

# ПРОГРАМАТА

magazine



# Concept

*Programata* magazine is the free weekly guide for cultural and entertainment events and places in the five biggest Bulgarian cities – Sofia, Plovdiv, Varna, Burgas, Stara Zagora.

*Programata* is the ultimate informational source that delivers useful and entertaining articles and event details concerning the urban lifestyle of the active people (age 18-40 years), who prefer spending their spare time going out and having fun.

*Programata* is not only an informational source – it delivers fresh ideas how to spend your free time in the city in even better and satisfying way.

*Programata* is distributed each Friday on the key points of urban life – cinemas, bars, clubs, theatres, cultural and entertaining centers, in total circulation of 60 000 copies weekly.

## Audit of circulation

The total circulation for the 5 cities is 60 000 copies. It is audited since 2005 by The ABCB – Audit Bureau of Circulation in Bulgaria. Official data from the regular annual audits of circulation shows that each year *Programata* **realizes 99% of its circulation in Sofia, Varna, Burgas, Plovdiv and Stara Zagora.**

## Growth and development

The first issue of *Programata* was published on the 14th September 2001 in Sofia. Just in three years the magazine managed to start local publications in the five biggest Bulgarian cities – Sofia, Plovdiv, Varna, Burgas, Stara Zagora. **Since 2005 *Programata* magazine has reached 80% of the urban population in the country.**



# Content

## Advantages

The information is organized in comprehensive, complete, efficient and friendly way, wrapped in easy-to-carry compact format and top-notch design.

Programata became more than an informational source and audience is spending more time in reading each issue, when a new section called Mixer with own editorial content was implemented in 2006.

Variety of topics – articles and up-to-date information cover all upcoming events in the urban culture and entertainment – movies, premiers, plays, concerts, artists, arts, urban sports and new places, etc.

Programata delivers useful and neutral content, not influenced by the trend of the day.

Programata's own style – fair-minded and witty, informative and respectful to the audience.

Programata provides all the needed information for the upcoming events, it doesn't reflect them.

## Content

In 2006 Programata started its Mixer section in response to the audience need for more interesting, thorough and complete information. It stresses on do-not-miss events and places in the upcoming week with comprehensive articles and interviews with Bulgarian and international artists and celebrities. The Mixer also contains short to-do proposals, news and more interesting facts for the upcoming events.

The content is structured in few main sections – cinemas and films, music, theaters and plays, arts, clubs and bars. Each section contains the most important information for the full set of the upcoming events (what-where-when, together with a short review), accompanied with an article on the most important one during the coming week.

The comprehensive list of clubs and bars includes detailed precise information about all kind of places. It is not just a reliable guide but a trust-worthy source for the newest or renovated places in the city, granted with short informative article and quality pictures.

Mixer – do-not-miss events, news and places in the upcoming week, presented with articles and interviews

Premieres – the newest titles on the big screen

Films – full list of all the movies, accompanied with a short review

Cinemas – complete programme of all cinema halls by days and hours

Theatres – all performances and plays during the week, accompanied with a short review

Exhibitions – classical and modern art in museums, galleries, cultural centers

Music – contemporary, folklore, classical music, concerts; club parties and live music

Activities – all kind of sport facilities and clubs; opportunities in the city area

Clubs and restaurants – new club/restaurant article plus detailed alphabetic list of places divided by types

The program by days – all events for the day in one place by hours – theaters, music, cinemas



# Audience \*

- The audience consists mainly of **young, socially active people with higher educational and working status** – graduates, workers, professionals and skilled employers.
- **The typical reader** of *Programata* is a woman (58,8%) or a man (41,2%) age 20 to 34 with higher education, highly skilled worker with an income above the average for the country, single, travels frequently. The typical reader defines as a normal his/her living standart, with average or higher incomes.
- The combination of higher income and educational status suggests high consumption of cultural products and **active social life**.
- **Men** are more active consumers of entertainment, while **women** are more likely to read through the guide entirely. I.e. ladies use the magazine as a tool to men's pocket and the last spend accordingly "as for two".
- 69% of readers plan to purchase electronics, automobiles, real estate or insurance in 2010.
- Readers use information on **average four sections** of the magazine: cinema/movies – 89,2%; theater – 61,9%; restaurants/places to eat – 52,9%; clubs/bars – 47,8 %; look for something to read – 25,3%
- Every tenth perceives *Programata* as an **interesting reading**, not just as an information source.
- 2/3 of the audience **read through all pages in the guide**, including ads.
- Nearly two thirds of people who use *Programata* have been **loyal** for already 4 years or more and **read it regularly** – each week. The presence of such a high portion of "old" users is a proof that *Programata* manages to keep the readers' interest over the years and continues to attract new users.



# Advertising efficiency \*

- Each magazine is read by an average of **3,5 people**
- The magazine reaches 200 000 people a week.
- CPT (cost per thousand) = 15 EUR.
- Around 60% of readers pay attention to the ads in *Programata*.
- Every fifth man claims that the ads in *Programata* are useful and help in selecting the brand. Women draw ideas for future purchases.
- 45% of the respondents have bought a product or visited a shop, club or site through an ad in *Programata*.

\* The data is based on the Audience Profile and User Behaviour Survey, conducted on the behalf of *Programata* by ESTAT agency in April 2010. The complete document could be found on [programata.bg](http://programata.bg).

# Distribution

**Programata magazine covers an extensive network of the most visited and important places in the 5 biggest towns in Bulgaria – Sofia, Plovdiv, Varna, Bourgas, Stara Zagora.**

- It is easily found in places directly connected with consumption.
- 80% of the regular audience finds the magazine easily.
- Besides the traditional distribution, the guide is spread “from hand to hand”
- 64% evaluate the visibility in places where *Programata* stands as very good or good.

**Total circulation – 60 000 copies a week:**

- Sofia – 25 000 a week
- Plovdiv and Stara Zagora – 15 000 a week
- Varna and Bourgas – 20 000 a week

**Over 2800 distribution points:**

- Sofia – over 900 places
- Plovdiv and Stara Zagora – over 1000 places
- Varna and Bourgas – 900-1600 places (depending on the season)

**Average distribution by type: distribution points:**

- Cultural centers (cinemas, theaters, galleries) - 10%
- Clubs, bars - 35%
- Restaurants and places to eat - 55%

*Programata* is the most popular informative guide in Bulgaria, with the **largest circulation in the country, the greatest brand recognition and most demanded by the audience.**



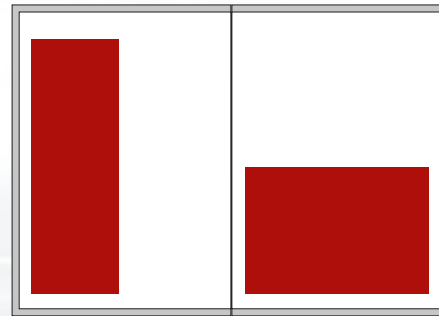
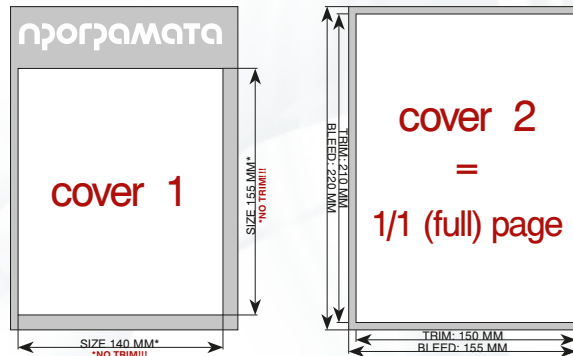
Advertising prices in the free cultural guide Programata		Sofia	Varna and Burgas	Plovdiv and Stara Zagora	Network prices	Volume discounts	
Format	Sizes:	Net prices*	Net prices*	Net prices*	Net prices*		
Cover 1 **	140 x 155 mm	3 200,00 EUR	2 200,00 EUR	2 200,00 EUR	5 600,00 EUR	2000 – 4 000 EUR	5%
Cover 2	trim: 150 x 210 mm; bleed: 155 x 220 mm	2 550,00 EUR	1 850,00 EUR	1 850,00 EUR	4 800,00 EUR	4001 – 6 000 EUR	8%
Spread (2 pages)	trim: 300 x 210 mm; bleed: 310 x 220 mm	3 250,00 EUR	2 400,00 EUR	2 400,00 EUR	6 000,00 EUR	6001 – 8 000 EUR	12%
1/1 (full) page	trim: 150 x 210 mm; bleed: 155 x 220 mm;	2 200,00 EUR	1 450,00 EUR	1 450,00 EUR	3 900,00 EUR	8 001 – 16 000 EUR	13%
	mirror **: 280 x 130 mm	2 200,00 EUR	1 450,00 EUR	1 450,00 EUR	3 900,00 EUR	16 001 – 18 000 EUR	14%
2/3 page **	vertical: 87,5 x 180 mm	1 550,00 EUR	1 100,00 EUR	1 100,00 EUR	2 900,00 EUR	18 001 – 30 000 EUR	15%
1/2 page **	vertical: 62,5 x 180 mm; horizontal: 130 x 90 mm	1 250,00 EUR	900,00 EUR	900,00 EUR	2 400,00 EUR	30 001 – 40 000 EUR	16%
1/3 page **	vertical: 41,5 x 180 mm	1 090,00 EUR	770,00 EUR	770,00 EUR	2 100,00 EUR	40 001 – 60 000 EUR	18%
1/4 page **	vertical: 62,5 x 90 mm; vertical: 30 x 180 mm; horizontal: 130 x 44 mm	750,00 EUR	540,00 EUR	540,00 EUR	1 350,00 EUR	60 001 – 80 000 EUR	20%
1/6 page **	vertical: 41,5 x 89,5 mm; horizontal 85,7 x 44 mm	430,00 EUR	320,00 EUR	320,00 EUR	800,00 EUR	80 001 – 100 000 EUR	21%
1/8 page **	vertical: 30 x 90 mm; horizontal: 62,5 x 44 mm	370,00 EUR	270,00 EUR	270,00 EUR	650,00 EUR	100 001 – 200 000 EUR	22%
1/12 page **	vertical: 41,5 x 44 mm	265,00 EUR	205,00 EUR	205,00 EUR	510,00 EUR	200 001 – 300 000 EUR	23%
1/16 page **	horizontal: 30 x 44 mm	240,00 EUR	160,00 EUR	160,00 EUR	460,00 EUR	300 000+ EUR	24%
** these sizes are without trimming as they are in the text field							
Single footer	trim: 150 x 15 mm; bleed: 155 x 20 mm	310,00 EUR	210,00 EUR	210,00 EUR	600,00 EUR		
Double footer	trim: 300 x 15 mm; bleed: 310 x 20 mm	410,00 EUR	310,00 EUR	310,00 EUR	850,00 EUR		
		<b>price per copy</b>					
Insertions	up to 30 000 copies (A5)	0,10 EUR					
Insertions	more than 30 000 copies (A5)	0,07 EUR					
<b>Extra Sizes</b>							
Background image on full page	trim: 150 x 210 mm; bleed: 155 x 220 mm	650,00 EUR	440,00 EUR	440,00 EUR	1 200,00 EUR		
Branded page	trim: 150 x 210 mm; bleed: 155 x 220 mm (see page 8)	1 200,00 EUR	930,00 EUR	930,00 EUR	2 400,00 EUR		

\* discounts are calculated based on the advertising volume accumulated by one client in Programata magazine

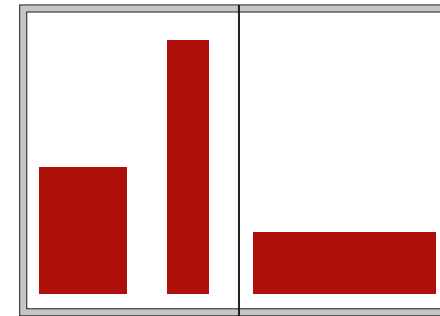
\* agency discount 15%

\* Prices are in EUR and do not include VAT (20%) and any other commercial taxes. Payments are due in BGN according to The Bulgarian National Bank exchange rate at the payment date.

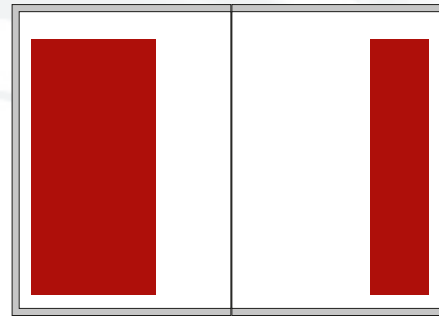
# Advertising Sizes



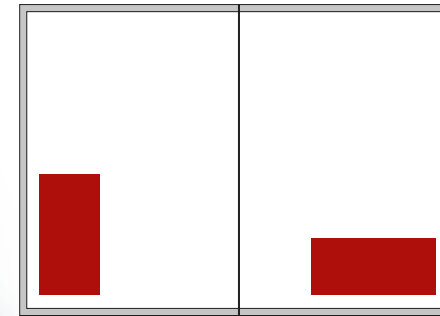
**1/2 page**  
vertical:  
62,5 x 180 mm;  
horizontal:  
130 x 90 mm



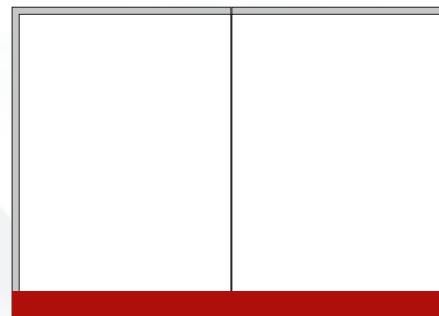
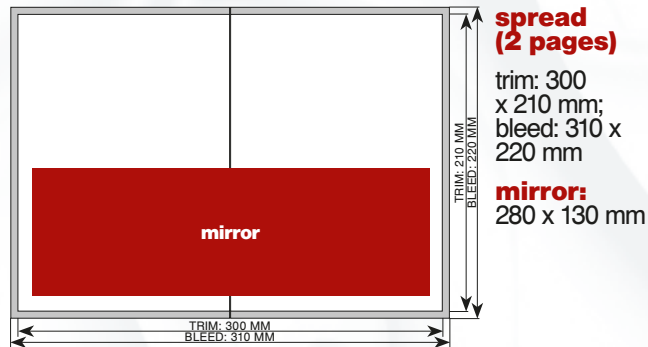
**1/4 page**  
vertical:  
62,5 x 90 mm;  
vertical:  
30 x 180 mm;  
horizontal:  
130 x 44 mm



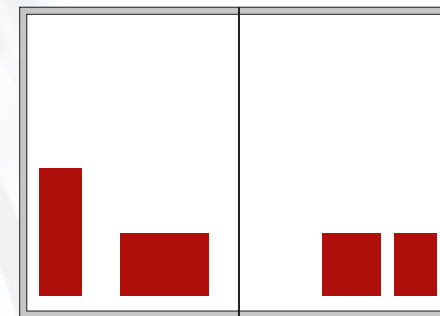
**2/3 page**  
vertical:  
87,5 x 180 mm  
**1/3 page**  
vertical:  
41,5 x 180 mm



**1/6 page**  
vertical:  
41,5 x 89,5 mm;  
horizontal:  
85,7 x 44 mm



**footers**  
**Single footer**  
trim:  
150 x 15 mm;  
bleed:  
155 x 20 mm  
**Double footer**  
trim:  
300 x 15 mm;  
bleed:  
310 x 20 mm



**1/8 page**  
vertical:  
30 x 90 mm;  
horizontal:  
62,5 x 44 mm  
**1/12 page**  
vertical:  
41,5 x 44 mm  
**1/16 page**  
horizontal:  
30 x 44 mm

Advertisements must be provided in the required size in one of the following formats: eps with tif preview; or tif 300 dpi, CMYK. It is recommended to leave 5 mm away from the trim for all texts or visuals. All texts must be converted to curves.

Deadline for all advertisements is not later than Monday of the relevant week.

# Extra Sizes:

## Branded Inside Page\*

The image should be in the size, shown by arrows – from the edge of the text field to the edge of the bleed size:

**page size:**

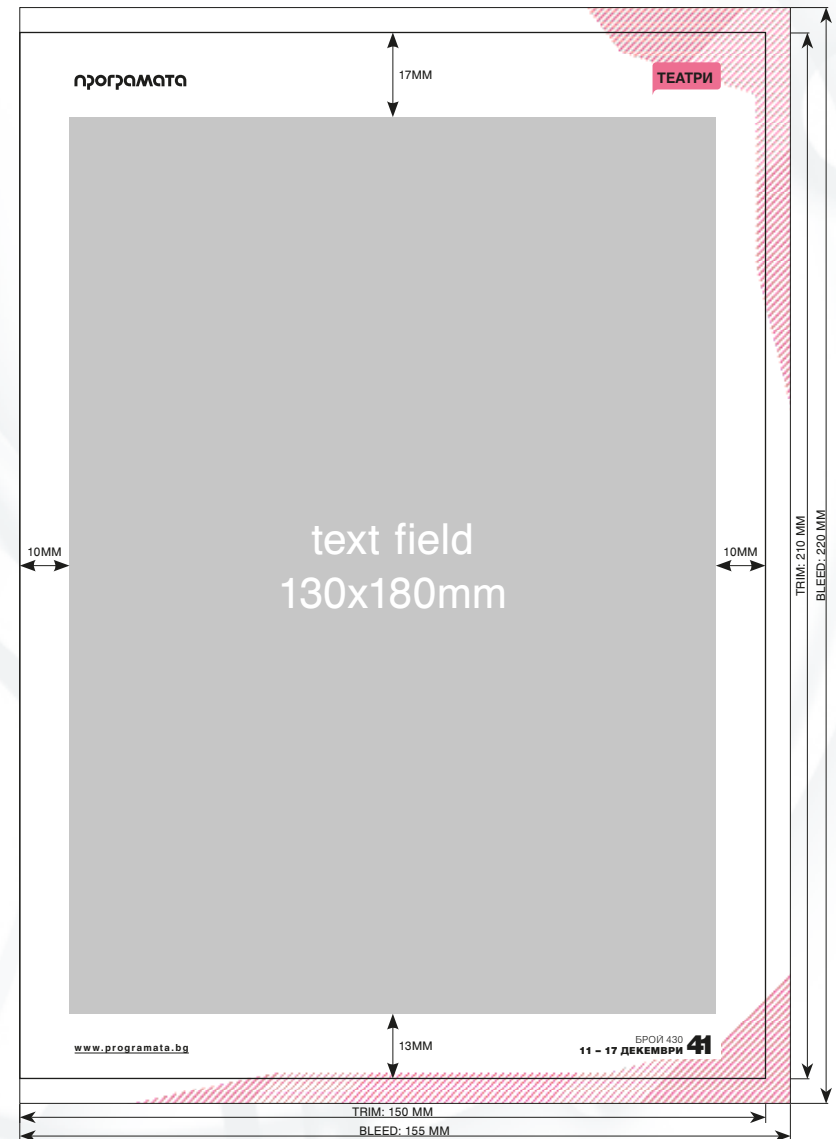
trim: 150x210 mm; bleed: 155x220 mm;

**text field size:**

130x180 mm

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\* branding image should not overlap the text field





**PMG** PROGRAMATA  
MEDIA GROUP  
the free media expert

**ПРОГРАМАТА**

**ВКЪЩИ & ТВ**

**conQUIZtador**

