



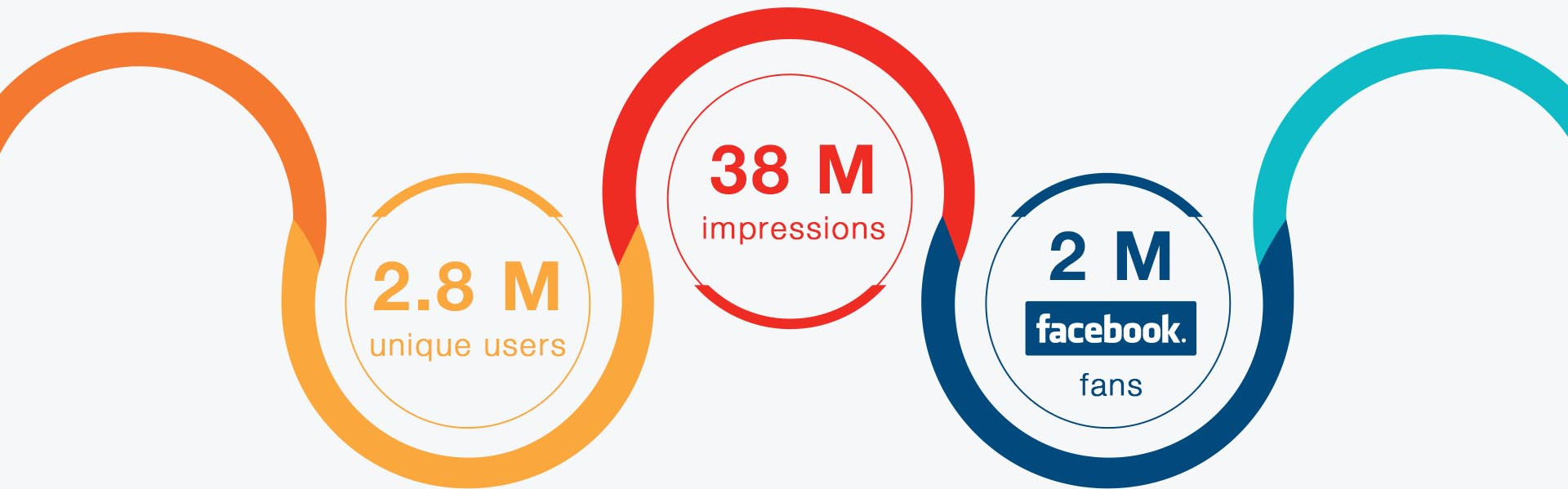
enium

MEDIA COMPANY





# AUDIENCE REACH



Source: Gemius and Google Analytics

## FACEBOOK

- X Apps / Games
- X FB page / Support
- X Clicks / Likes
- X Postings
- X Sharing
- X Viral Video
- X Distribution
- X Facebook campaign management and optimization

Reach / Engagement

## LOCAL MEDIA

- X Banners / Rich Media
- X PR
- X Text Links
- X Interview / Brand Ambassador
- X Games
- X Branding / Category
- X Direct Marketing
- X Creative and Viral Videos
  - Games
  - Adv. Formats
  - Websites
- X { Review  
Product Placement
- X Content Producer

Reach / Image / Loyalty

## GOOGLE

- X Text Link
- X Banners
- X AdSense campaign management and optimization
- X Adwords
- X SEO

Reach / Low Image / Clicks

## YOU TUBE

- X Channel management
- X Viral Video
- X Promo Video
- X You Tube / Views

Engagement

## IT SOLUTIONS

- X Software development
- X Mobile applications
- X Maintenance
- X Support

Customer service

# AUDIENCE PROFILE



**53%**  
female



**47%**  
male

**86%**

**2.4 M**

use Internet on  
a daily basis

**52%**

**1.5 M**

middle and  
high income

**85%**

**2.34 M**

secondary  
and higher  
education

**78%**

**2.1 M**

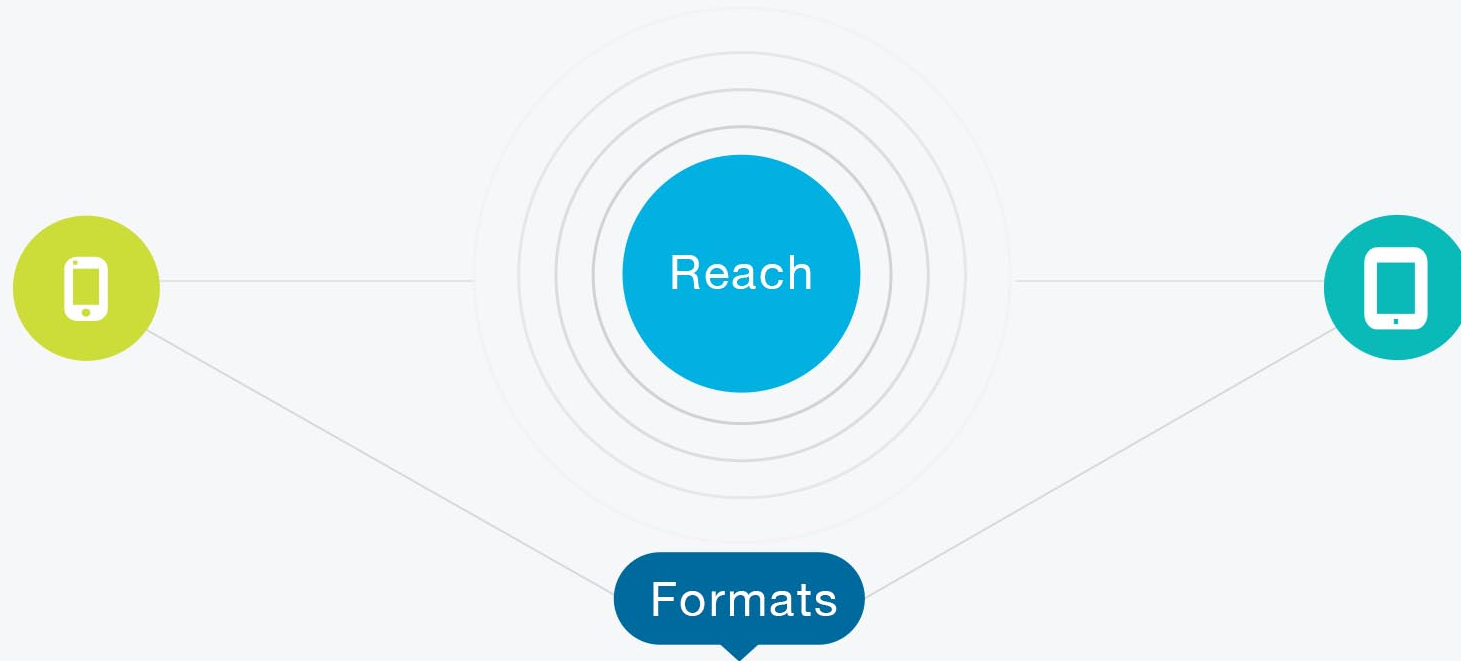
living in big  
cities and  
regional capitals

**73%**

**2 M**

aged  
18-45

Source: Gemius and Google Analytics



- |          |          |          |          |          |          |                 |           |                |      |        |
|----------|----------|----------|----------|----------|----------|-----------------|-----------|----------------|------|--------|
|          |          |          |          |          |          |                 |           |                |      |        |
| 120 x 20 | 168 x 28 | 216 x 36 | 300 x 50 | 300 x 75 | 320 x 50 | Adhesion banner | Filmstrip | Full page flex | Pull | Slider |

IAB standards

# PROFILE OF WEBSITES



Social Media with personal attention to user, space for information and entertainment.

Unique monthly users: 1 342 513

Impressions: 4 185 230

Male: 47%  
Female: 53%

Age:  
15-24: **24%**  
25-34: **24%**  
35-44: **23%**  
45-54: **18%**  
55+: **11%**

Education:  
Secondary school: **59%**  
High school: **5%**  
Master degree: **26%**



Bulevard.bg is a website focused on the city life: BG and World, Business, Science an IT, Sport, Lifestyle, etc.

Unique monthly users: 173 969

Impressions: 497 702

Male: 50%  
Female: 50%

Age:  
15-24: **26%**  
25-34: **31%**  
35-44: **17%**  
45-54: **15%**  
55+: **11%**

Education:  
Secondary school: **57%**  
High school: **3%**  
Master degree: **27%**



Culinary site for special themed recipes and healthy lifestyle.

Unique monthly users: 71 551

Impressions: 401 159

Male: 38%  
Female: 62%

Age:  
15-24: **12%**  
25-34: **28%**  
35-44: **21%**  
45-54: **29%**  
55+: **10%**

Education:  
Secondary school: **65%**  
High school: **3%**  
Master degree: **27%**



Weather site which gives an accurate weather forecast 14 days ahead.

Unique monthly users: 35 000

Impressions: 266 000

Male: 44%  
Female: 56%

Age:  
15-24: **29%**  
25-34: **22%**  
35-44: **26%**  
45-54: **16%**  
55+: **7%**

Education:  
Secondary school: **61%**  
High school: **6%**  
Master degree: **26%**



# PROFILE OF WEBSITES



Mobility combines the most popular sites for mobile phones: iPhone-Bulgaria.com, WinPhone.bg, All4android.com.

Unique monthly users: **84 000**

Impressions: **922 000**

Male: **68%**  
Female: **32%**

Age:  
15-24: **34%**  
25-34: **40%**  
35-44: **22%**  
45-54: **3%**  
55+: **1%**

Education:  
Secondary school: **52%**  
High school: **9%**  
Master degree: **26%**



Hardware.bg is the most popular hardware, software and technology site in the country.

Unique monthly users: **322 000**

Impressions: **3 100 000**

Male: **61%**  
Female: **39%**

Age:  
15-24: **35%**  
25-34: **27%**  
35-44: **22%**  
45-54: **11%**  
55+: **5%**

Education:  
Secondary school: **57%**  
High school: **6%**  
Master degree: **25%**



Shvargalo is an art company producing films, books, shows, music, dance and stage performances.

Kamen Donev (Director/Actor) and Elena Bozova (Actor) take part in the project in the company of famous Bulgarian actors.

The audience consists of men and women, aged 20 to 40, living in big and medium-sized cities, economically active users, interested in art and entertainment.



Calculator.bg is for everything and everyone. You can calculate salary, currency, interest, notary fees, taxes, etc.

Unique monthly users: **82 162**

Impressions: **327 981**

Male: **48%**  
Female: **52%**

Age:  
15-24: **20%**  
25-34: **27%**  
35-44: **27%**  
45-54: **17%**  
55+: **9%**

Education:  
Secondary school: **52%**  
High school: **3%**  
Master degree: **36%**



# PROFILE OF WEBSITES

## mobile.de

In 2013 Xenium Media started offering exclusively for Bulgaria mobile.de and the Bulgarian audience traffic within it.

Unique monthly users: 205 000      Impressions: 22 000 000

Male: 80%  
Female: 20%

The audience consists mainly of young people with high income, looking to buy cars priced over 5,000 euro.

## kidamom

SVOD platform with licensed entertaining and educational movies for children of age between 2 and 12.

More than 10 000 registered users.

Male: 38%  
Female: 62%

Kidamom.com is a place where children are introduced to the contemporary digital world while developing their personal qualities and individual habits. Kidamom offers selected, highquality content and the ability for parental control.

## Kidaland

Online store dedicated to children with quality toys and products for children of any age.

Kidaland is an online store, dedicated to children. Our mission is to be a secure place to shop quality toys and products for children of any age.  
We're a young company with great motivation to grow BIG.

## NIE JENITE.bg

Media for the modern and successful woman who is interested in fashion, beauty, love, health, design and useful tips.

Unique monthly users: 200 000      Impressions: 610 000

Male: 23%  
Female: 67%

Age:  
15-24: **37%**  
25-34: **28%**  
35-44: **22%**  
45-54: **10%**  
55+: **3%**

Education:  
Secondary school: **73%**  
High school: **27%**

# PROFILE OF WEBSITES

## FOOTBALL24.BG

Online media, focused on Bulgarian and European football.

Unique monthly users: 240 168

Impressions: 2 023 634

Male: 73%  
Female: 27%

Age:  
15-24: **26%**  
25-34: **25%**  
35-44: **23%**  
45-54: **19%**  
55+: **7%**

Education:  
Secondary school: **69%**  
High school: **5%**  
Master degree: **18%**

## Web Stage

Platform, where anyone can find, what they are looking for.

Unique monthly users: 550 000

Impressions: 1 085 000

Male: 26%  
Female: 74%

Age:  
15-24: **23%**  
25-34: **28%**  
35-44: **28%**  
45-54: **17%**  
55+: **10%**

Education:  
Primary: **4%**  
High school: **82%**  
Bachelor: **7%**  
Master: **61%**



One of the oldest and one of the largest car club forums, bringing together fans of BMW brand in Bulgaria.

Unique monthly users: 57 020

Impressions: 2 336 734

Male: 70%  
Female: 30%

Age:  
15-24: **24%**  
25-34: **35%**  
35-44: **19%**  
45-54: **13%**  
55+: **9%**

Education:  
Secondary school: **64%**  
High school: **5%**  
Master degree: **26%**

THANKS FOR YOUR ATTENTION!

