

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
- DUTY FREE CATALOGUE



Event management



VUZF



SENSHI



Investor Web

Investor Media Group is the second largest digital group in Bulgaria. In 2022 it managed to grow dramatically thanks to the trust of the Bulgarian online audience.

In 2023, 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 66% of the total digital audience. Gemius also indicates a steady trend of increasing market share and traffic to the media group's websites as a whole.

All Investor Media Group websites offer programmatic advertising. Advertisers can take advantage of opportunities such as Audience Segments, Remarketing and Preferred Deals.

Since the beginning of 2022, 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.



Top 10 media groups

	Reach
Net Info	88%
Investor	66%
CME	60%
Sportal Media Group	58%
Webground Group	53%
Newspaper Group Bulgaria	48%
Web Media Group Web Media	42%
BLITZ	41%
DIR	39%
Sport Place Media	32%

Top 15 media publishers

	Reach
Net Info	88%
Investor	66%
Rezon MG	54%
CME	60%
Sportal Media Group	58%
Webground Group	53%
Newspaper Group Bulgaria	48%
OLX Bulgaria	43%
Web Media Group	42%
BLITZ	41%
DIR	39%
Sport Place Media	32%
BNR	26%
MIT Press	20%
NEG	18%

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):
6 678 154

Unique Users (monthly)
853 350

Share of the general digital audience in Bulgaria:
22%

Market Share Bussiness (impressions):
32%

AUDIENCE

Age:
15 - 29: 18 %
30 - 59: 51 %
60+: 31 %

Education:
University/College: 38 %
Highschool: 57 %

Sex:
Men: 65 %
Women: 35 %



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):
16 923 317

Unique Users (monthly)
1 195 300

Share of the general digital
auduience in Bulgaria:
31%

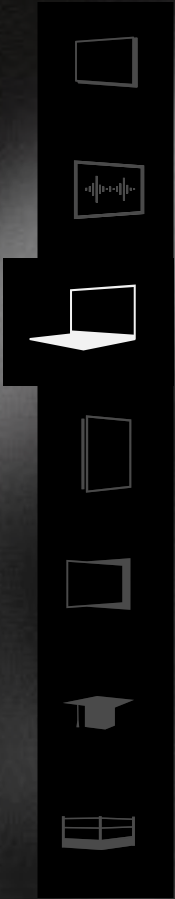
Market Share News
(impressions):
9%

AUDIENCE

Age:
15 - 29: 13 %
30 - 59: 51 %
60 +: 36 %

Education:
University/College: 31 %
Highschool: 54 %

Sex:
Men: 43 %
Women: 57 %



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):
497 616

Unique Users (monthly)
172 050

Share of the general digital
auduience in Bulgaria:
4%

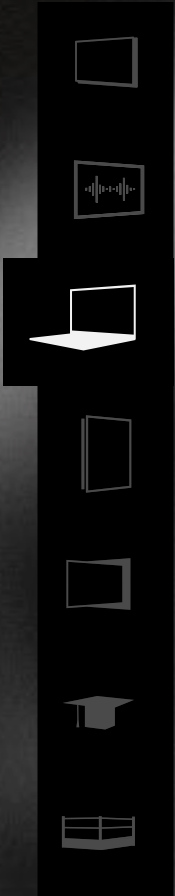
Market Share Business
(impressions):
2%

AUDIENCE

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

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

Sex:
Men: 60 %
Women: 40 %



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):
2 506 584

Unique Users (monthly)
980 500

Share of the general digital
auduience in Bulgaria:
25%

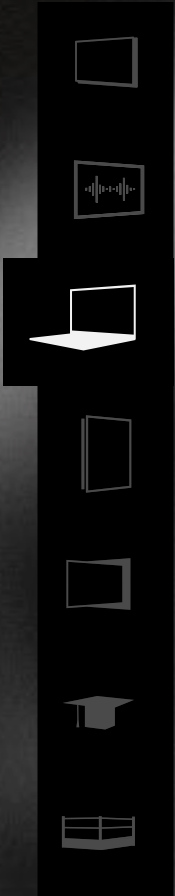
Market Share News
(impressions):
1%

AUDIENCE

Age:
15 - 29: 10 %
30 - 59: 49 %
60 +: 41 %

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

Sex:
Men: 43 %
Women: 57 %



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):
6 759 682

Unique Users (monthly)
647 050

Share of the general digital audience in Bulgaria:
17%

Market Share Sport (impressions):
8%

AUDIENCE

Age:
15 - 29: 16 %
30 - 59: 52 %
60 +: 32 %

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

Sex:
Men: 86 %
Women: 14 %



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):
3 629 766

Unique Users (monthly)
671 150

Share of the general digital audience in Bulgaria:
16%

Market Share Automotive (impressions):
2%

AUDIENCE

Age:
15 - 29: 17 %
30 - 59: 53 %
60 +: 30 %

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

Sex:
Men: 77 %
Women: 23 %



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):
1 798 154

Unique Users (monthly)
473 350

Share of the general digital
auduience in Bulgaria:
12 %

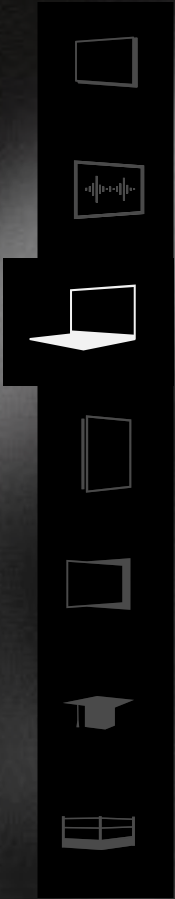
Market Share Female
(impressions):
5 %

AUDIENCE

Age:
15 - 29: 17 %
30 - 59: 54 %
60 +: 29 %

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

Sex:
Men: 24 %
Women: 76 %



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):
4 308 531

Unique Users (monthly)
683 300

Share of the general digital audience in Bulgaria:
17%

Market Share Female (impressions):
11%

AUDIENCE

Age:
15 - 29: 19 %
30 - 59: 54 %
60 +: 27 %

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

Sex:
Men: 24%
Women: 76 %



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):
493 582

Unique Users (monthly)
207 950

Share of the general digital
auduience in Bulgaria:
5%

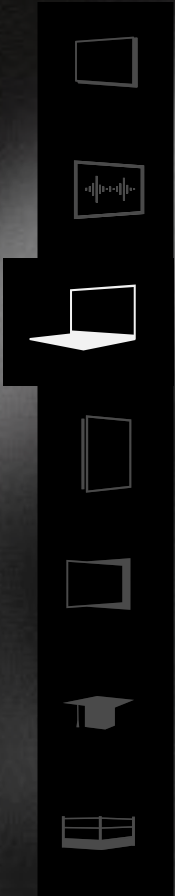
Market Share Teen
(impressions):
10%

AUDIENCE

Age:
15 - 29: 42 %
30 - 59: 43 %
60 +: 15 %

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

Sex:
Men: 37 %
Women: 63 %



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):
67 151

Unique Users (monthly)
37 600

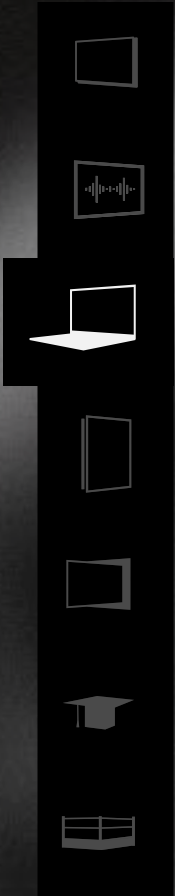
Share of the general digital
auduience in Bulgaria:
1%

AUDIENCE

Age:
15 - 29: 25 %
30 - 59: 63 %
60 +: 12 %

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

Sex:
Men: 21%
Women: 79 %



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):
2 886 369

Unique Users (monthly)
882 300

Share of the general digital
auduience in Bulgaria:
22%

Market Share Health
(impressions):
18%

AUDIENCE

Age:
15 - 29: 16 %
30 - 59: 57 %
60 +: 27 %

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

Sex:
Men: 32%
Women: 68 %



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):
899 216

Unique Users (monthly)
107 250

Share of the general digital
auduience in Bulgaria:
3%

Market Share Real Estates
(impressions):
1%

AUDIENCE

Age:
15 - 29: 12 %
30 - 59: 64 %
60 +: 24 %

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

Sex:
Men: 42 %
Women: 58 %



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):
123 654

Unique Users (monthly)
15 000

Share of the general digital
auduience in Bulgaria:
0 %

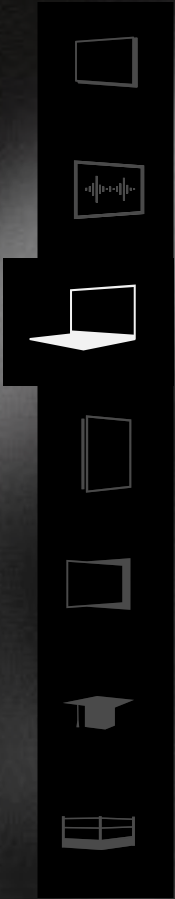
Market Share Jobs
(impressions):
3 %

AUDIENCE

Age:
15 - 29: 32 %
30 - 59: 49 %
60 +: 19 %

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

Sex:
Men: 43 %
Women: 57 %



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):
334 797

Unique Users (monthly)
105 850

Share of the general digital
auduience in Bulgaria:
3%

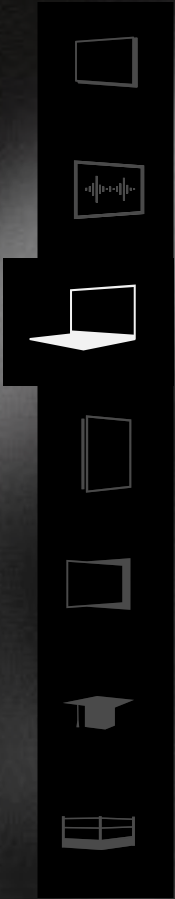
Market Share Sport
(impressions):
0%

AUDIENCE

Age:
15 - 29: 23 %
30 - 59: 60 %
60 +: 17 %

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

Sex:
Men: 80 %
Women: 20 %



INVENTORY

Impressions (monthly):
23 100

Unique Users (monthly)
8 940

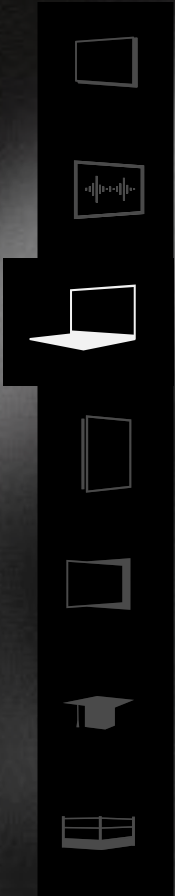
Share of the general digital
auduience in Bulgaria:
0.18%

AUDIENCE

Age:
25 - 59: 57 %
60 +: 42 %

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

Sex:
Men: 52 %
Women: 48 %



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):
1 403 658

Unique Users (monthly)
375 750

Share of the general digital
auduience in Bulgaria:
10%

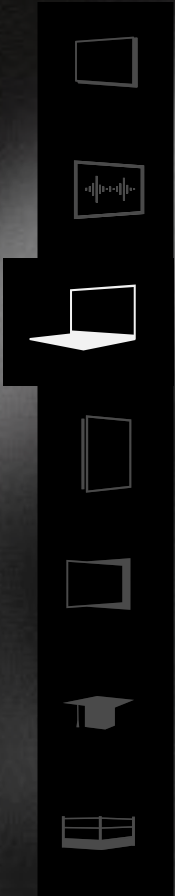
Market Share News
(impressions):
1%

AUDIENCE

Age:
15 - 29: 18 %
30 - 59: 42 %
60 +: 30 %

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

Sex:
Men: 44 %
Women: 56 %





Podcasts

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

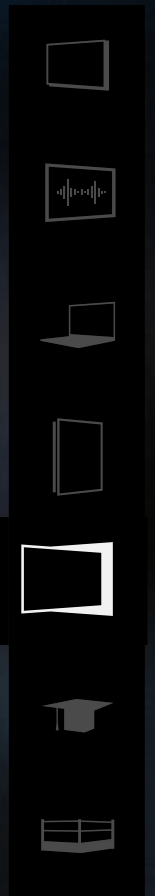




Event management

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.



INVESTOR MEDIA PRO

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

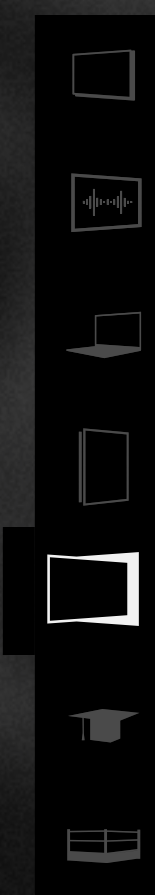


Events

PREGNANCY AND CHILD HEALTH FORUM

In 2023, the eleventh edition of the well-established “Pregnancy and child health forum” will be held. This is the most significant event for maternal and child health, where prospective and current parents meet with leading specialists in maternal and child health to share valuable advice, and introduce in-depth the individual stages of the parenting journey. The new edition of the specialized event will offer an even more interesting, rich, and useful lecture program. Within the “Pregnancy and child health forum” there will also be a special expo, where attendees will be able to discover products and services related to the birth and upbringing of the child.

Proven specialists in maternal and child health will acquaint the audience with the most up-to-date, practical, and reliable information to support future and current parents, confirmed by experience and scientific expertise, which will be of maximum use to them during pregnancy and raising their children.



FOUNDERS TODAY 2023

The most important thing for the success of young people is the transmission of experience and continuity between generations. Founders Today is a project that gives entrepreneurs the opportunity to meet successful names in the business. After a competition within the project, six successful startup founders get an exclusive mentoring session with an established representative of the entrepreneurial ecosystem, whom they can ask personally, everything they want to learn to improve and further develop their startup business.

ANNUAL AWARDS OF IMOTI.NET

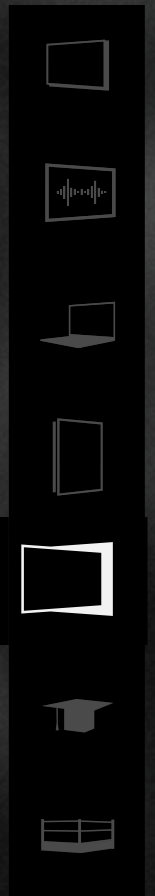
This is the only national competition in the real estate sector, which since 2016 has distinguished the most successful real estate brokers and agencies, the best property sites, and the achievements of investors and builders in residential and business projects.



INVESTOR FINANCE FORUM

INVESTOR FINANCE FORUM is the leading conference for the financial and investment community in our country. For the twelfth consecutive year, the conference will meet experts from the banking, finance, and fintech sectors, capital markets, stock exchanges, and regulators.

In the conditions of global economic dynamics, the content of the conference for the financial sector and business in our country is gaining more and more value. Participants in the conference this year will also be leaders and experts from the investment and financial sector in our country and Europe.



TECH OF TOMORROW 2023

The success of any business depends on the correct evaluation of the future. Technology has never been more important for the development of our city, life, and business. Tech of Tomorrow for another year will unite and present the next generation of innovations for business and urban development.

ENERGY OF TOMORROW 2023

The energy of the future is here and today society has an increasing need for solutions for energy efficiency, green and clean energy, alternative forms of energy supply, and energy trading. The topics of focus in the first edition of the Energy of Tomorrow will be the development of innovation, technology, and green energy, energy efficiency opportunities for home and business, and good practices in creating energy for one's own business needs. The rich program of the event will offer the attendees a special expo part where companies will be able to present their technological solutions.

BANKING OF TODAY 2023

Your bank today is the bank of your future from yesterday. The new edition of the specialized banking conference Banking Today will present the banks that have entered the new "customer-first" era.

In a high-level three panels discussion, will be discussed the architecture that banks create to improve the experience of their users, as well as the specifics of fintech engines. The representatives of the leading financial authorities and regulatory bodies in Bulgaria will present their expertise and professional view on the macroeconomic changes that will affect the banking and financial market in our country. They will also outline what new products and services useful for the business the sector will offer in 2023.



INVESTOR MEDIA
GROUP

Thank you for your attention!