

*magazine*  
**EVA**  
**MEDIA KIT**

*2024*



# EVA

## AUDIENCE PROFILE

85,9%

WOMEN

14,1%

MEN

89%

MONTHLY INCOME - over 1500 BGN



27,3%

25 - 34 years



22,6%

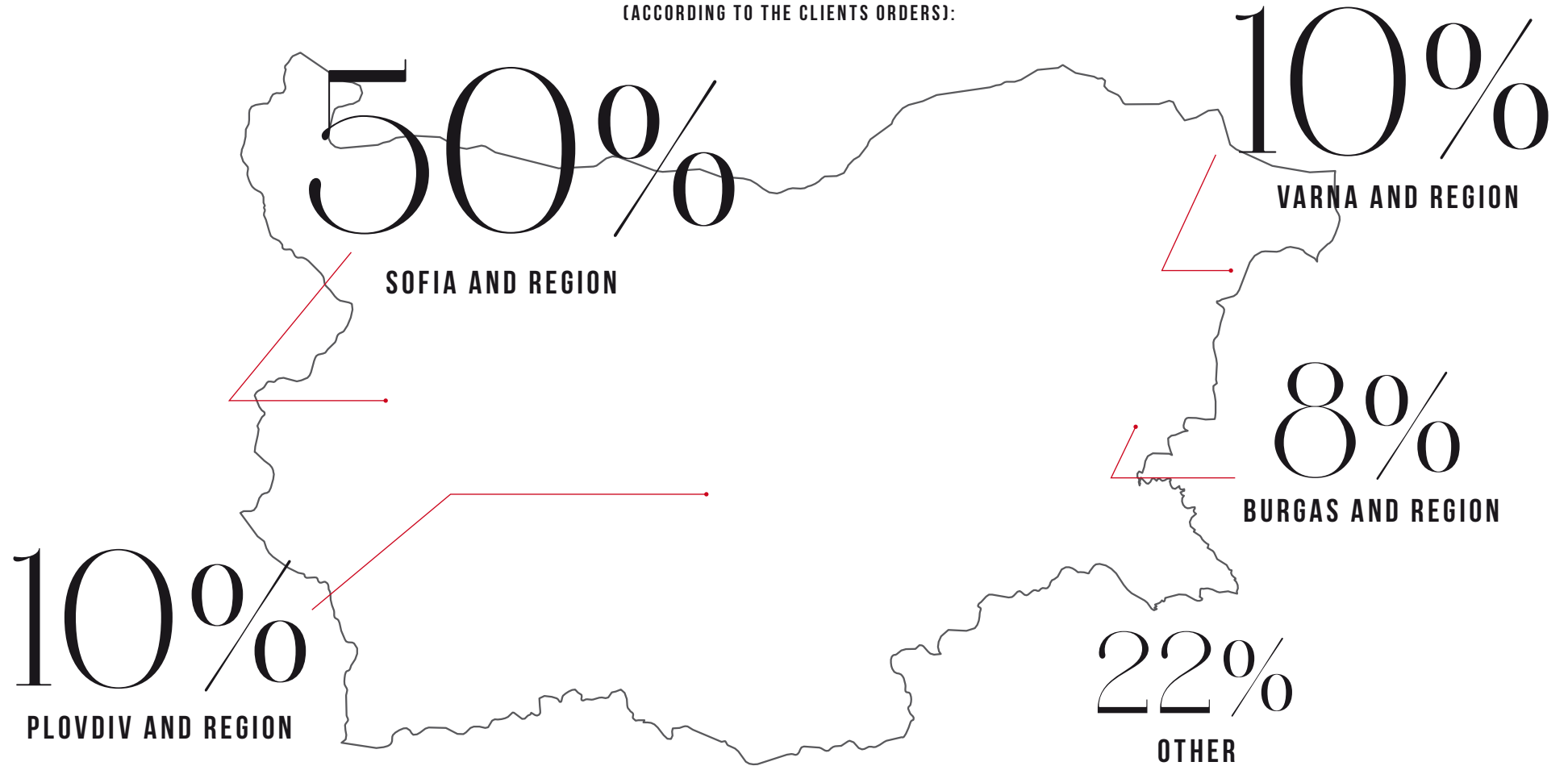
35 - 44 years

17,2%

45 - 54 years

# EVA

*DISTRIBUTION*  
(ACCORDING TO THE CLIENTS ORDERS):



MONTHLY PRINT RUN - 10 000  
DATE OF RELEASE - 1st date of each month

# EVA

## THE BEGINNING



1998

the first issue of  
EVA magazine



2001



2005



2003

## EVA IS A MONTHLY MAGAZINE,

targeted to the wide female audience, aged from 20 to 55 years, modern and dynamic, well educated, with social and professional status, having their own business, financially independent.

The concept of the magazine is to discover inspiring and extraordinary people and to present their stories, to give their point of view about socially significant topics. The slogan “Stories from the woman’s heart” describes the philosophy of the magazine. With its lifestyle topics EVA attracts even man audience, who already reached 14% of all magazine’s readers. EVA was first published in 1998 and since then it has been trusted and recognizable with authority by many readers and partners.



2021



2015



2023

# EVA

## *LEADING RUBRICS AND TOPICS*



### **CELEBRITIES, TRENDS, EVENTS**

The leading part of the magazine in which are presented news, trends, interviews with celebrities and popular people in fashion, business and cultural areas. There are also extraordinary stories of ordinary people. Very popular rubrics are “Exclusive...” and “Private dinner with an editor”, where popular people share their stories, secrets, emotions and ideas. The movie, book and music reviews are highly rated part of the magazine. World famous artists, musicians and actors often give interviews exclusively for EVA. The columnists – the journalist Dragomir Simeonov and the writer Milena Fuchedzhieva – are highly appreciated from the magazine readers.

### **COVER STORY**

More than 200 Bulgarian celebrities have been presented on the EVA’s cover, telling their exclusive stories. Cover faces and their stories are EVA’s main advantage and make the magazine well-known with its style and exclusivity.

### **FASHION**

The fashion rubric presents the world newest trends and fashion hits, famous designers and news from the fashion brands. Cooperating with the best Bulgarian stylists and photographers, EVA have always has its leading position fashion.



# EVA

## LEADING RUBRICS AND TOPICS



### BEAUTY

EVA is known as the magazine with the best beauty editor in Bulgaria, according to the readers and the partners feedback. In cooperation with real experts in beauty area, this section presents the new cosmetic products and treatments, fragrances, make-up and nail care trends and products, hairstyle and hair care advices and also is revealing many celebrities' beauty secrets.

### PRACTICUM

A part of the magazine where readers can find the advices from leading specialists, doctors and experts in different areas – health care, aesthetic medicine, education, finances etc.

### THE PLEASURE OF LIFE

Home design, interior and decoration ideas, travel guide and lifestyle, gourmet and cooking blog are the main topics of this lifestyle rubric of the magazine.

# EVA

## RATE CARD

### advertising formats (BGN before VAT)

#### PAGES

single right page	4200
1/2 right page	3200
1/3 right page	2200
1/4 right page	
(placed in index pages)	1200

- 10% for left pages

#### SPREADS

1st spread page	8200
leading spread page	6500
spread page	6100

#### COVERS

back cover	8200
3th cover	5000
2nd cover	6000
gatefold	12000

### discounts and overcharges

for advertising agencies	10%
for combination of titles	5%

#### VOLUME DISCOUNTS

2 - 5	13%
6 - 10	15%
11 - 16	20%
17 - 26	25%
27 - 36	30%
37 - 46	32%
47 - 60	34%

#### FOR INSERTS

-20% when combined with an ad page

#### OVERCHARGES

+20% for fixed page/rubric

### inserts and samples (BGN before VAT)

#### INSERTS\*

whole print run	0.20 lv./per copy
partly print run**	0.30 lv./per copy
sticked samples	+ 0.05 lv./per copy

\* leaflets and catalogues - up to 12 pages 12, size A5

\*\* minimum print run for insertion - 30% of the whole

#### deadlines

booking -  
up to 10th of the previous month  
receiving ad materials -  
up to 15th of the previous month

### additional info

MONTHLY PRINT RUN - 10 000

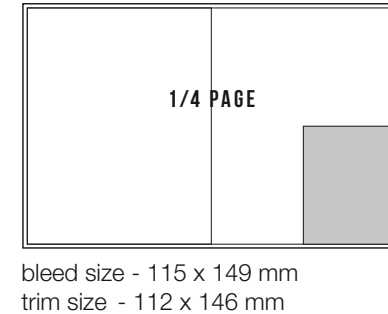
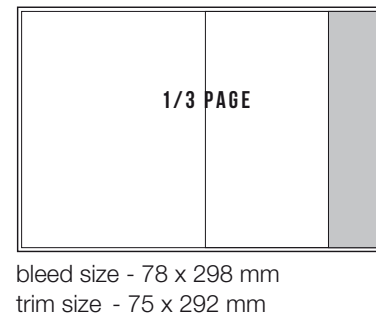
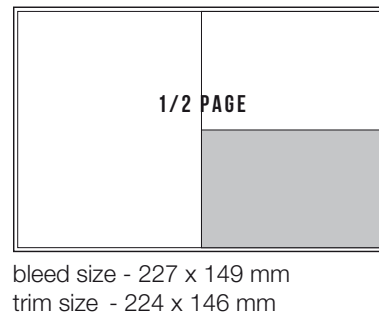
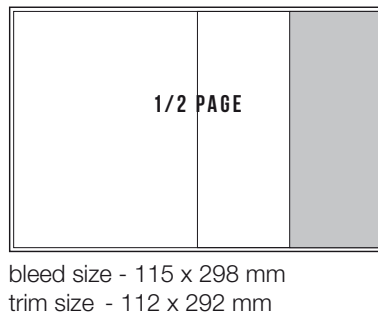
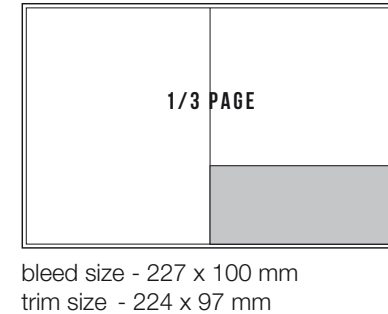
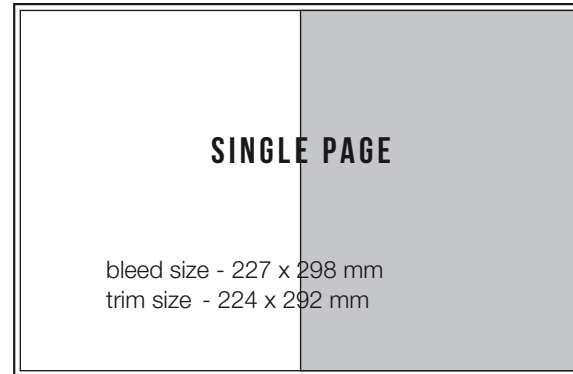
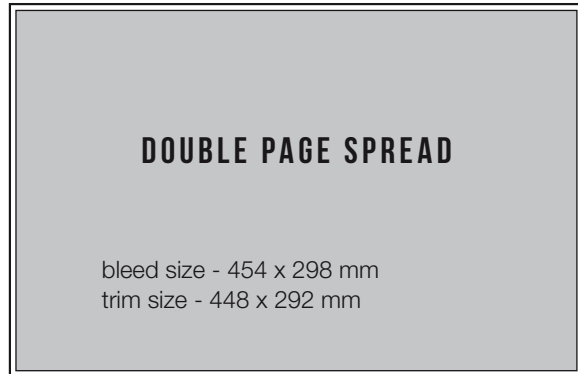
DATE OF RELEASE - 1st date of each month

NUMBER OF ISSUES PER YEAR - 12

# EVA

## TECHNICAL REQUIREMENTS

### advertising formats



### production requirements

PDF - Press optimized, curves, CMYK  
EPS - curves, CMYK  
TIFF - 300 dpi, CMYK



# EVA

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## *CONTACTS*

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