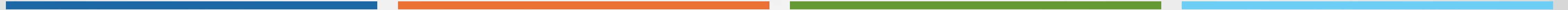


INVESTOR MEDIA  
GROUP

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WE ARE YOU



**Investor Media Group** is among the leading media companies in Bulgaria. The group offers a complete portfolio of channels and services:

## **2 TV channels**

- Bulgaria ON AIR TV
- Bloomberg TV Bulgaria

## **Radio**

- Bulgaria ON AIR radio

## **Investor web**

- 19 websites

## **Magazines**

- Bulgaria ON AIR The Inflight Magazine
- INVESTOR DIGEST
- GO ON AIR The Traveller's Magazine
- DUTY FREE CATALOGUE

## **Event management**

## **Education**

**ON** BULGARIA  
**AIR**

**INVESTOR** MEDIA  
GROUP

Bulgaria ON AIR TV is one of the four national televisions that reach the entire Bulgarian audience.

It is broadcasted digitally via terrestrial network, over all cable and satellite networks and online on [bgonair.bg](http://bgonair.bg).

Bulgaria ON AIR was launched in 2011 as a business channel. In 2015 the media was rebranded as a polythematic channel which attracts loyal audience with high quality news, publicistic content and alternative movie selection.

## NEWS ON AIR

“News ON AIR” is in compliance with the audience’s routine and follows the natural necessity of information in certain times of the day. Multiple broadcasts are aired at key hours. The central and late evening broadcasts start earlier than those of the other national televisions.



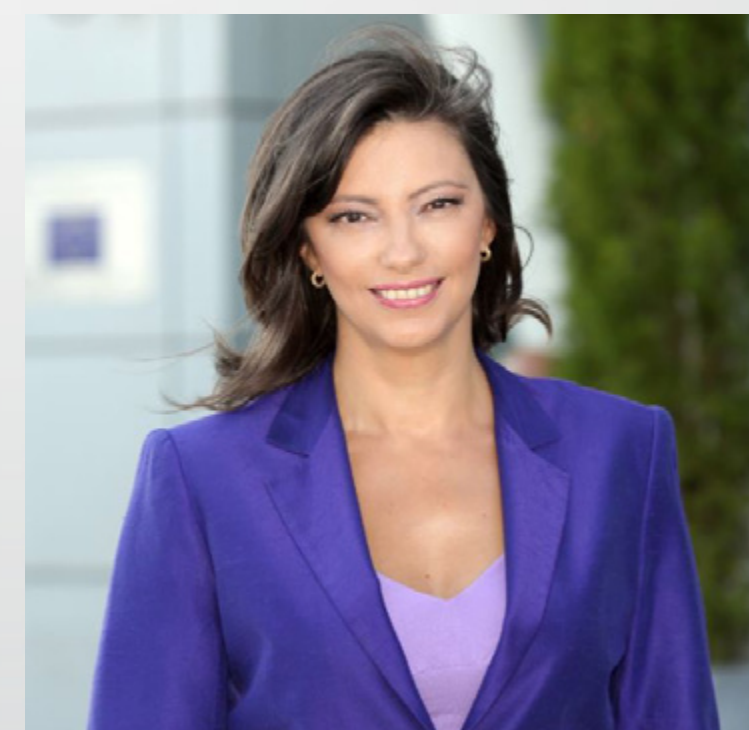
## BROADCASTS



**Gergana Venkova and  
Zlatimir Yochev**

**BULGARIA AT THE MORNING**  
*every weekdays, 07:00 AM*

The positive morning  
show



**Milena Milotinova**

**BRUSSELS 1**  
*Saturday, 05:30 PM*

A talk show about the  
present and the future  
of the EU



**Rosen Petrov**

**HISTORY OPERATIONS**  
*Sunday, 04:30 PM*

A talk show about  
significant events and  
persons of Bulgarian and  
world history

## MOVIE TIME

Cinema classics and contemporary co-productions



## SERIES

Captivating stories from all around the world



## DOCUMENTARIES

Science, history, arts...



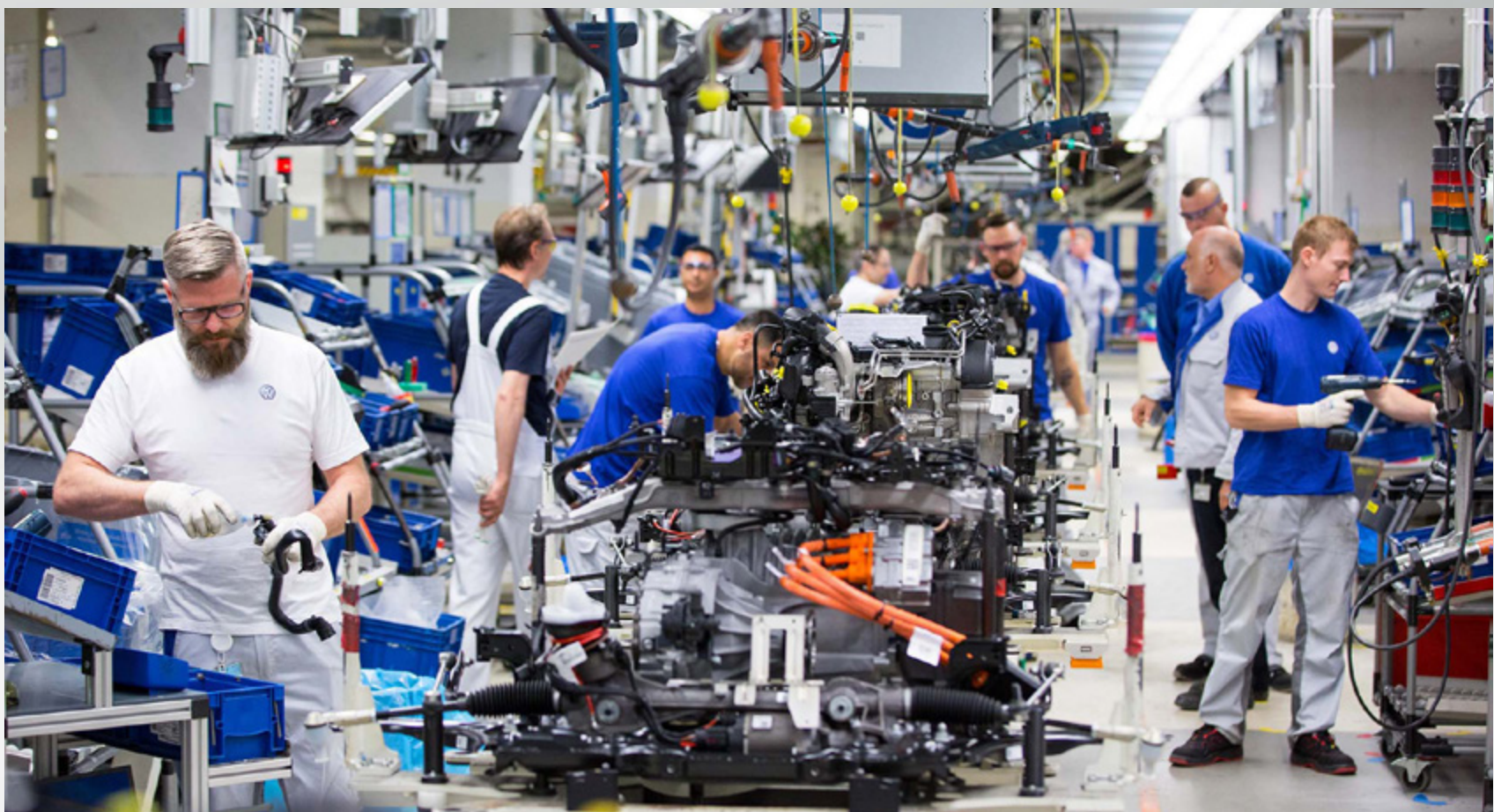
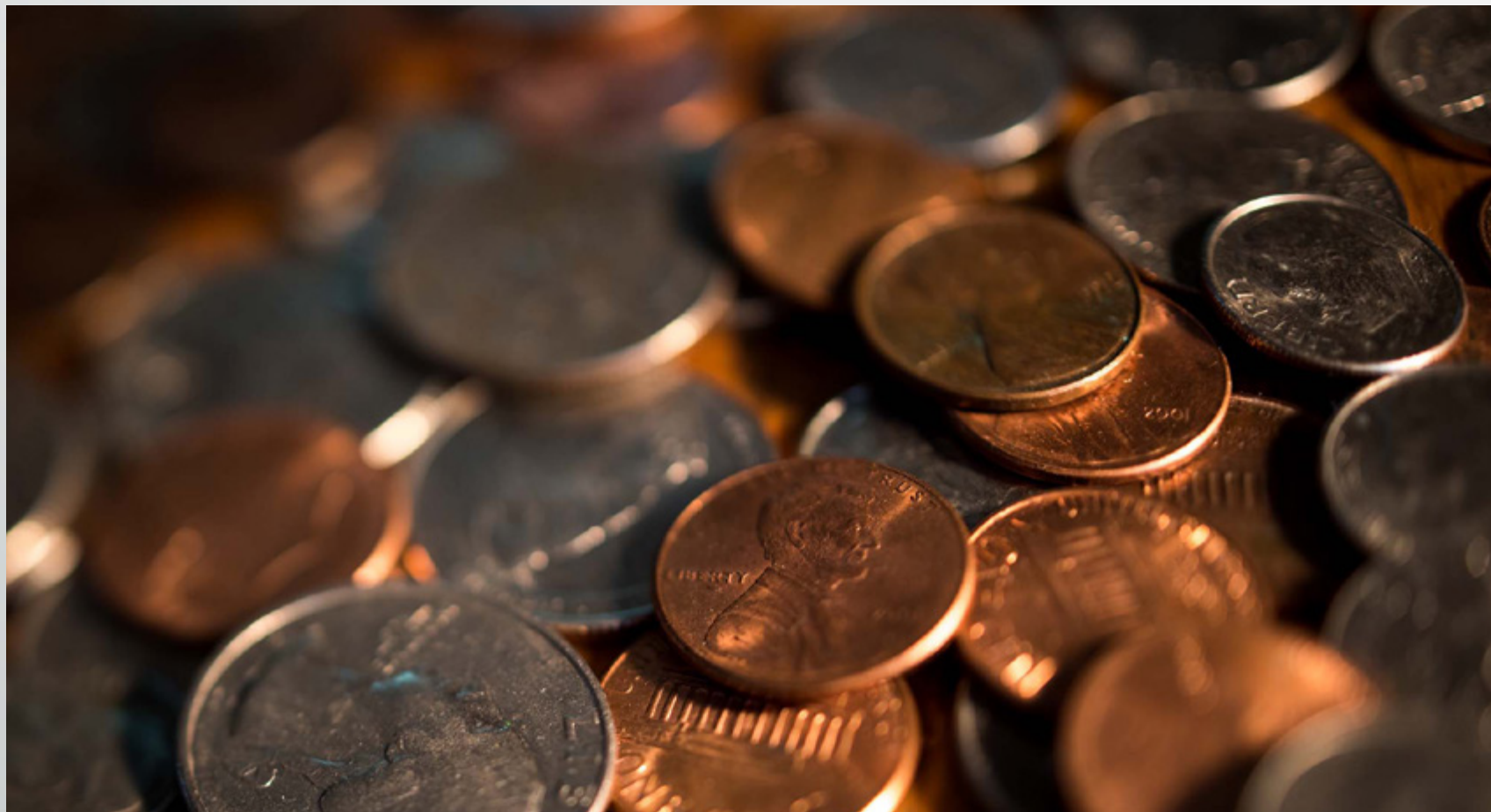
**BloombergTV Bulgaria**

**INVESTOR** MEDIA  
GROUP

Bloomberg TV Bulgaria was established on 19th of October 2015 as the only national business and economic TV channel, broadcasted in HD 24/7. It is part of the global leader in presenting business and financial information Bloomberg L.P.

Bloomberg TV Bulgaria targets not only professionals but people with various interests in the field of finance, innovations and entrepreneurship. Thanks to its large data base and connections with offices from international markets, the channel provides real-time accurate information and expert analysis.

Specially created documentaries present inspiring stories through a business perspective.





**INVESTOR** MEDIA  
GROUP



Bulgaria ON AIR radio has national coverage and it is broadcasted in 33 cities, targeting mass audience. The playlist includes pop hits, rock classics and Bulgarian music on every hour.

Some Bulgaria ON AIR TV programs are aired in the radio ("Bulgaria at the Morning" at 07:00 a.m., NEWS ON AIR at 01:30 p.m., 03:30 p.m., 06:30 p.m. and "The day ON AIR" at 07:30 p.m.).

**INVESTOR WEB**

**INVESTOR** MEDIA  
GROUP

[investor.bg](#) | [dnes.bg](#) | [bgonair.bg](#) | [bloombergtv.bg](#) | [gol.bg](#) |  
[automedia.bg](#) | [tialoto.bg](#) | [puls.bg](#) | [az-jenata.bg](#) | [imoti.net](#) |  
[rabota.bg](#) | [teenproblem.net](#) | [az-deteto.bg](#) | [aha.bg](#) | [snimka.bg](#) |  
[start.bg](#) | [blog.bg](#) | [boec.bg](#) | [posoka.com](#) | [chernomore.bg](#)

Investor Media Group is the second most preferred web media group in Bulgaria. In April 2020 the media group websites achieved great results and remarkable traffic, which strengthened their position as the second largest digital media group on the Bulgarian market, according analysis by Gemius. Data indicates 56% reach, outperforming its nearest competitor – Sportal Media Group and Xenium. The trend of constant growth in market share and web traffic remains stable.

All Investor Media Group websites have been offering programmatic advertising since 2019. The advertisers may choose among Audience Segmentation, Remarketing and Preferred Deals. Since the beginning of 2020, the media group has been positioned as the third most preferred digital media group with in-house video content reaching more than 1 million views per month. We offer all known video formats, as well as audience segmentation.



## INVESTOR.BG | FROM PROFESSIONALS TO PROFESSIONALS

Investor.bg is the first project in the Investor Media Group portfolio. For 18 years, it has become a trustworthy source of business and finance information with steady growing number of loyal readers. The website maintains the most visited finance web forum.



## Data:

- Monthly impressions:  
6 568 603
- Unique users (per month):  
830 214
- Digital Audience Share  
(Bulgaria): 18%
- Market Share (business  
websites): 54%

## Audience:

- Sex: male: 72% / female: 28%
- Age: 15 - 24: 16%  
25 - 50: 53%  
50+: 31%
- Education:  
university/college: 33%  
secondary school: 60%



## DNES.BG | WHAT IS HAPPENING TODAY?

Dnes.bg is one of the first Bulgarian polythematic websites. Its experienced editors guarantee real-time publications of the most significant news and events, following the principles of professional journalism and providing on-time proven, quality information. The team is complemented by an online community of forum members and moderators.



## Data:

- Monthly impressions:  
21 833 272
- Unique users  
(monthly): 1 181 937
- Digital Audience Share  
(Bulgaria): 25%
- Market Share (news websites):  
18%

## Audience:

- Sex: male: 52% / female: 48%
- Age: 15 - 24: 14%  
25 - 50: 52%  
50+: 34%
- Education:  
university/college: 34%  
secondary school: 59%



## BLOOMBERGTV.BG | FIND MORE ONLINE

Bloombergtv.bg is the official website of Bloomberg TV Bulgaria – the media of educated, well-paid and active city-dwellers. The TV channel has been reaching its target audience with one of the fastest growing local websites since its launch in 2015.



## Data:

- Monthly impressions: 607 560
- Unique users (monthly): 226 239
- Digital Audience Share (Bulgaria): 8%
- Market Share (business websites): 5%

## Audience:

- Sex: male: 71% / female: 29%
- Age: 15 - 24: 10%  
25 - 50: 57%  
50+: 23%
- Education:  
university/college: 39%  
secondary school: 53%



## BGONAIR.BG | NEWS AND VIDEO

Bgonair.bg is the official website of Bulgaria ON AIR national TV channel. In 2019 it was redesigned following the latest trends in audience demand. It's also a leading video web portal with constantly growing library of broadcasts and entertaining content.



## Data:

- Monthly impressions:  
1 555 385
- Unique users  
(monthly): 603 521
- Digital Audience Share  
(Bulgaria): 13%
- Market Share (news websites):  
1%

## Audience:

- Sex: male: 48% / female: 52%
- Age: 15 - 24: 12%  
25 - 50: 58%  
50+: 30%
- Education:  
university/college: 41%  
secondary school: 55%



### GOL.BG | FOOTBALL IS THE KING

Gol.bg is one the leading Bulgarian sports websites. It has gained loyal audience throughout the years due to the unbiased reporting. Gol.bg is a trustworthy source of accurate information about football, basketball, tennis and other sporting events.



## Data:

- Monthly impressions:  
4 089 330
- Unique users  
(monthly): 268 841
- Digital Audience Share  
(Bulgaria): 6%
- Market Share (sports  
websites): 7%

## Audience:

- Sex: male: 88% / female: 12%
- Age: 15 - 24: 13%  
25 - 50: 51%  
50+: 36%
- Education:  
university/college: 27%  
secondary school: 66%



## AUTOMEDIA.BG | CARS ONLY CARS

Automedia.bg is the largest Bulgarian online car media. By presenting daily news, test drives of new models and helpful advice about maintenance and driving experience, automedia.bg is a reliable source of information and entertainment.



## Data:

- Monthly impressions:  
2 288 630
- Unique users  
(monthly): 350 710
- Digital Audience Share  
(Bulgaria): 8%
- Market Share (cars websites):  
1%

## Audience:

- Sex: male: 84% / female: 16%
- Age: 15 - 24: 14%  
25 - 50: 54%  
50+: 32%
- Education:  
university/college: 28%  
secondary school: 66%



### TIALOTO.BG | THE BODY AND THE SOUL

Tialoto.bg is an inspiring online project. It provides constant entertaining and useful topics, related to “the body and the soul” of lifestyle-related audience. The website has been given a fresh new look in 2019.



## Data:

- Monthly impressions: 969 548
- Unique users (monthly): 305 019
- Digital Audience Share (Bulgaria): 7%
- Market Share (womens websites): 2%

## Audience:

- Sex: male: 31% / female: 69%
- Age: 15 - 24: 15%  
25 - 50: 57%  
50+: 28%
- Education:  
university/college: 35%  
secondary school: 56%



### AZ-JENATA.BG | SUPER MUM, SUPER WIFE

Az-jenata.bg is one of the oldest and most reliable Bulgarian women's websites. Recipes, beauty advice, lifestyle news – you can find everything that attracts female attention.



## Data:

- Monthly impressions:  
3 639 883
- Unique users  
(monthly): 679 260
- Digital Audience Share  
(Bulgaria): 15%
- Market Share (womens  
websites): 7%

## Audience:

- Sex: male: 26% / female: 74%
- Age: 15 - 24: 18%  
25 - 50: 56%  
50+: 26%
- Education:  
university/college: 33%  
secondary school: 60%



### TEENPROBLEM.NET | THEIR OWN TERRITORY

Teenproblem.net answers the unanswerable questions. What excites teens? Who are the new idols? What bothers them? The website provides intriguing editorial content and a vast forum containing valuable information.



## Data:

- Monthly impressions:  
418 243
- Unique users  
(monthly): 209 662
- Digital Audience Share  
(Bulgaria): 4%
- Market Share (teen websites):  
47%

## Audience:

- Sex: male: 38% / female: 62%
- Age: 15 - 24: 30%  
25 - 50: 50%  
50+: 21%
- Education:  
university/college: 30%  
secondary school: 52%



## AZ-DETETO.BG | PLAY AND LEARN EVERYDAY

The inspiring project Az-deteto.bg is created for kids and parents. The website offers knowledge and fun for children at any age. It's a source of never-ending ideas and games.



## Data:

- Monthly impressions:  
408 519
- Unique users  
(monthly): 124 746
- Digital Audience Share  
(Bulgaria): 3%

## Audience:

- Sex: male: 31% / female: 69%
- Age: 15 - 24: 20%  
25 - 50: 62%  
50+: 19%
- Education:  
university/college: 46%  
secondary school: 43%



## PULS.BG | IN THE RHYTHM OF HEALTH

Puls.bg is an unique health portal. This is the place where you can find the most accurate and detailed information based on proven facts and expert opinions provided by medical and pharmaceutical specialists.



## Data:

- Monthly impressions:  
2 528 752
- Unique users  
(monthly): 810 244
- Digital Audience Share  
(Bulgaria): 17%
- Market Share (websites for  
health): 18%

## Audience:

- Sex: male: 35% / female: 65%
- Age: 15 - 24: 17%  
25 - 50: 56%  
50+: 27%
- Education:  
university/college: 36%  
secondary school: 57%



### IMOTI.NET | FIND NEW HOME

Imoti.net is one of the largest and most reliable web-based estate agents in Bulgaria.

A distinct feature of the website is the high-quality, proven information contained in every offer.



## Data:

- Monthly impressions: 878 646
- Unique users (monthly): 124 844
- Digital Audience Share (Bulgaria): 3%
- Market Share (real-estate websites): 2%

## Audience:

- Sex: male: 45% / female: 55%
- Age: 15 - 24: 9%  
25 - 50: 69%  
50+: 22%
- Education:  
university/college: 39%  
secondary school: 58%



## RABOTA.BG | FIND THE PERFECT JOB

Rabota.bg is a specialized job offers site. Here you can find not only current offers, but useful tips and tricks both for employers and employees.



## Data:

- Monthly impressions: 164 499
- Unique users (monthly): 33 443
- Digital Audience Share (Bulgaria): 1%
- Market Share (websites for job offers): 4%

## Audience:

- Sex: male: 35% / female: 65%
- Age: 15 - 24: 23%  
25 - 50: 55%  
50+: 21%
- Education:  
university/college: 33%  
secondary school: 57%



## BOEC.BG | THE COMBAT SPORTS WEBSITE

The only Bulgarian website that covers combat sports. Boec.bg is a fast growing platform for video content.

### Data:

- Monthly impressions:  
492 022
- Unique users  
(monthly): 97 464
- Digital Audience Share  
(Bulgaria): 2%
- Market Share (sports  
websites): 1%



## POSOKA.COM | YOU ARE ALREADY TRAVELLING

Posoka.com is the first Bulgarian tourist portal with guaranteed content quality. After the redesign in 2020, the site offers new functionalities and easy-to-follow instructions to book your vacation online.

Users profile: young, active, with high income  
Number of current offers: up to 5000



## CHERNOMORE.BG

Chernomore.bg is a local media focused on Northeast Bulgaria. It publishes on-time, reliable and high-quality news and it is the top-ranked for audience loyalty in the region. The information agency chernomore.bg follows the core principles of journalism.

### Data:

- Monthly impressions: 684 079
- Unique users (monthly): 418 732

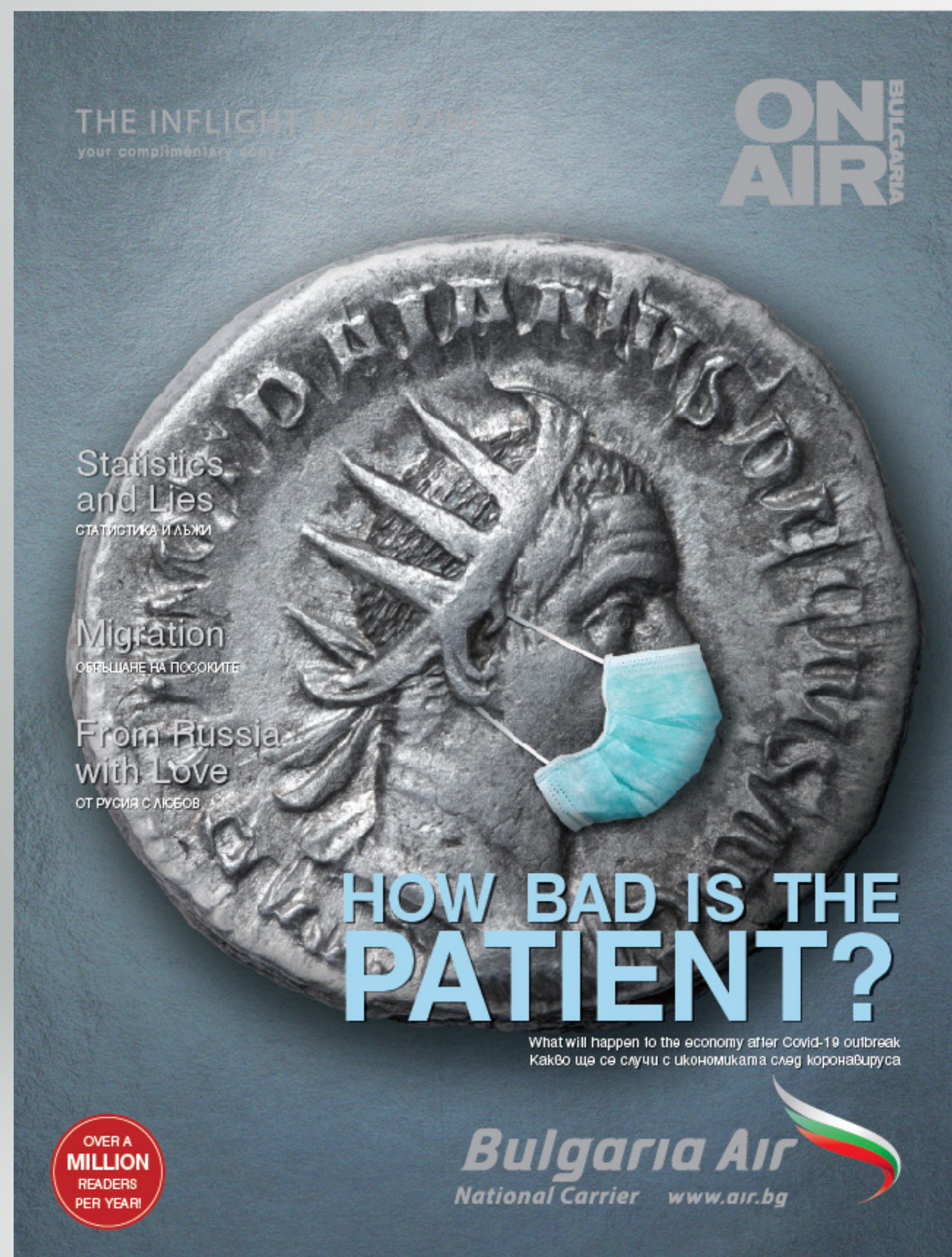
**MAGAZINES**

**INVESTOR** MEDIA  
GROUP

## THE INFLIGHT MAGAZINE

**Bulgaria ON AIR The Inflight Magazine** is a luxurious, highly trusted magazine which covers various topics such as business, analysis, traveling and lifestyle. It is distributed on board of the Bulgaria Air aircraft.





## INVESTOR DIGEST

**INVESTOR DIGEST** is an English language magazine in 80 full-color pages. It presents the most interesting and in-depth analysis from Investor.bg, Bloomberg TV Bulgaria, Bulgaria ON AIR TV and Bulgaria ON AIR THE INFLIGHT MAGAZINE. It aims at keeping foreign readers informed about key political, economic and social trends and processes in Bulgaria.

Magazine's circulation: 10,000 once in three months.

Distribution: free of charge; to all foreign embassies and trade representatives in Bulgaria, as well as several hotels and on board of the Bulgaria Air aircraft.

## GO ON AIR THE TRAVELLER'S MAGAZINE

**GO ON AIR The Traveller's Magazine** is a summer periodical issued in Russian and features practical information for tourists and business travelers. It is distributed in the seat pockets on board of Bulgaria Air's flights from Sofia to Moscow, as well as charters from Russia and Ukraine to Bulgaria

## DUTY FREE CATALOGUE

This 2-in-1 periodical is issued 4 times a year. It is suitable for placement of various products and services. It combines practical tourist information with the products sold on board. It is placed in the seat pocket in front of every passenger during national, international and charter flights.



# EVENTS MANAGEMENT

INVESTOR MEDIA  
GROUP

Another area where Investor Media Group is successfully operating is event management. Since 2010 the media group has established a series of business forums, social responsibility initiatives, annual awards ceremonies.

In the first half of 2020 IMG managed the following events:

**KNOWLEDGE CITY CONFERENCE -  
CITIES OF THE FUTURE**



**HEALTH DEBATE –  
PART OF THE BEST HOSPITALS PROJECT**



The online events are shot in the TV studios of Bulgaria ON AIR TV and Bloomberg TV Bulgaria. They are streamed live on the media group websites and on social media.



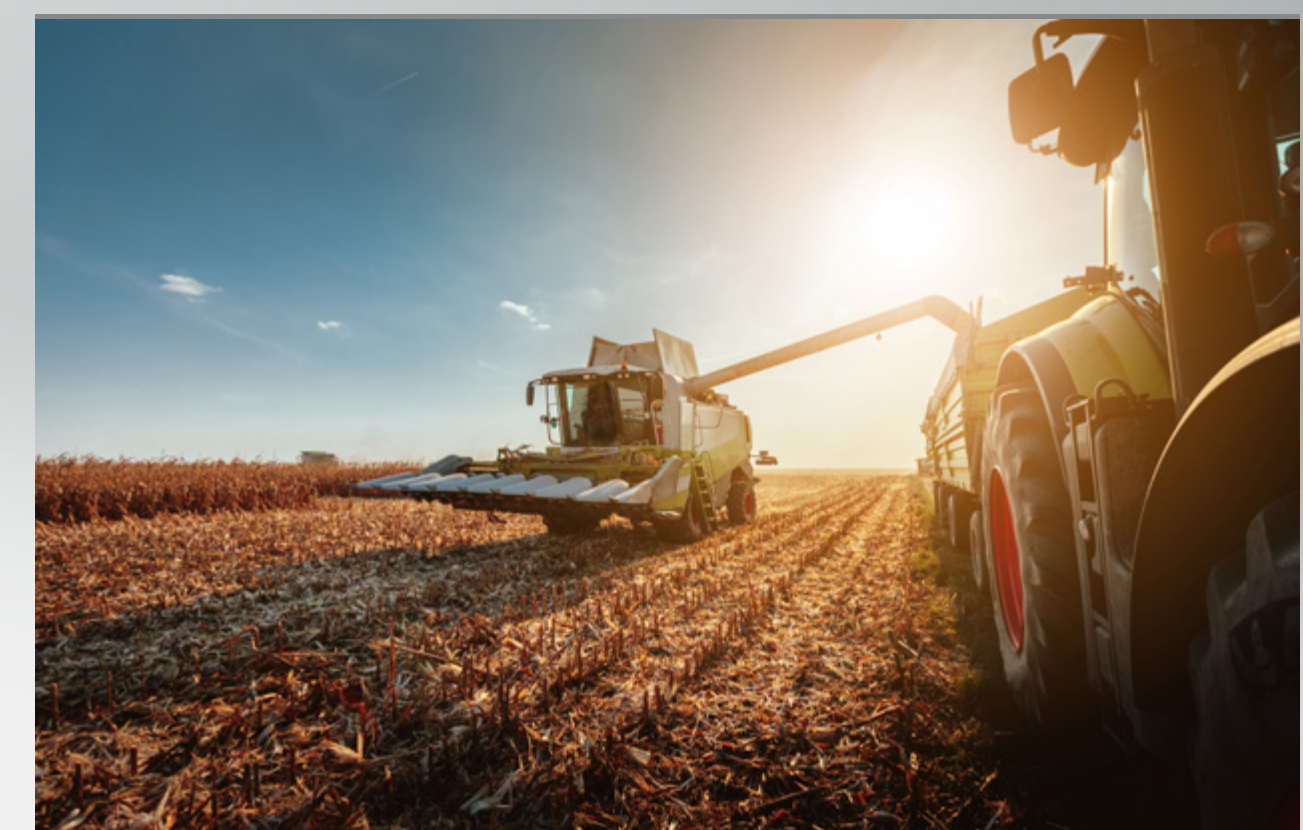
## PREGNANCY AND CHILDREN'S HEALTH FORUM

This Forum is organized by Puls.bg, a health and nutrition website. The first event was held in 2013 in Sofia. It has had 8 editions since, visited by thousands of expecting and current parents. With its useful content it has been established as a major event in the field of children and women's health. It is held in several cities in Bulgaria and the Sofia edition this year is held online through **five live streams**.



## INVESTOR.BG LIVE

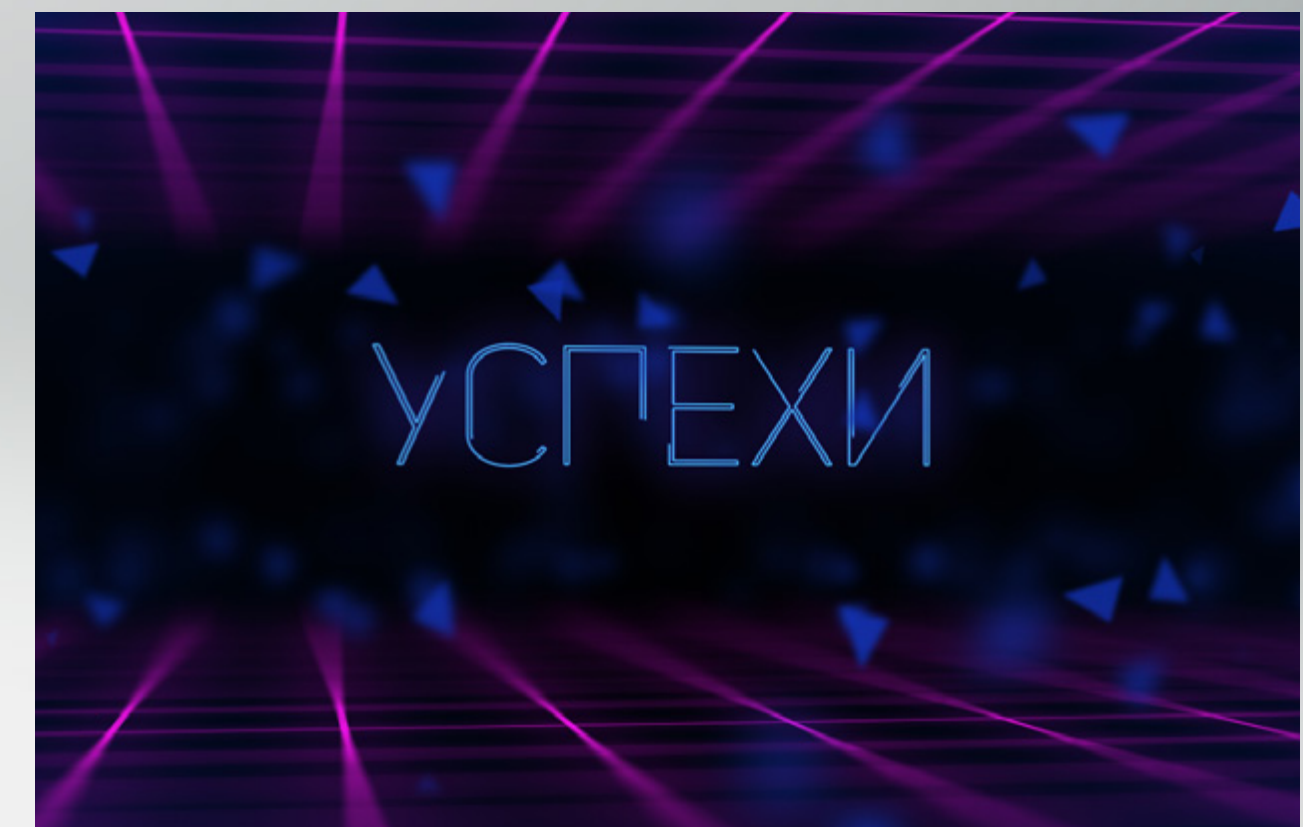
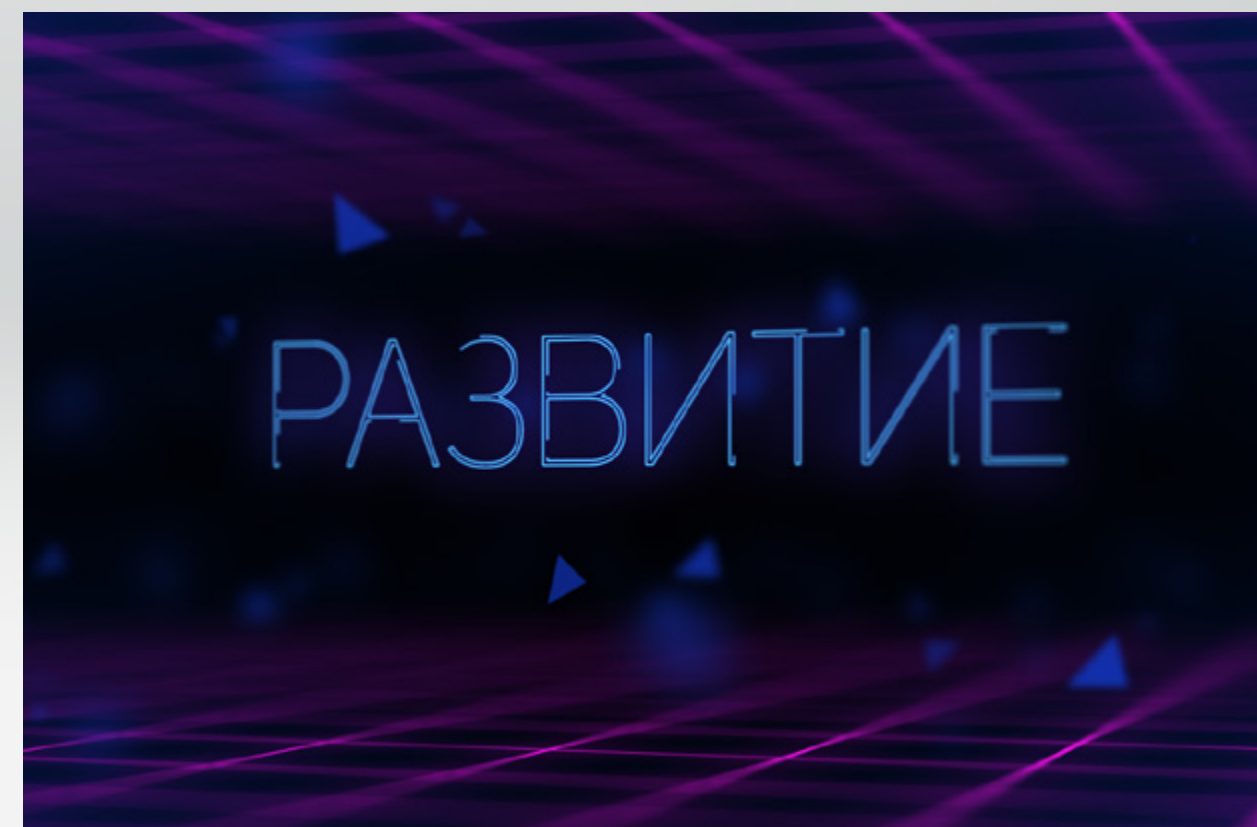
A series of discussions on current business and economic topics, news and events. They are streamed on the media group websites.



## ENTREPRENEURS OF THE FUTURE

The last edition was held entirely on Zoom. Participants and moderators discussed the following topics:

- How has our idea of an entrepreneur of the future changed
- How can we prepare today for the competition of tomorrow
- What are the new opportunities after COVID-19
- How we can raise capital and attract new investors
- What are the necessities for moving a business idea forward

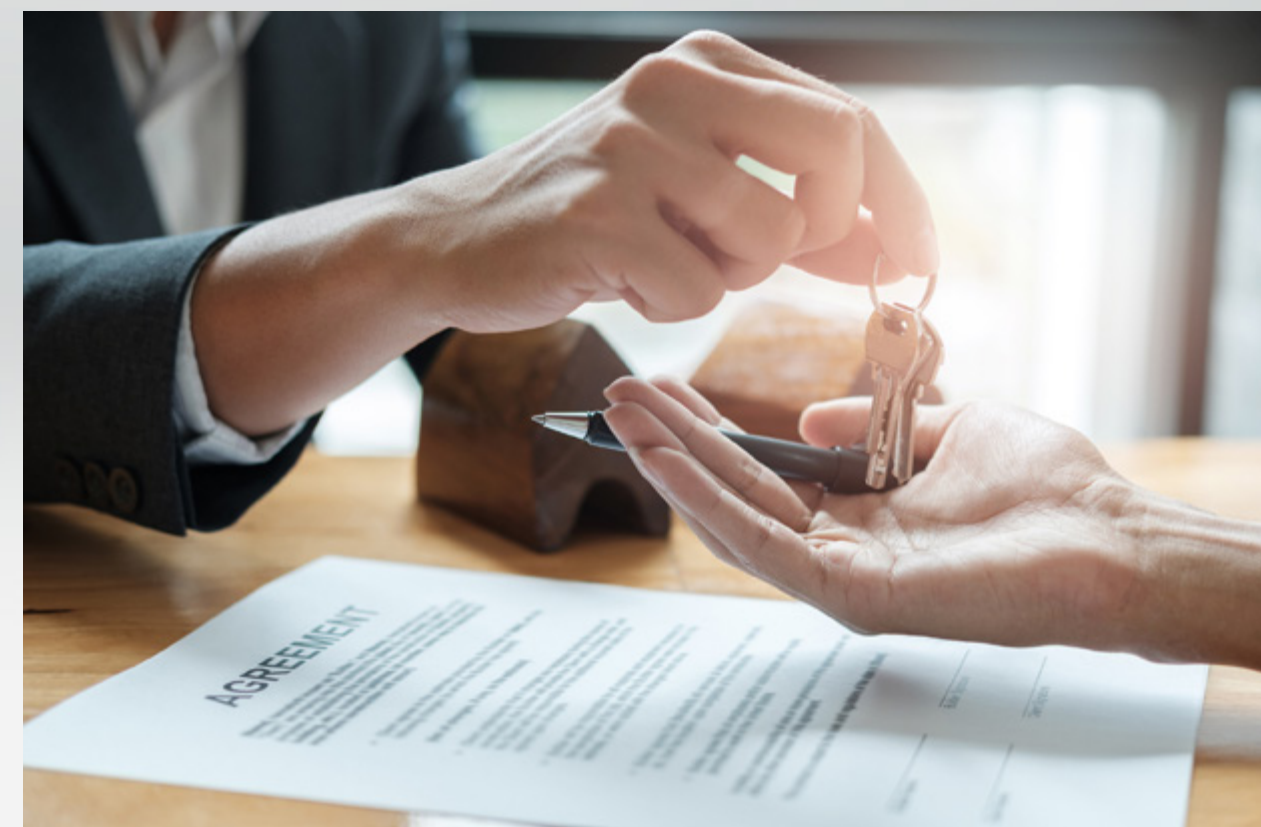


## IMOTI.NET ONLINE DISCUSSIONS

Two of the regional discussions of the real estate website imoti.net were held **live on Facebook**.

## ANNUAL AWARDS OF IMOTI.NET

This is the 5th edition of the real estate website's annual awards. Users and a jury of experts evaluate the top professionals in the industry – those who apply European working standards.



# PROJECTS PLANNED FOR THE SECOND HALF OF 2020

INVESTOR MEDIA GROUP

## THE NEXT BIG THING

The annual event of Bloomberg TV Bulgaria brings together the best analysts and experts to discuss the future through a business perspective. This year it will be held both live in a hall and online.



## INVESTOR FINANCE FORUM

The biggest event for investors from Bulgaria and the region. After eight consecutive editions it has become one of the most popular events for Bulgarian and foreign professionals in the field of finance, capital and foreign exchange markets. The latest edition will be held in a hall and will be streamed online and aired live on TV.



# PROJECTS PLANNED FOR THE SECOND HALF OF 2020

INVESTOR MEDIA  
GROUP

## PREGNANCY AND CHILDREN'S HEALTH FORUM

The editions in Plovdiv and Varna  
will be held live in a hall with  
audience in September/October.



# PROJECTS PLANNED FOR THE SECOND HALF OF 2020

INVESTOR MEDIA GROUP

## TECH OF TOMORROW

Participants discuss the latest trends in tech through the experience of leading companies.

What to expect in the tech world, which tech solutions allow us to analyze consumers' emotions, where traditional companies stand in the digital world and the qualities of future professionals in tech. The discussions will include all the above and more. The event will be held both online and live in a hall.



## NATIONAL RANKING FOR BEST HOSPITALS

It is organized in collaboration with the Bulgarian Hospital Association for a second consecutive year and evaluates all major hospitals in the country. The event recognizes quality of service nationwide. It consists of discussions on health-related issues and an award ceremony.



## EDUCATION AND BUSINESS

The Education and Business international conference has been held since 2014, initiated by Bulgaria ON AIR TV. The conference provides a platform for new ideas, inspiring cases and exchange of experience with acknowledged experts from Bulgaria and abroad. The half-day event will be aired live on TV, on the website and on Facebook. Audience: 200+ people in the hall, TV and online viewers.





## SENSHI

For less than a year, the newest professional combat sports circuit has gained a reputation for a spectacular, high-quality and attractive show. Each edition is distinguished with top-class battles between some of the best kickboxers and combat fighters, precise organization and luxury surroundings. The main goal of the event is to become a scene for the world's best professional fighters. Fighting gala nights are real-time broadcasted on the largest Bulgarian media for combat sports **www.boec.com** and on the international online television **www.fite.tv**.



**EDUCATION**

**INVESTOR** MEDIA  
GROUP

**VUZF****University of finance, business and entrepreneurship**

VUZF University is a private educational institution founded in 2002. It is educating students in Bachelor's and Master's degree in majors from the professional field "Economics". In some of the majors of the two educational degrees the training is carried out in partnership with business organizations, among which are The Business Institute, Saatchi & Saatchi, Fibank, ERP Academy, Trace Group, "Bulgarion" Media Academy, Microsoft Academy, Oracle Academy, SAP, The Bulgarian Network of the UN Global Compact, etc.

Its mission and educational philosophy to prepare highly qualified specialists with higher education in the field of economics, equating to the best examples and practices in educational work in the countries of Europe and the world, and applying modern methods of theoretical and practical training of students and their adaptation in practice.

INVESTOR MEDIA  
GROUP

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WE ARE YOU

