

*Media Kit*  
**WWW.EVA.BG**  
*2020*  
**EVA** MAGAZINE



MEDIA WEBSITE  
FOR 2014

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 FOLLOWERS - 116 000

\* according to Google Analytics

## AUDIENCE PROFILE

59,1% women  
40,9% men

12,9%  
15 - 24 years

31,8%  
MONTHLY INCOME - over 2000 lv.

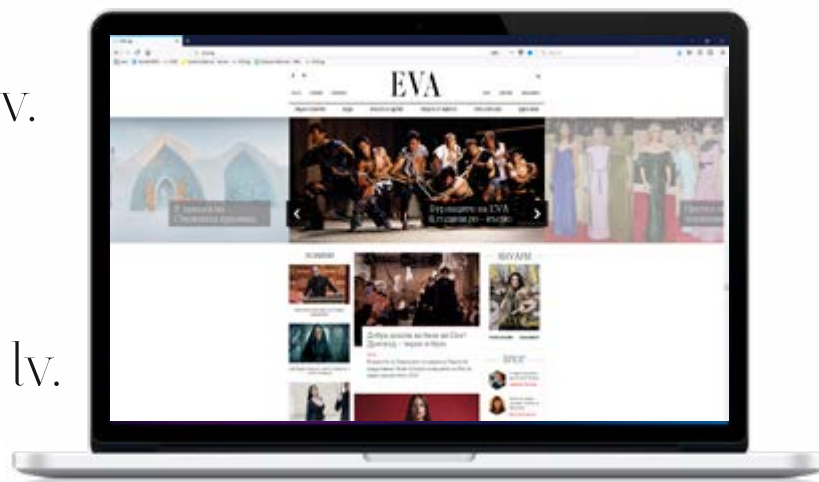
34,5%  
MONTHLY INCOME - 1000-2000 lv.

23,8%  
25 - 34 years

22,9%  
35 - 44 years

33,7%  
MONTHLY INCOME - up to 1000 lv.

20,4%  
45 - 54 years



\* according to Gemius

## 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**

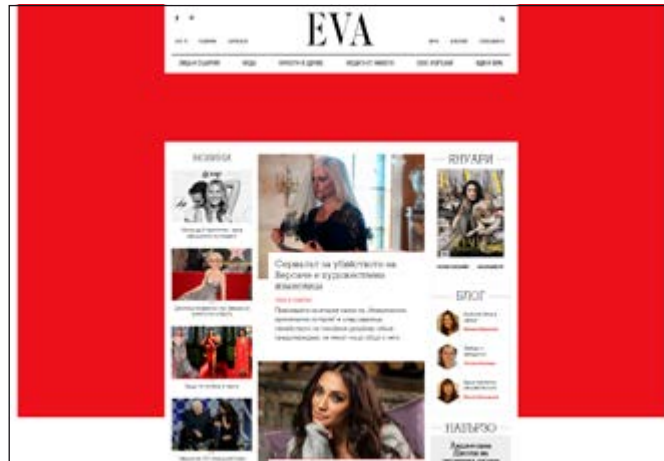
SEX AND RELATIONSHIPS

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

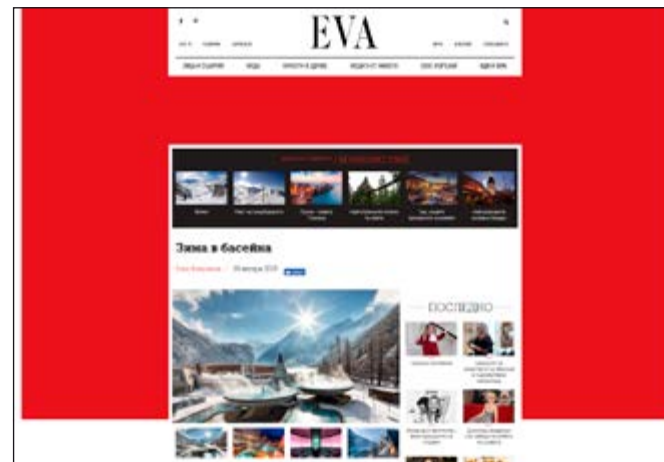
EVA TV, GALLERIES, HOROSCOPES, GAMES, BLOGS, THE MAGAZINE

DISPLAY AD FORMATS

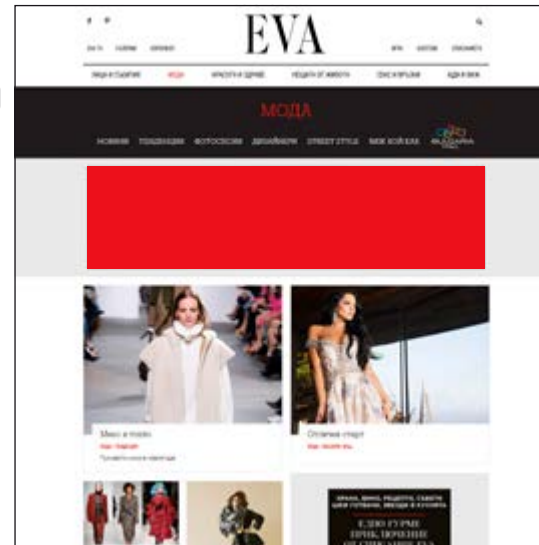
**H**  
BRANDING  
home page



**H**  
BRANDING  
inner pages



**970X250**  
BILLBOARD  
inner pages



**970X250**  
BILLBOARD  
inner pages

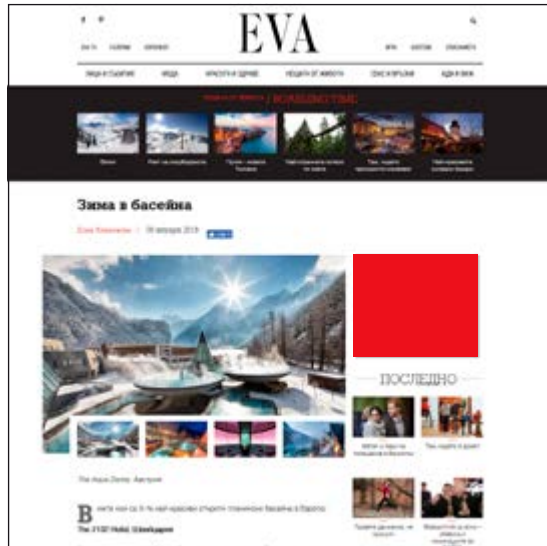


**300X600**  
HALF PAGE  
inner pages  
mobile

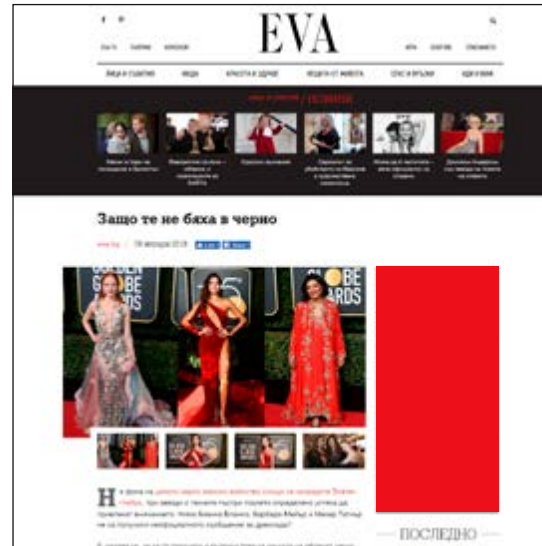


DISPLAY AD FORMATS

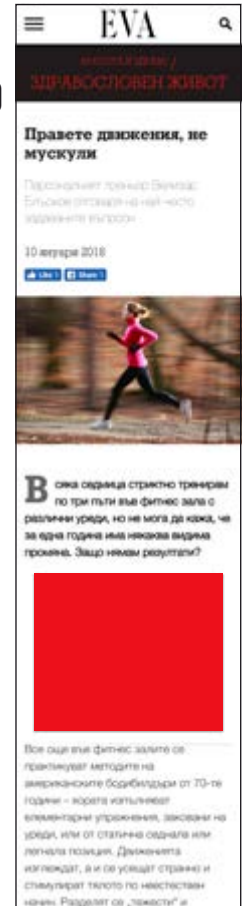
300X250  
RECTANGLE  
inner pages



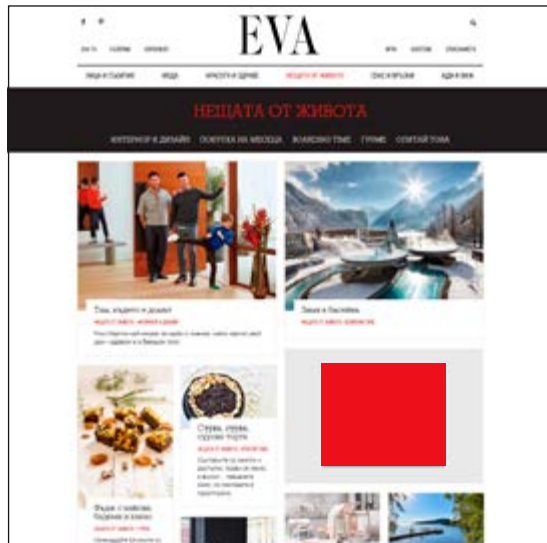
300X600  
HALF PAGE  
inner pages



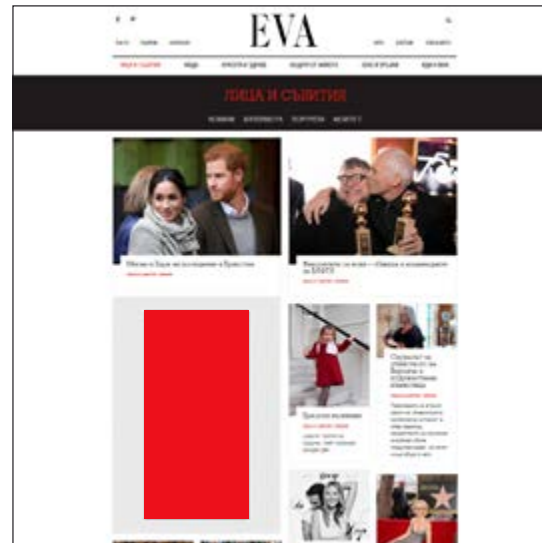
300X250  
RECTANGLE  
inner pages  
mobile



300X250  
RECTANGLE  
inner pages

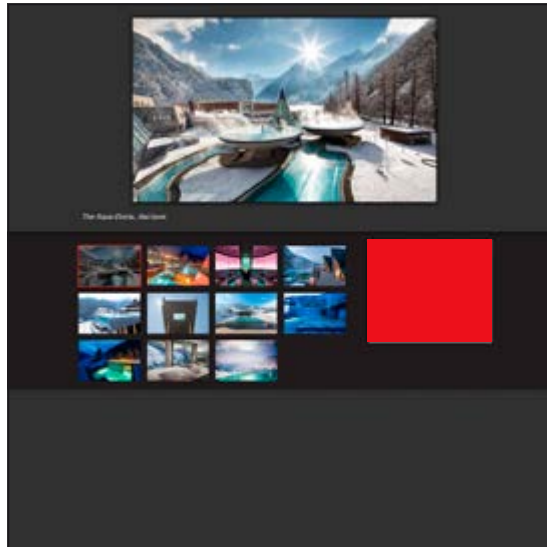


300X600  
HALF PAGE  
inner pages



DISPLAY AD FORMATS

300X250  
RECTANGLE  
galleries



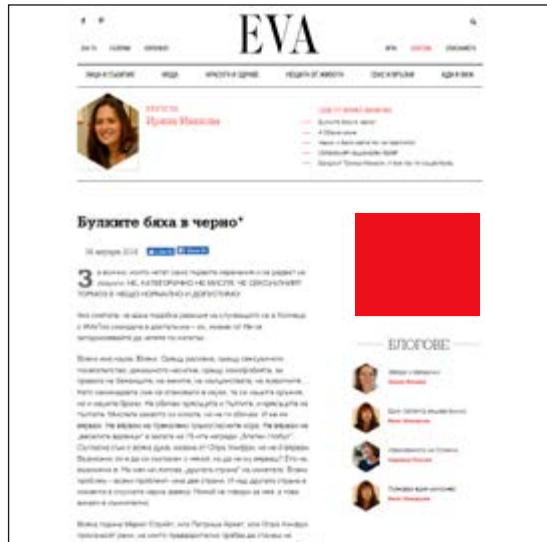
300X250  
RECTANGLE  
inner pages  
(DOWN)



300X100  
all pages  
mobile



300X250  
RECTANGLE  
blogs



300X600  
HALF PAGE  
RECTANGLE  
inner pages  
(DOWN)

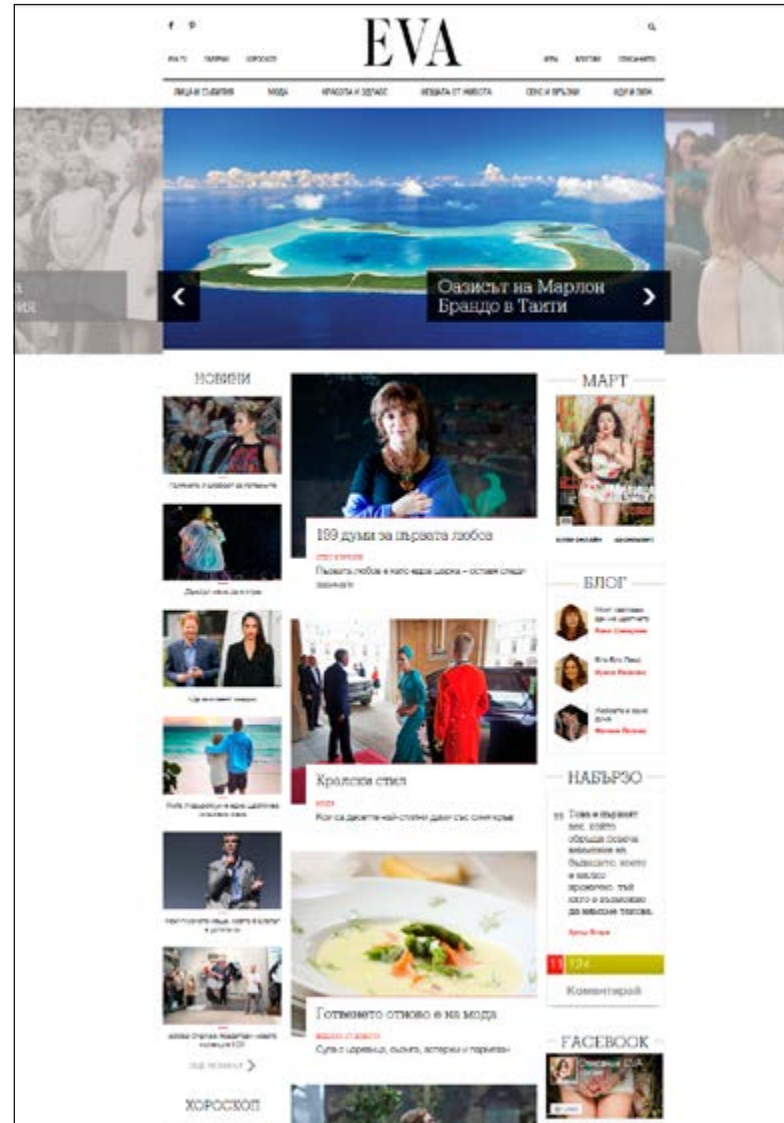




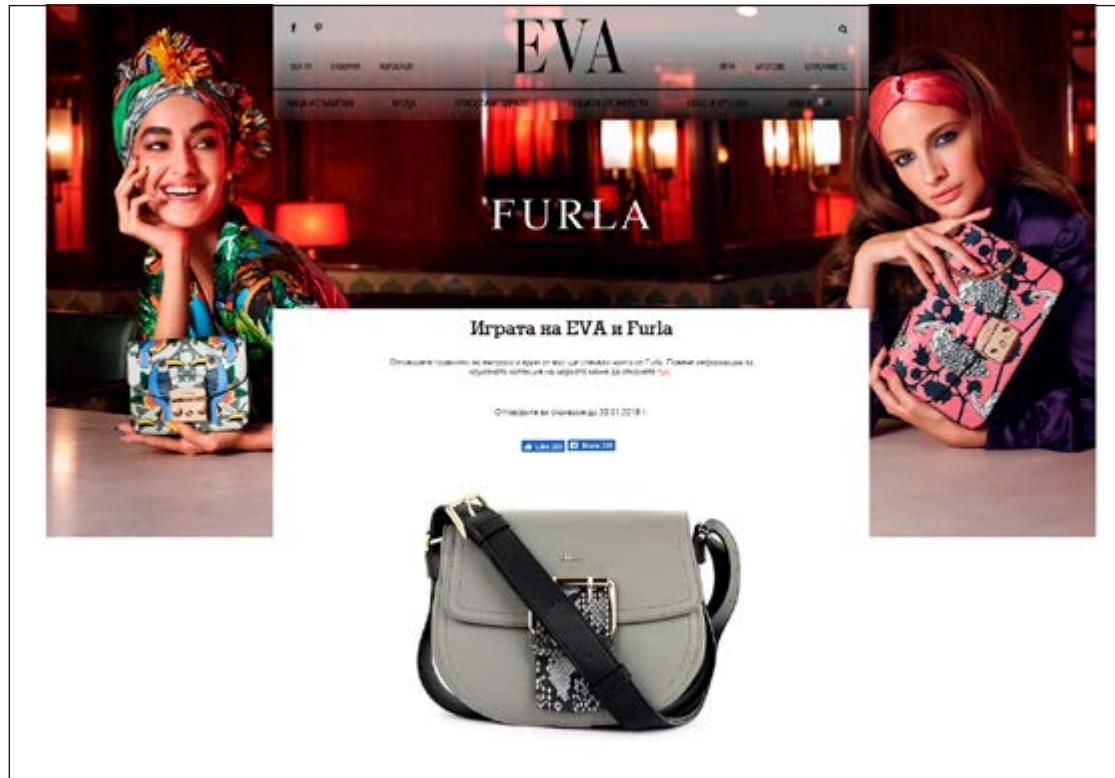
PR ARTICLES

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

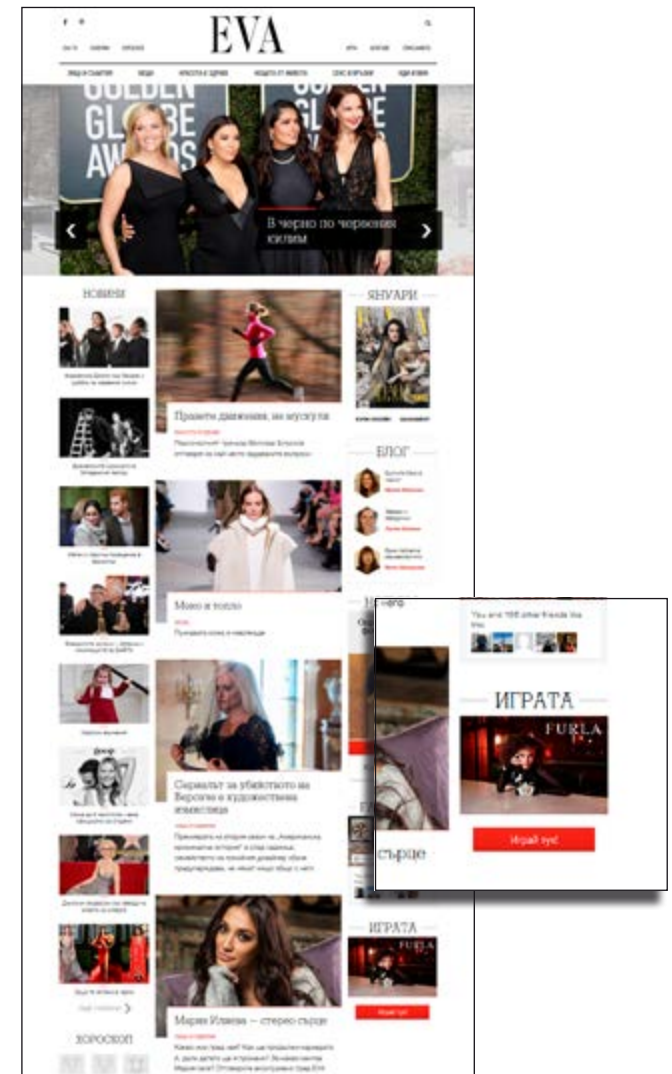
**GAME****PERIOD: 2 WEEKS**

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 & REQUIREMENTS

Formats	Position	IMP daily	CPM
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	5000	100
Wallpaper	All pages	25 000	50
Parallax mobile	All pages	40 000	25
Native PR	Home page		800
Game	All pages		2000
Video	All pages		upon request

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

### Technical requirements

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

### CPM extra charging

Frequency Capping: daily, weekly, per campaign, per session	15%
* <b>Interstitial and floating formats - FRQ 2 per session</b>	
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

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