

INVESTOR MEDIA GROUP

The most diverse portfolio on the Bulgarian market

Investor Media Group is one of the leading media companies in Bulgaria, which offers a broad portfolio of communication channels and additional services:



2 TV channels

- Bulgaria ON AIR TV
- Bloomberg TV Bulgaria



Investor web

- 19 websites



Radio and podcasts

- Bulgaria ON AIR radio
- Huge variety of podcasts



Printed magazines

- NEW! Bloomberg Businessweek Bulgaria
- Bulgaria ON AIR The Inflight Magazine
- Investor Digest
- DUTY FREE CATALOGUE



Event management



VUZF



SENSHI



TV channels

A wide-angle shot of a modern television studio. In the center is a large, circular, light-colored desk with a blue LED light strip along its edge. Behind the desk are two large, white, rectangular video walls displaying a blue and white abstract graphic. To the left and right of the desk are two professional video cameras on tripods, angled towards the center. The ceiling is dark with numerous studio lights and rigging. The floor is a light-colored, polished surface. The overall lighting is a mix of cool blues and warm whites.

**ON
AIR** BULGARIA

Bulgaria ON AIR is one of the 4 licensed national televisions with full terrestrial digital coverage. This polythematic channel has also coverage online at www.bgonair.bg. Top priority for the program are the trending topics defining the interests of the modern citizen.

In 2021, a new project will be included in the scheduling – the “Future” show, consisting of 4 editions through the year. The audience will also enjoy a new edition of the established international conference “Education and Business”.

34% more viewers from Sofia and big cities

24% more viewers with higher education

20% more viewers define themselves as head of family

5.61% of the audience owns a business or is shareholder in a company, which is 2,5 times higher than the national average



International Conference “Education and Business”

„Education and Business” creates inspirational examples for the audience and gives the opportunity for sharing of valuable experience from acknowledged experts in the field of science, technology, culture arts and digitalization. This project is strongly influenced by the Investor Media Group strategy for development of educational projects.

„The Future”

In 2021 Bulgaria On Air TV has launched a new project – “The Future”.

2020 has marked the beginning of a new reality, provoking global questions. What is coming next? Where is the world going? What is THE FUTURE? With this new project, the media team is trying to find answers to questions from the most important areas of human activity, both globally and locally. The team also gathers influential people and experts from top companies to present the FUTURE in an innovative format.



Bloomberg TV Bulgaria



Bloomberg TV Bulgaria is the only specialized economic TV channel in Bulgaria covering news 24/7 in HD quality. The Bulgarian operation is part of the global leader in providing business and financial information - Bloomberg L.P. Bloomberg TV Bulgaria is targeting both the high level professionals and the broader audience with different interests in the field of finance, innovation, entrepreneurship.

Thanks to its broad appeal and contact to local and international management and experts, the channel provides up-to-date real-time information on a daily basis. The program also includes business documentaries and other featured content from the international Bloomberg network.

In 2021, the company extends its portfolio with the new project "Tech-21" (to be aired in 4 editions within the year.)

The media continues to host the Annual Bloomberg Conference: The Next Big Thing.

In 2021 BLOOMBERG TV BULGARIA has launched a new special project - Tech21.

Artificial intelligence, algorithms, new employment models and services of the future... Robots are here and they are changing the world digitally, irretrievably and faster than we expected. The user interface of the services gets more and more convenient.

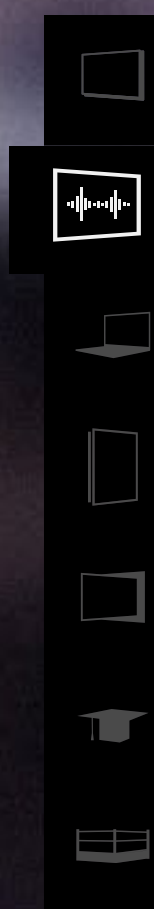
In this new hybrid project, the Bloomberg TV Bulgaria team presents 4 fascinating discussions on key topics - healthcare and pharmacy, construction, cars and insurance. The focus is on innovation and development of these industries in the next 10 years.



**Radio and
Podcasts**



Radio Bulgaria ON AIR has national coverage, and its program is broadcasted in 34 cities. It targets a broad audience and the active citizen. The radio broadcasts live part of the program of Bulgaria ON AIR TV - the morning show "Bulgaria in the Morning" from 07:00 AM to 09:00 AM, the news broadcasts at 01:30 PM, 03:30 PM and 06:30 PM and the evening commentary studio "The Day ON AIR" from 07:30 PM. The playlist combines current global hits with pop and rock classics; every hour starts with a Bulgarian hit.



PODCASTS

A podcast is the modern way to present content, which is easy to consume and understand in our dynamic daily routine. Each episode of a podcast is available as a streaming file, accessible at any time or any device. You can enjoy it via a computer, smartphone, or via a Bluetooth connection to the audio system in the car or at home. Most podcasts are created in the form of series with individual episodes. The duration of the podcasts can vary from 5 minutes to 1.30 hours, and the length of the episodes depends on the participants in it and the topic.

Types of podcasts, offered by Investor Media Group:

Custom made – created for the needs and purposes of the client, thematic podcast series lasting between 4 and 12 episodes per season. The content, guests and distribution channels of this type of podcasts are tailored to the target audience and the marketing message.

Media podcasts - created by leading journalists from the media. Here the topics and the guests of the individual episodes are determined by the editorial policy of the media. Potential partners acknowledge and approve the qualitative journalism and the content and choose advertising positioning through advertising formats.



Podcasts are distributed not only in selected sites of the media group but also in the global platforms for audio content: Spotify, Apple Podcasts and Google Podcasts. Within the media group, thematic podcasts can be built on the following sites, based on selected:

**Business, Economics, Technology, Education,
Property Market, Investments and Finance**

bloombergtv.bg

Healthy Lifestyle

puls.bg

Lifestyle, Family, Beauty, Fitness

az-jenata.bg u tialoto.bg

Professional Sports

gol.bg, boec.bg



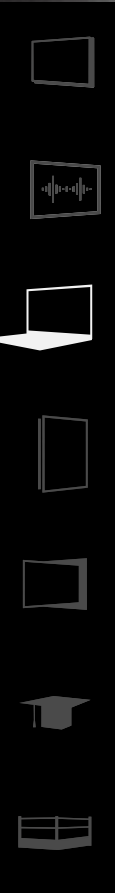
A photograph of a business meeting around a wooden table. Two people are visible, wearing light-colored shirts. They are using laptops and writing on notebooks. A white callout box points to a red pen held by one of the participants.

Investor Web

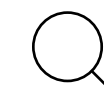
Investor Media Group is the second largest digital group in Bulgaria. In 2020 it managed to grow dramatically thanks to the trust of the Bulgarian online audience.

In 2021, the sites continue to maintain high results and remarkable traffic, which is the reason for Investor Media Group to continue occupying a top position in the ranking of the leading digital media in the country. The data shows that the market share (reach) of Investor Media Group reaches 61% of the total digital audience. Gemius data also shows a steady trend of increasing market share and increasing traffic to the media group's websites as a whole.

All Investor Media Group websites offer programmatic advertising. Advertisers can take advantage of advertising opportunities such as Audience Segments, Remarketing and Preferred Deals. Since the beginning of 2020, Investor Media Group has positioned itself as the third digital media group offering its own video content, reaching over 1 million video views per month. All known video ad formats are supported, with opportunities for segmented audience groups in a video environment.



investor.bg



Investor.bg is the largest and most influential project of Investor Media Group, which in 2021 celebrates its 20th anniversary. The site manages to establish itself as a reliable source of business and financial information with a steadily increasing number of loyal readers. Investor.bg is the preferred media for news, analysis, reports, real-time indices, quotes, futures, etc. The site also hosts the most visited financial forum on the Bulgarian market.

INVENTORY

Impressions (monthly):
7 831 301

Unique Users (monthly)
891 918

Share of the general digital audience in Bulgaria:
19%

Market Share Business (impressions):
34%

AUDIENCE

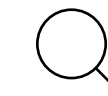
Age:
15 - 24: 18 %
25 - 50: 51 %
50 +: 31 %

Education:
University/College: 30 %
Highschool: 63 %

Sex:
Men: 65 %
Women: 35 %



dnes.bg



Dnes.bg is one of the first entirely online Bulgarian polythematic sites. With its professional team, the website covers in real time the most important news and events, guided by the principles of professional journalism - accurate, verified, quality information. Dnes.bg also has a huge online community of commentators, supported by a professional team of moderators.

INVENTORY

Impressions (monthly):
17 747 589

Unique Users (monthly)
1 175 14

Share of the general digital audience in Bulgaria:
25%

Market Share Business (impressions):
7%

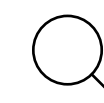
AUDIENCE

Age:
15 - 24: 13 %
25 - 50: 51 %
50 +: 36 %

Education:
University/College: 30 %
Highschool: 63 %

Sex:
Men: 48 %
Women: 52 %

bloombergtv.bg



Bloombergtv.bg is the official site of Bloomberg TV Bulgaria. The media reaches its audience with one of the fastest growing websites in Bulgaria with a main focus on video content. Bloomberg TV Bulgaria is the media of the active citizen with high income and education. In 2020, the site underwent a redesign that made it even more accessible to users and added an entirely new audio library with themed podcast series. From the beginning of 2021, the site added to its content a completely new category related to the business publication Bloomberg Businessweek Bulgaria.

INVENTORY

Impressions (monthly):
366 859

Unique Users (monthly)
155 521

Share of the general digital audience in Bulgaria:
3%

Market Share Business (impressions):
2%

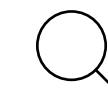
AUDIENCE

Age:
15 - 24: 15 %
25 - 50: 49 %
50 +: 36 %

Education:
University/College: 39 %
Highschool: 54 %

Sex:
Men: 60 %
Women: 40 %

bgonair.bg



Bgonair.bg is the website of the polythematic national TV channel Bulgaria On Air. Bgonair.bg is a leading video internet portal with an ever-increasing library of shows and entertainment content. In 2020, the site added an entirely new video library with series and shows.

INVENTORY

Impressions (monthly):
4 760 769

Unique Users (monthly)
958 49

Share of the general digital audience in Bulgaria:
21%

Market Share Business (impressions):
2%

AUDIENCE

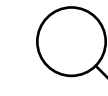
Age:
15 - 24: 10 %
25 - 50: 49 %
50 +: 41 %

Education:
University/College: 31 %
Highschool: 63 %

Sex:
Men: 46 %
Women: 54 %



gol.bg



Gol.bg is one of the best and established sports portals in Bulgaria. With its loyal audience and unbiased coverage of sports, it is a reliable source of information about the latest and most exciting news from the world of football, basketball, tennis and other sports. Since 2020, the website has a new, responsive and modern design, and in 2021 has prepared surprises for fans of Euro 2020 and Tokyo 2020.

INVENTORY

Impressions (monthly):
6 816 348

Unique Users (monthly)
413 657

Share of the general digital audience in Bulgaria:
9%

Market Share Business (impressions):
7%

AUDIENCE

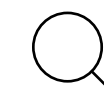
Age:
15 - 24: 16 %
25 - 50: 52 %
50 +: 32 %

Education:
University/College: 24 %
Highschool: 69 %

Sex:
Men: 88 %
Women: 12 %



automedia.bg



Automedia.bg is the largest Bulgarian online media specializing in automotive. Presenting daily news, test-drives of the latest models and useful tips for car maintenance and pleasant driving, Automedia.bg is a reliable source of entertainment and useful information.

INVENTORY

Impressions (monthly):
4 283 127

Unique Users (monthly)
516 542

Share of the general digital audience in Bulgaria:
11%

Market Share Business (impressions):
2%

AUDIENCE

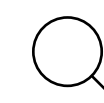
Age:
15 - 24: 17 %
25 - 50: 53 %
50 +: 30 %

Education:
University/College: 25 %
Highschool: 68 %

Sex:
Men: 80 %
Women: 20 %



tialoto.bg



Tialoto.bg is a unique Bulgarian lifestyle project. Its purpose, in addition to entertainment, is to provide information and content concerning not only the "body", but also other searches of modern humans.

INVENTORY

Impressions (monthly):
1 309 084

Unique Users (monthly)
355 521

Share of the general digital audience in Bulgaria:
8%

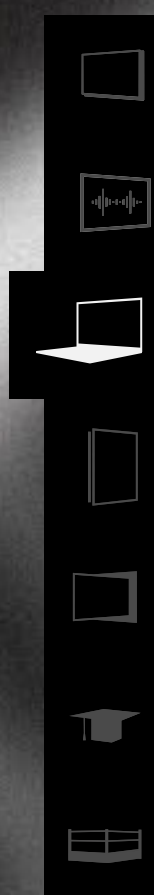
Market Share Business (impressions):
2%

AUDIENCE

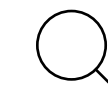
Age:
15 - 24: 17 %
25 - 50: 54 %
50 +: 29 %

Education:
University/College: 29 %
Highschool: 62 %

Sex:
Men: 26 %
Women: 74 %



az-jenata.bg



Az-jenata.bg is one of the most influential and established Bulgarian sites, designed for the tender part of the audience. Recipes, beauty tips, gossip news - you will find everything that excites a real lady in this female realm. In 2020, the site added to its content a completely new project – the vlog "Here's how" presenting exclusive lifestyle video content. From the beginning of 2021 the team of az-jenata.bg launched its own lifestyle podcast - "Powder and sugar".

INVENTORY

Impressions (monthly):
3 415 849

Unique Users (monthly)
599 525

Share of the general digital audience in Bulgaria:
6%

Market Share Business (impressions):
2%

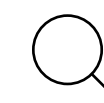
AUDIENCE

Age:
15 - 24: 19 %
25 - 50: 54 %
50 +: 27 %

Education:
University/College: 30 %
Highschool: 61 %

Sex:
Men: 25 %
Women: 75 %





Teenproblem.net answers the impossible question - what excites teenagers? What are their new idols? What worries them? In addition to editorial content, the site also offers a forum, rich in useful information.

INVENTORY

Impressions (monthly):
367 167

Unique Users (monthly)
184 939

Share of the general digital audience in Bulgaria:
4%

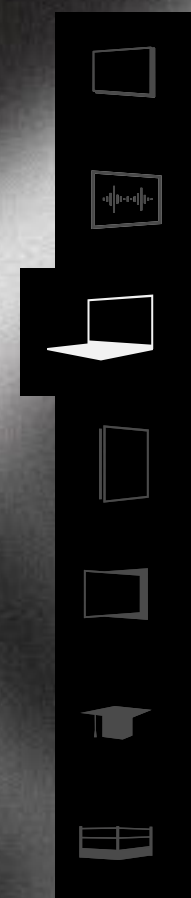
Market Share Business (impressions):
45%

AUDIENCE

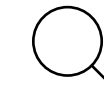
Age:
15 - 24: 42 %
25 - 50: 43 %
50 +: 15 %

Education:
University/College: 21 %
Highschool: 61 %

Sex:
Men: 34 %
Women: 66 %



az-deteto.bg



The unique Bulgarian online project Az-deteto.bg provides valuable information for both children and their parents. The web site is a source of entertainment for kids of all ages. Here you will find ideas for good books, fun games and a lot of entertaining activities.

INVENTORY

Impressions (monthly):
210 560

Unique Users (monthly)
71 833

Share of the general digital audience in Bulgaria:
1,5 %

AUDIENCE

Age:
15 - 24: 25 %
25 - 50: 63 %
50 +: 12 %

Education:
University/College: 40 %
Highschool: 46 %

Sex:
Men: 30%
Women: 70 %



Puls.bg is an established health portal with the highest reputation. This is the place for the most reliable and authentic health information with verified medical facts and expert opinions of certified doctors and pharmacists.

INVENTORY

Impressions (monthly):
3 537 507

Unique Users (monthly)
1 050 391

Share of the general digital
auduience in Bulgaria:
23 %

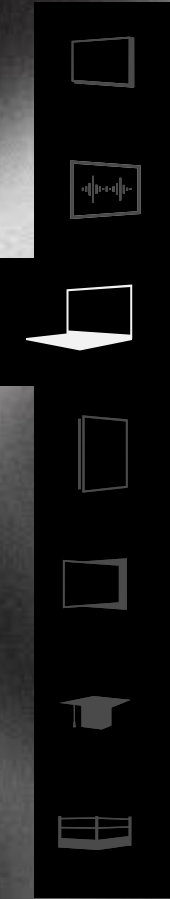
Market Share Business
(impressions):
23 %

AUDIENCE

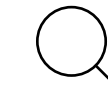
Age:
15 - 24: 16 %
25 - 50: 57 %
50 +: 27 %

Education:
University/College: 33 %
Highschool: 60 %

Sex:
Men: 37%
Women: 63 %



imoti.net



Imoti.net is one of the largest and most established online real estate portals in Bulgaria. The key advantage of Imoti.net is the high quality and the verified and reliable information of the published ads.

INVENTORY

Impressions (monthly):
1 148 70

Unique Users (monthly)
161 695

Share of the general digital audience in Bulgaria:
3%

Market Share Business (impressions):
2%

AUDIENCE

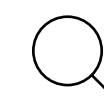
Age:
15 - 24: 12 %
25 - 50: 64 %
50 +: 24 %

Education:
University/College: 46 %
Highschool: 48 %

Sex:
Men: 49 %
Women: 51 %



rabota.bg



Rabota.bg is a specialized online portal for job classifieds. Apart from current positions, the portal also informs about the necessary knowledge for both employers and employees. In recent years, the site has hosted several thematic career events.

INVENTORY

Impressions (monthly):
153 526

Unique Users (monthly)
31 576

Share of the general digital audience in Bulgaria:
1%

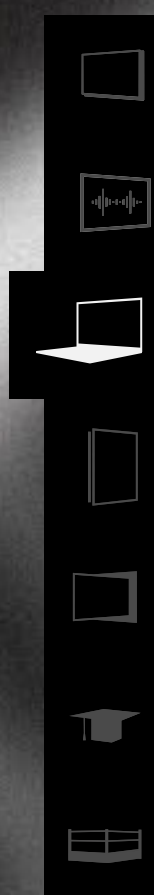
Market Share Business (impressions):
3%

AUDIENCE

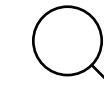
Age:
15 - 24: 32 %
25 - 50: 49 %
50 +: 19 %

Education:
University/College: 26 %
Highschool: 63 %

Sex:
Men: 47 %
Women: 53 %



boec.bg



Boec.bg is an innovative project presenting the newest and the most exciting information from the world of combat sports. The website is also a fast growing platform for video content.

INVENTORY

Impressions (monthly):
458 885

Unique Users (monthly)
85 394

**Share of the general digital
audience in Bulgaria:**
2%

**Market Share Business
(impressions):**
1%

AUDIENCE

Age:
15 - 24: 23 %
25 - 50: 60 %
50 +: 17 %

Education:
University/College: 22%
Highschool: 67 %

Sex:
Men: 82 %
Women: 18 %



INVENTORY

Impressions (monthly):
23 789

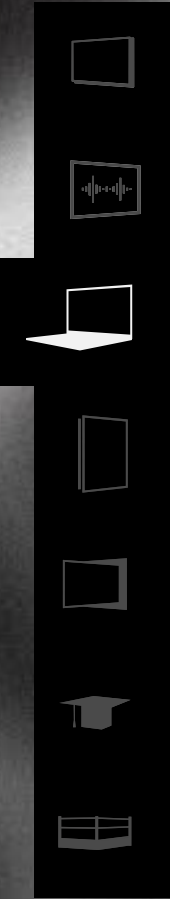
Unique Users (monthly)
4 693

AUDIENCE

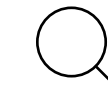
Age:
25 - 50: 57 %
50 +: 42 %

Sex:
Men: 78 %
Women: 22 %

Education:
University/College: 56 %
Highschool: 42 %



chernomore.bg



Chernomore.bg is a regional media with a focus on Northeastern Bulgaria. The goal of Chernomore`s team is providing accurate, reliable and qualitative information for their readers. The site is among the regional leaders in audience loyalty. Since 2020, it has a new, responsive and modern design, which has allowed it to develop as a leading regional media in Bulgaria.

INVENTORY

Impressions (monthly):
1 106 277t

Unique Users (monthly)
316 903

**Share of the general digital
auduience in Bulgaria:**
7%

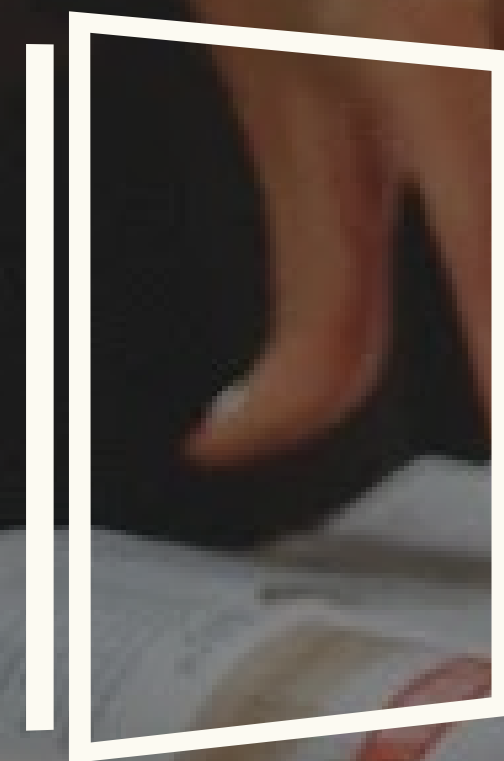
AUDIENCE

Age:
15 - 24: 18 %
25 - 50: 42 %
50 +: 30 %

Education:
University/College: 32%
Highschool: 58 %

Sex:
Men: 50 %
Women: 50 %





Magazines



NEW! Bloomberg Businessweek Bg

Bloomberg Businessweek Bulgaria is the new business magazine on the Bulgarian media market, under license from Bloomberg LP. It stands out with in-depth content and professional journalistic work, as well as with analytical articles from popular

Bulgarian journalists and experts on the economics, finance and geopolitics. The publication also offers special interviews with the leaders of the entrepreneurial ecosystem and with the biggest business names not only in the country, but also in the world.



THE INFLIGHT MAGAZINE

Bulgaria ON AIR The Inflight Magazine is a luxury monthly edition for business, analysis, travel and lifestyle in 128 full-color pages. It is distributed on board of all aircraft of the national carrier Bulgaria Air. The magazine has a high level of consumer confidence and a visible presence.



INVESTOR

DIGEST

Investor Digest is an English-language edition with a volume of 80 full-color pages. It presents the most interesting and in-depth analyzes from Investor.bg, Bloomberg TV Bulgaria and Bulgaria ON AIR THE INFLIGHT MAGAZINE. Its aim is to keep foreign readers up to date with the most important trends and processes in Bulgarian politics, economics and public life.

The magazine has a circulation of 10,000 copies and is distributed free of charge to all diplomatic and trade missions in Bulgaria, in various hotels, as well as on board the aircraft of Bulgaria Air.





Event management

Investor Media Group is developing successfully also as an event organizer. Since 2010, the media group has created a series of business forums, socially responsible initiatives and annual award shows for socially significant causes.

In 2021, the media group launched Investor Media PRO – a unique digital streaming platform, where all Investor Media Group professional events, conferences and specialized discussions are live-streamed and hosted.



INVESTOR MEDIA PRO

[Investormediapro.bg](https://investormediapro.bg) Q

The digital streaming platform for events with professional focus

Investor Media Pro brings together and presents a rich portfolio of media group events created by professionals for professionals.

Hybrid events (combining studio and online formats) and webinars provide opportunities to meet experts, industry leaders and innovative campaigns, offering their insights on how they meet new challenges and present their views on various issues.

In addition to investormediapro.bg, the events are broadcasted live on the Investor Media Group websites and on the Facebook pages of the media.

The broadcasts are live-streamed from the studios of Bulgaria ON AIR TV and Bloomberg TV Bulgaria, as well as from specialized halls.



What are we planning in 2021 for Investor Media Pro?

Knowledge City Conference - Cities of the Future

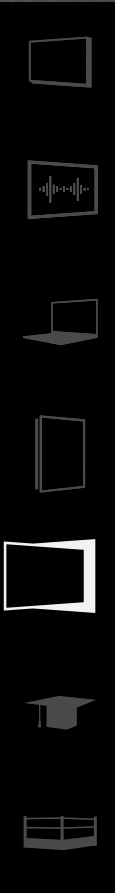
Knowledge City develops the idea of the modern city as a result of many processes - from its management and development to the social responsibility of its residents and visitors. The event brings together for discussion all participants in the process.

Tech of Tomorrow

The focus of the event is to tell how technology is changing businesses and industries. Managers of leading and innovative companies present successful business examples and discuss how business models have changed in different sectors and how the use of technology is changing the entire social environment.

Banking and Finance

The goal of Banking and Finance is to put on the agenda current events and trends in the world of the banking and financial sector.



The world of TIALOTO

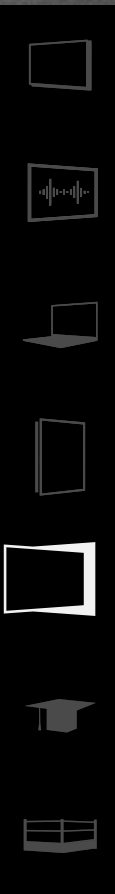
The event brings the audience together with the creators of the trends, the representatives of the business in the respective industries and the innovative companies, who share innovations in fashion, beauty, lifestyle, travel, shopping and a healthy lifestyle.

Pregnancy and Child Health Forum

The event started in 2013, with 12 successful live editions, and in 2020 continued to support future and current parents and held 7 digital events, which were live-streamed and broadcasted on television. Over the years, the event has distinguished itself with its useful content, presented by leading experts in the field of maternal and child health.

Women's Health Forum

A place to meet with professionals who share valuable advice related to reproductive health, hormonal and chronic diseases, psychosomatic manifestations of emotional problems and more.





Live Events

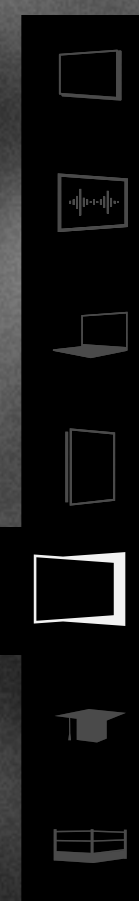
The events are held in a hall with an audience in compliance with all anti-epidemiological measures and requirements. The events are live-streamed on the websites of Investor Media Group and on the Facebook pages of the media.

Entrepreneurs of the Future

Entrepreneurs of the Future 2021 gives young entrepreneurs the opportunity to meet successful business people and ask them in person, in short interviews, about their start-up business. Because the most important thing for the success of young people is the transmission of experience and continuity between generations.

Annual Awards of Imoti.net

2021 will be the year of the sixth edition of the exclusive forum that honors experts and companies in the real estate sector. The aim of the competition is to promote professionalism and fair competition, to reward successful companies and experts in the industry.



Annual Bloomberg Conference: The Next Big Thing

The annual event of Bloomberg TV Bulgaria brings together the best analysts and business experts. In 2021 the event is planned as hybrid event - both indoors and online.

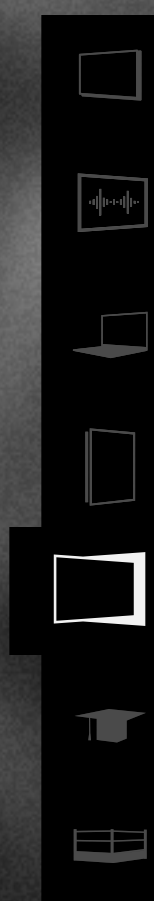
Investor Finance Forum

Investor Finance Forum is the largest event of the financial and investment community in the region. For the tenth consecutive year, the conference brings together experts from the banking, financial and fintech sectors, capital markets and stock exchanges and regulators. IFF provides an opportunity for leaders and experts from the financial industry to share experiences, make business contacts, discuss the challenges facing the sector. IFF is the annual meeting of the investment community in Bulgaria with the representatives of the capital markets, business and public companies.

Best Hospital Awards

National Awards "The best hospitals"

The awards, organized together with the Bulgarian Hospital Association, evaluates the structure-determining hospitals in the country and gives clarity about the quality of services. The event consists of health debates and an award ceremony for the winners.





The Finance, Insurance, Business and Entrepreneurship University

The Finance, Insurance, Business and Entrepreneurship University (VUZF) is a private educational institution, founded in 2002. VUZF trains students in bachelor's, master's and doctoral degrees in the specialties of the professional field "Economics". In some of the specialties in the two educational and qualification degrees the training is carried out in partnership with business organizations, among which are The Business Institute, Saatchi & Saatchi, Fibank, ERP Academy, Trace Group, Media Academy "Bulgarion", Microsoft Academy, Oracle Academy, SAP, the Bulgarian Network of the UN Global Compact, etc.

The mission of this college is to prepare highly qualified specialists with higher education in the field of economics, following the best examples and practices in education in Europe and the world and applying modern methods for theoretical and practical training of students and their adaptation in practice.



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SENSHI



戦士
SENSHI

戦士
SENSHI

In Japanese, Senshi means "fighter". In the spirit of Japanese philosophy and the teachings of Kyokushin Karate, Investor Media Group is making serious efforts to promote martial arts and the philosophy of a healthy mind in a healthy body.

SENSHI is a global professional chain of combat gala evenings - a benchmark for a spectacular, quality and attractive show. The

SENSHI ring challenges some of the biggest names in martial arts in the world and offers the audience class fights in kickboxing, Muay Thai, karate Kyokushin, as well as SENSHI style according to the rules of the new Professional League of the World Kyokushin Union.

Each edition has a different format, pitting proven fighters in different styles against each other, and the SENSHI rules are what guarantees spectacular clashes in the arena. It is made especially for the chain and combines skills and techniques from the very creation of Kyokushin, while allowing almost everything in the ring.



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Thank you for your attention!