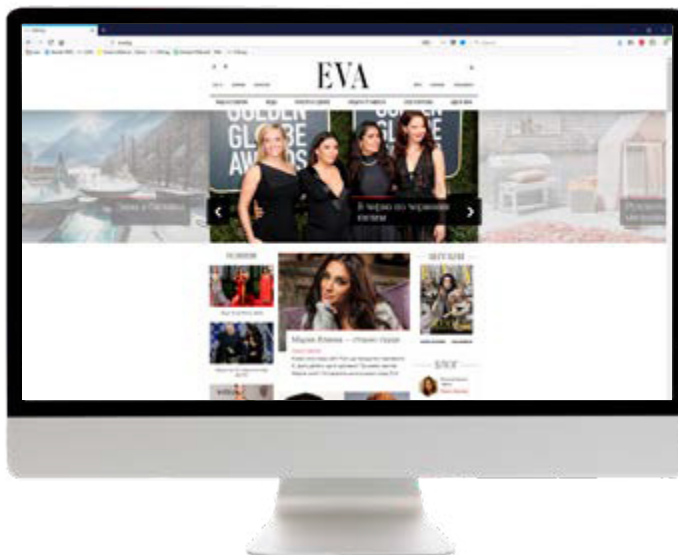


Media Kit
WWW.EVA.BG
2024
EVA MAGAZINE

STATISTICS



UNIQUE VISITORS PER MONTH - 220 000

UNIQUE VISITORS PER DAY - 10000

AVG SESSION DURATION - 3 minutes

PAGES/SESSIONS - 5

PAGEVIEWS PER MONTH - 1 900 000

FACEBOOK FOLLOWS - 120 000

INSTAGRAM FOLLOWERS 7 000

AUDIENCE PROFILE

63%
women

37%
men

12%
15 - 24 years

31%
MONTHLY INCOME over 2 500 lv.

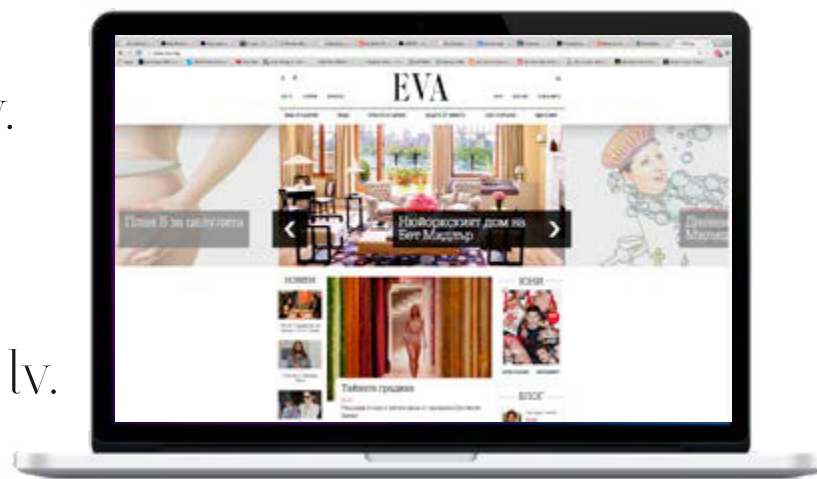
44%
MONTHLY INCOME -1 500-2 500 lv.

26%
25 - 34 years

41%
35 - 48 years

19 %
MONTHLY INCOME up to 1 500 lv.

21%
over 48 years



COMPETITIVE ADVANTAGES

Brand image

The main advantages of eva.bg are the image, the reputation and the prestige of an already established and recognizable brand - EVA. After 19 years on the print market the magazine has excellent reputation. Becoming a successful brand, it has won loyal readers and top advertisers.

HIGHEST
QUALITY
CONTENT

The content of the website relies on the same journalists that make the magazine, which ensures quality and original content. Unlike most women sites that rely on a humble team, a small number of materials on a daily basis and not so serious, varied and in-depth articles, the content in eva.bg is at a level that few Bulgarian online media sites can afford. Our team includes one of the most proven and talented editors and writers, some of whom are also bloggers in the site.

Focus

eva.bg is not a typical housewife website. We have strong fashion and beauty sections, that guarantee to our advertisers high image positioning and targeted audience.

Up to date **CONTENT**

The main goal of eva.bg is to present the latest celebrity, lifestyle, beauty and fashion news from the world stage. With its dynamic content with more than 10 posts per day our visitors are able to track the variety of information that we offer.

CATEGORIES

PEOPLE AND EVENTS
NEWS, INTERVIEWS, PORTRAITS, MY SEVEN

FASHION
NEWS, TRENDS, EDITORIALS, DESIGNERS, STREET STYLE, LOOK WHO AND HOW

HEALTH AND BEAUTY
NEWS AND TRENDS, FRAGRANCES, HAIR, BEAUTY TIPS, HEALTHY LIVING, EVA'S EXPERIMENT

LIFESTYLE
INTERIOR AND DESIGN, TOP PRODUCTS, BOARDING TIME, GOURMET, TRY THIS

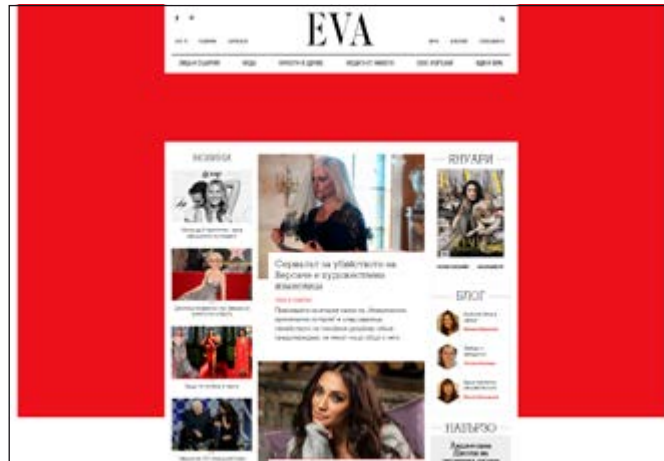
SEX AND RELATIONSHIPS

GO AND SEE
MOVIES, BOOKS, MUSIC, EXHIBITIONS, THEATRE, BAR & RESTAURANTS, EVENTS

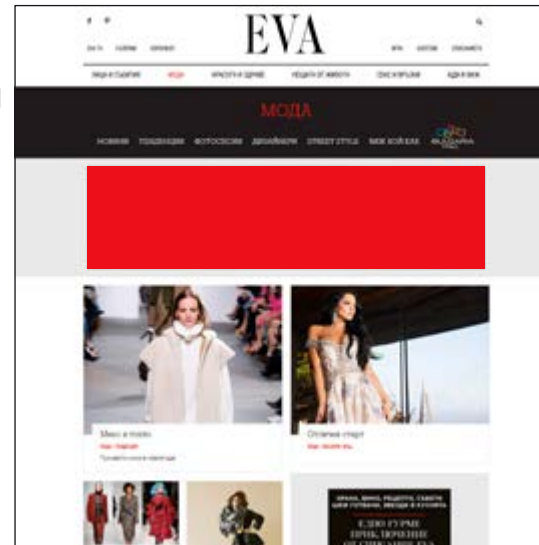
EVA TV, GALLERIES, HOROSCOPES, GAMES, BLOGS, THE MAGAZINE

DISPLAY AD FORMATS

H
BRANDING
home page



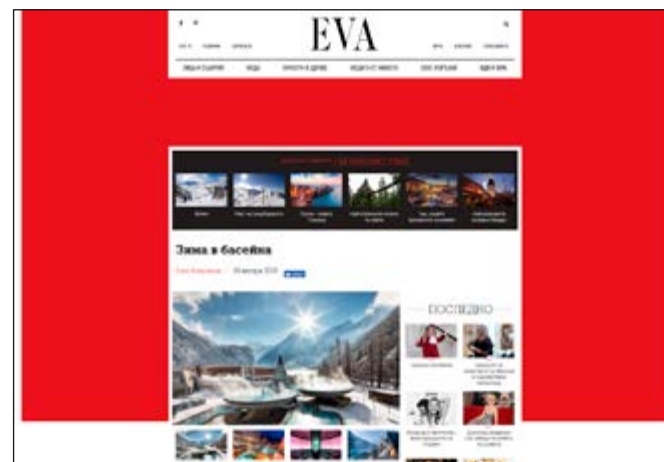
970X250
BILLBOARD
inner pages



300X600
HALF PAGE
inner pages
mobile



H
BRANDING
inner pages

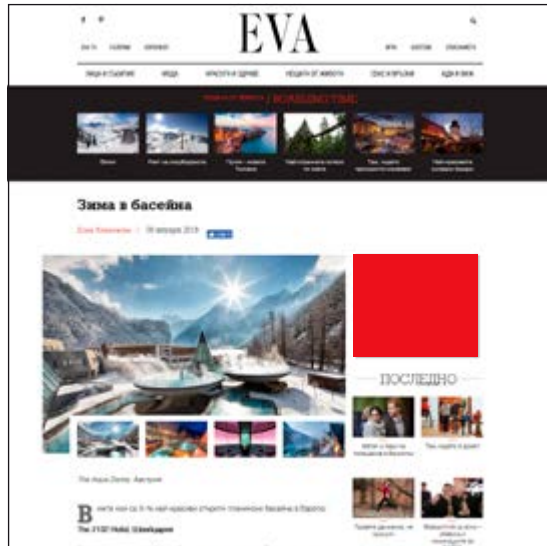


970X250
BILLBOARD
inner pages

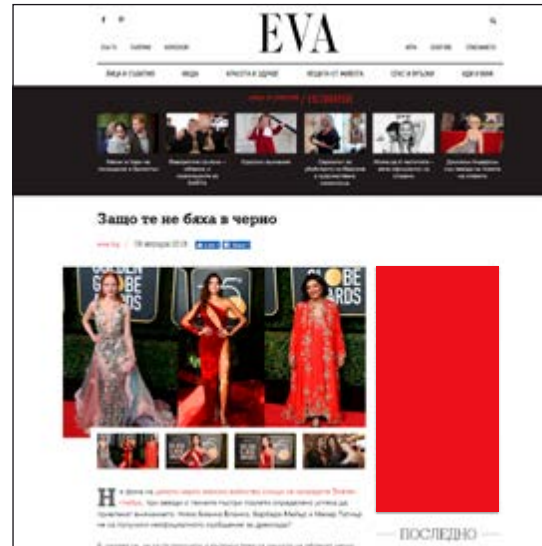


DISPLAY AD FORMATS

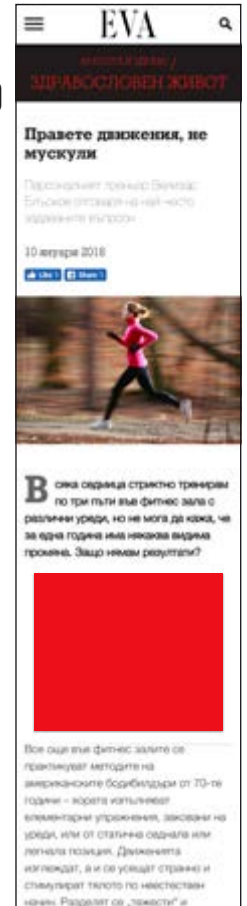
300X250
RECTANGLE
inner pages



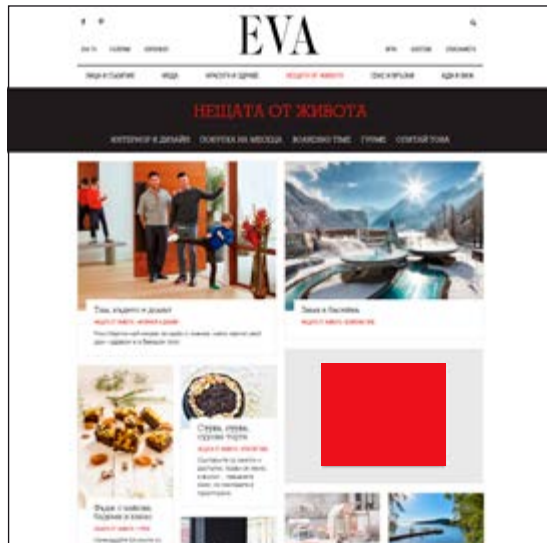
300X600
HALF PAGE
inner pages



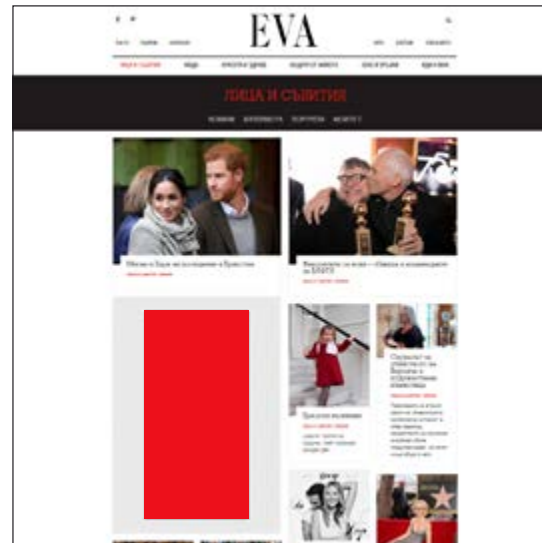
300X250
RECTANGLE
inner pages
mobile



300X250
RECTANGLE
inner pages

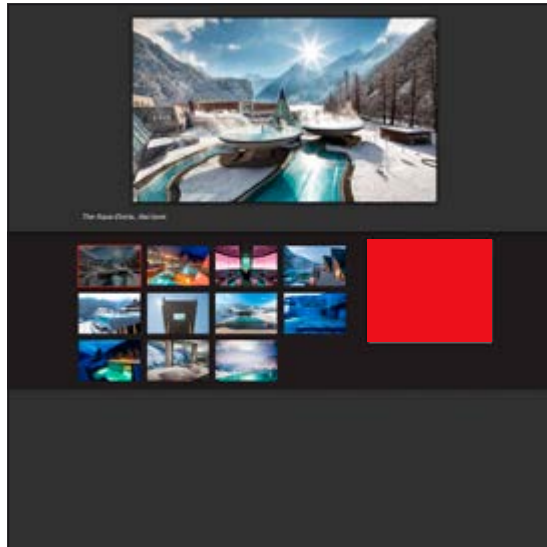


300X600
HALF PAGE
inner pages



DISPLAY AD FORMATS

300X250
RECTANGLE
galleries



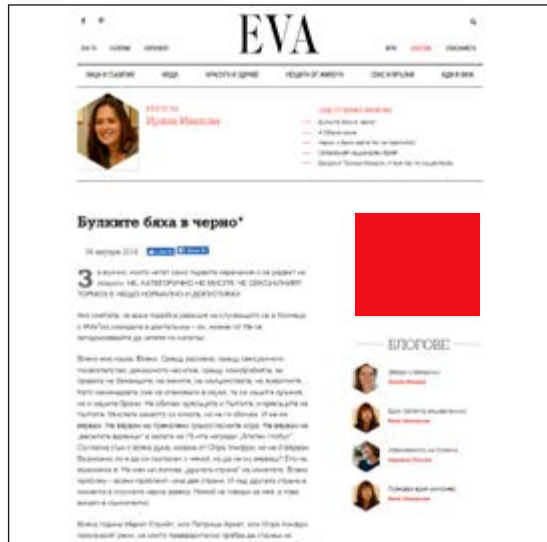
300X250
RECTANGLE
inner pages
(DOWN)



300X100
all pages
mobile



300X250
RECTANGLE
blogs



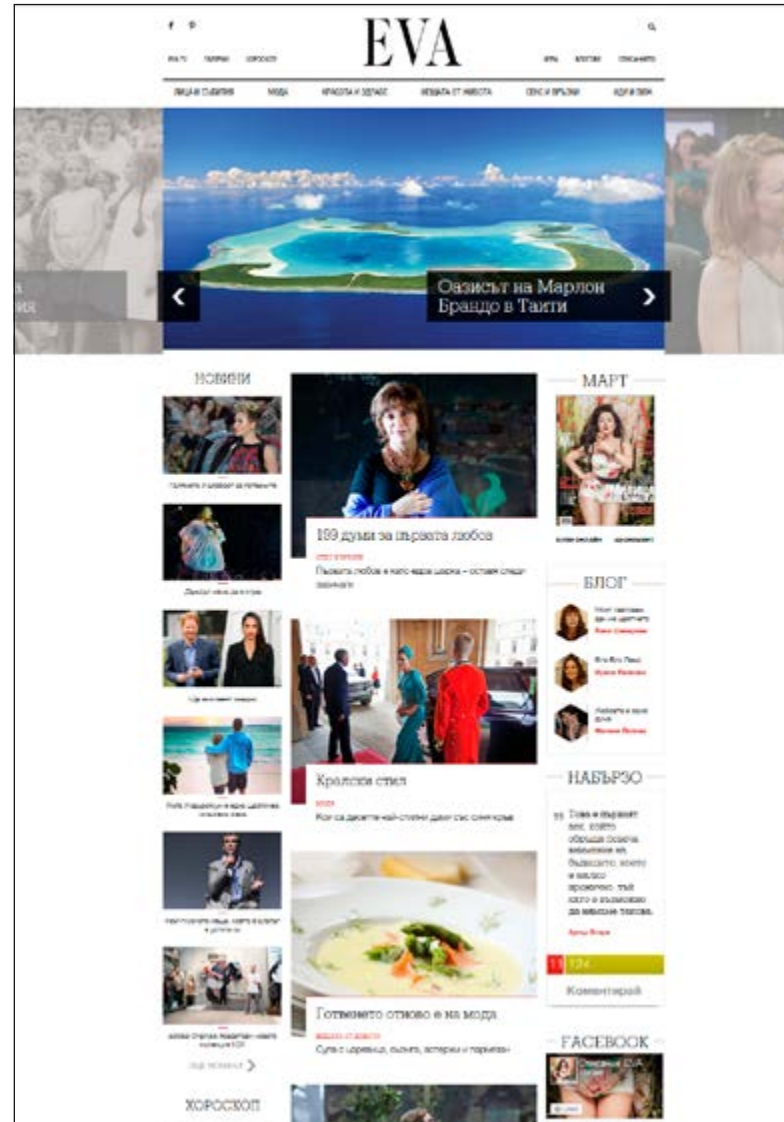
300X600
HALF PAGE
RECTANGLE
inner pages
(DOWN)



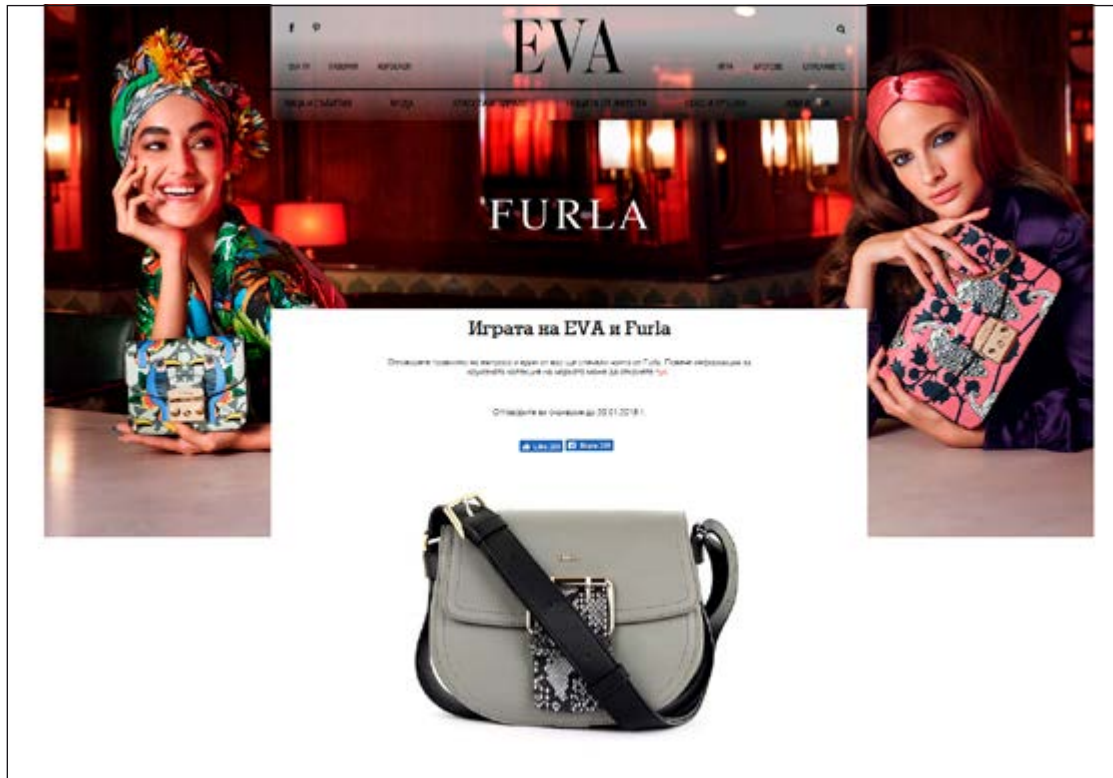
PR ARTICLES

PR ARTICLE
INNER PAGE

Announced for 2 days on homepage.
Promoting new services, new trends,
events and products.
Text link to the website of the partner.



PRODUCT PLACEMENT - GAME

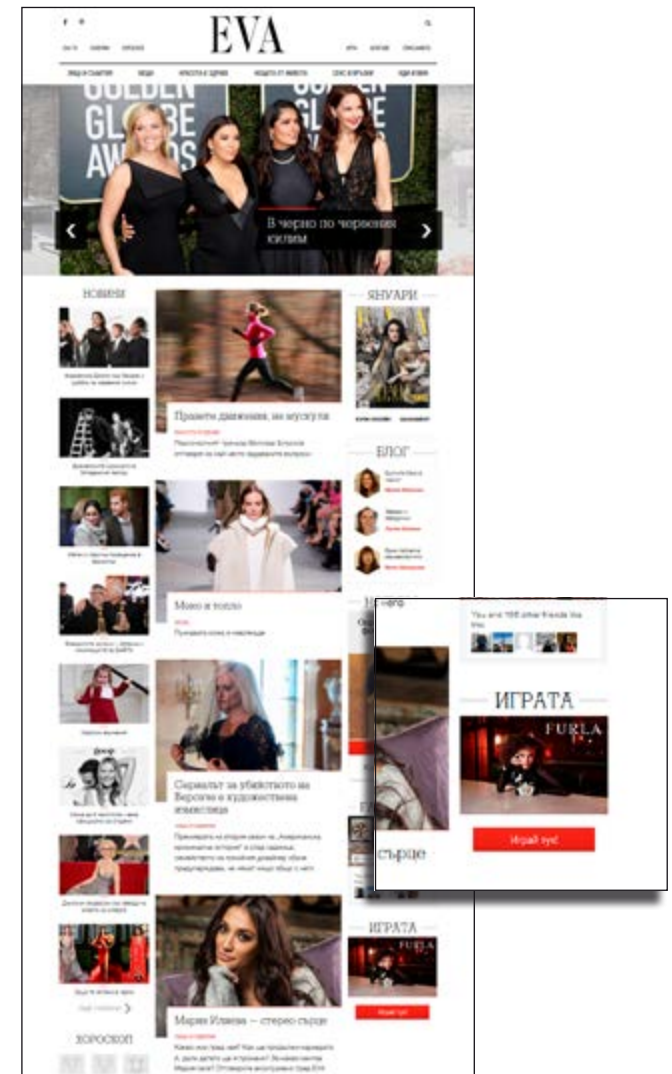
**GAME****PERIOD: 2 WEEKS**

Banner with logo on homepage

1 PR article on inner page (incl. link to the website of the partner);

Branding of the game page;

2 facebook posts about the game, 1 per week.



RATES 2024 & REQUIREMENTS

Formats	Position	IMP daily	price in BGN without VAT
300x600 Half Page	All pages, Up	60 000	30
300x250 Rectangle	All pages, Up	60 000	20
300x250 Rectangle	All pages, Down	60 000	10
970x250 Megaboard	All pages	60 000	35
970x250 Video megaboard	All pages	60 000	40
Videostitial	All pages	25 000	65
H-branding	All pages	25 000	60
H-branding	Home page	5 000	100
Wallpaper	All pages	25 000	50
Parallax mobile	All pages	40 000	25
PR material	Home page		1 200
Native PR material	Home page		1 400
The EVA experiment	Home page		1 700
Instagram post			500
Game	All pages		2 000
Video	All pages		upon request

All prices are in BGN (VAT 20% not incl.)

CPM extra charging

Frequency Capping: daily, weekly, per campaign, per session	15%
* Interstitial and floating formats - FRQ 2 per session	
Fixed category	15%

Deadlines

Booking and materials for banners	1 day
Booking and materials for Over the page and Site take over formats	2 days
Booking and materials for Native PR and Game	3 days

Technical requirements

300x250 - up to 50 kb
 300x600 - up to 69 kb
 970x250 - up to 69 kb
 All video formats - script

CONTACTS

ATTICA EVA

sales@atticaeva.bg

web editors

DEYANA ANGELOVA - d.angelova@atticaeva.bg

advertising department

ZORNITSA PETROVA - z.petrova@atticaeva.bg

52 Khan Omurtag str. Sofia 1124