 1/3 pages



2x 1/3 pages

4 x 1/3 pages

~~3 200 BGN gross price magazines~~

2 560 BGN package price magazines

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All prices exclude VAT.

Package offer

Caring parent

Parents who wish to secure the best future for their children

Advertising campaign 4-8 weeks

448 233 contacts for the entire campaign



1 page



1 page



2 pages

4 x 1/1 pages

~~8 300 BGN gross price magazines~~

4 980 BGN package price magazines

1/2 advertising page



1/2 page



1/2 page



2x 1/2 pages

4 x 1/2 pages

~~5 150 BGN gross price magazines~~

3 605 BGN package price magazines

1/3 advertising page



1/3 page



1/3 page



2x 1/3 pages

4 x 1/3 pages

~~4 350 BGN gross price magazines~~

3 480 BGN package price magazines

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All prices exclude VAT.


Package offer

Package 1

Minimum **10 publications** in SBB Media magazines



Package offer

-  **1/1** pages – **40%** discount
-  **1/2** pages – **30%** discount
-  **1/3** pages – **20%** discount

The package price substitutes all other discounts except the one for advertising agency.
It is valid for one customer, when advertising campaigns are simultaneous within **3 months** in all **SBB Media** magazines.