



# ВКЪЩИ & ТВ

magazine

# CONCEPT

FOR THOSE WHO ENJOY SPENDING TIME AT HOME

- *Vkushti&TV* (Home&TV) is a well structured and entertaining source of information for those who prefer spending their leisure time at home.
- Television is a significant part of the daily routine of a wide range of the active target and influences the spare time planning.
- The core of the publication are TV programs, selected after a precise analysis of the TV channels ranking and of the audience preferences and habits.



# CONTENT

## ADVANTAGES:

- The content of **Vkushti&TV** covers the whole **week from Monday to Sunday** (all similar newspaper supplements offer Friday-Thursday coverage) and is distributed on Friday in order to make spare-time planning easier.
- Each issue delivers 2 pages coverage on the **most important sport events** for the week, including a complete list of all the live broadcasts.
- For better navigation the TV programs listing is **colour coded**, which helps readers make a faster pick.
- The **pages with TV programs** are very detailed and well structured according to the type of the channels and their content. Each spread is enriched with short reviews of the most important events of the day

## EVERY WEEK EACH ISSUE FEATURES:

- **Movies and TV series** – reviews of the hottest movies, TV series and documentaries of the week;
- **Interview** with a local TV celebrity;
- **Profile** of some international celebrity that is on screen within the week;
- **News and gossip** from the world of show business;
- **Sport & live broadcasts** – articles on the major sport events plus complete list of all the live broadcasts;
- **DVD / books** – presenting this week novelties;
- **Techno** – home technology and leisure time gadgets;
- **30 minutes recipe** – easy and delicious home-made cooking;
- **Leisure time** – crosswords, Sudoku.



# AUDIENCE PROFILE

## AUDIENCE:

- Age – 23 – 50 years;
- Male – female correlation is appr 30 – 70;
- Secondary and/or higher education;
- Medium or high income;
- Married, with children;
- It reaches readers at home, when they have spare time;
- Read by appr 4 people;
- They do shopping mostly for their households;
- Anyone who enjoys watching TV and is interested in TV and showbuzz news is a potential reader of *Vkushti&TV*.

## DISTRIBUTION

*Vkushti&TV* reaches the homes of its target, because of it's ease-to-carry and is read by appr 4 people.

- It is free of charge, granting unlimited audience access
- Published in 50 000 copies each week
- It is distributed in the 7 biggest Bulgarian cities: Sofia, Plovdiv, Varna, Burgas, Veliko Turnovo, Ruse
- More than 300 high-traffic points (with over 2000 people)
  - supermarkets
  - selected petrol stations
  - restaurants & pizzas
  - fast food chains
  - home delivery service of food chains
  - malls



## TECHNICAL DATA:

- Frequency: weekly
- Circulation: 50 000 copies
- Size: A5
- Volume: 64 (48) pages
- Quality: 60 gr/m2 lwc paper, 4+4 colors
- Distribution: over 300 high-traffic points (with over 2000 people)

# ADVERTISING EFFICIENCY:

**VKUSHTI&TV IS EXCEPTIONALLY EFFECTIVE OUTDOOR  
ADVERTISING TOOL BECAUSE IT IS:**

- Free of charge
- Easy-to-carry
- Unlimited access
- Used in places of consumption



**THE PRINTING QUALITY IS MUCH HIGHER  
THAN THE NEWSPAPERS TV SUPPLEMENTS.**

**VKUSHTI&TV IS USUALLY REACHES READERS  
AT HOME, WHEN THEY HAVE SPARE TIME,  
WHICH FACILITATES THE MESSAGES BEING:**

- noticed
- remembered
- efficient

**EVERY WEEK IT REACHES OVER 50 000 HOUSEHOLDS  
AND OVER 180 000 PEOPLE**

**CPT (PRICE FOR REACHING 1000 PEOPLE) IS 12 EUR**

**VKUSHTI&TV IS A NEW PRODUCT WITH A WIDE TARGET,  
HIGH CIRCULATION AND HIGH EFFICIENCY**

# PRICES

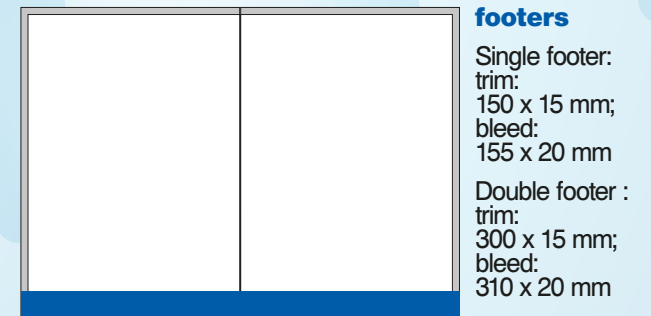
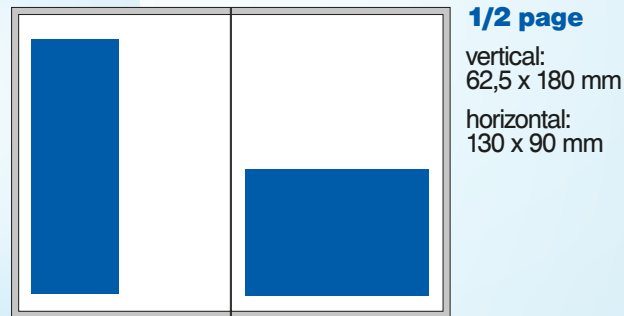
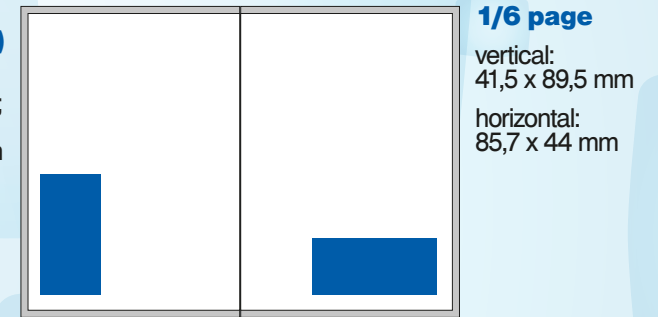
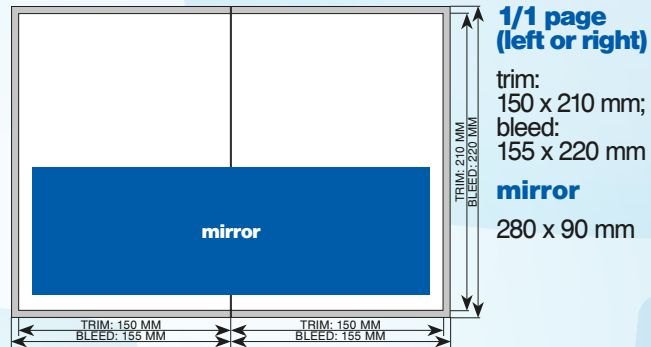
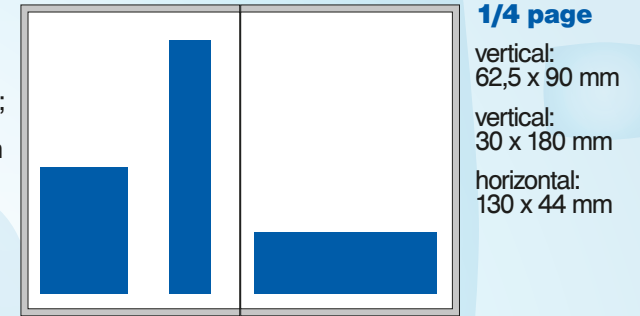
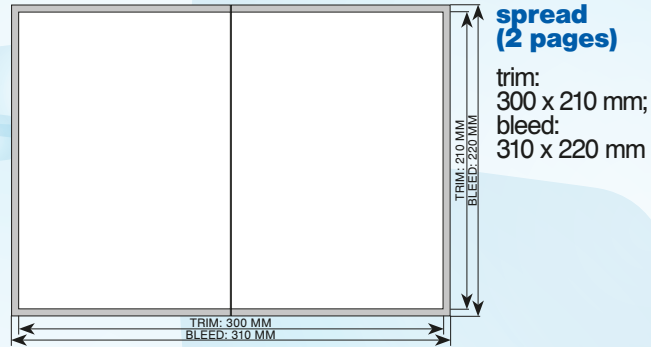
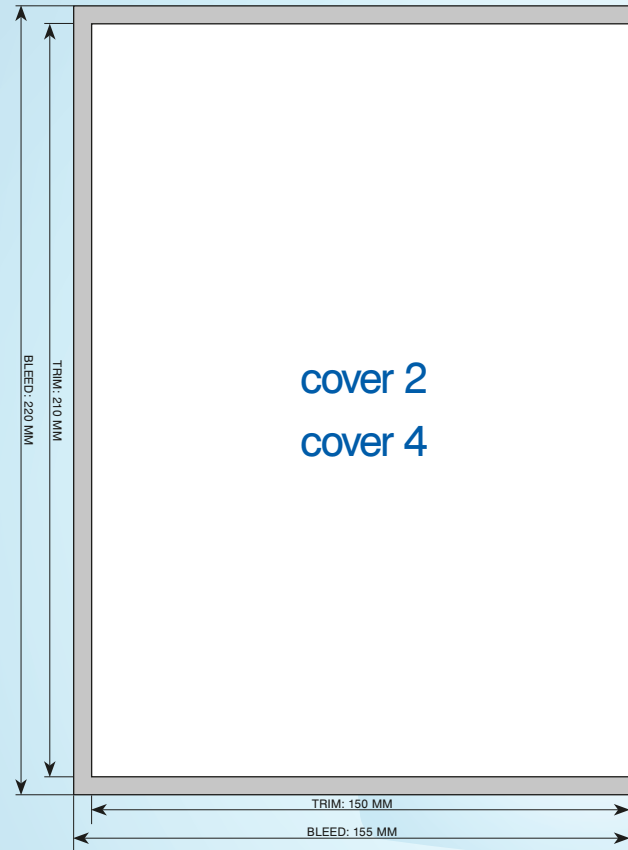
## ADVERTISING PRICES IN THE FREE TV GUIDE VKUSHTI&TV

FORMAT	SIZES	NET PRICES*
Cover 4	trim: 150 x 210 mm; bleed: 155 x 220 mm	3 500,00 EUR
Cover 2	trim: 150 x 210 mm; bleed: 155 x 220 mm	2 800,00 EUR
Spread (2 pages)	trim: 300 x 210 mm; bleed: 310 x 220 mm	3 500,00 EUR
1/1 (full) page	trim: 150 x 210 mm; bleed: 155 x 220 mm	2 200,00 EUR
	mirror **: 280 x 90 mm	2 200,00 EUR
1/2 page **	vertical: 62,5 x 180 mm	1 350,00 EUR
	horizontal: 130 x 90 mm	1 350,00 EUR
1/4 page **	vertical: 62,5 x 90 mm	700,00 EUR
	vertical: 30 x 180 mm	700,00 EUR
	horizontal: 130 x 44 mm	700,00 EUR
1/6 page **	vertical: 41,5 x 89,5 mm	450,00 EUR
	horizontal 85,7 x 44 mm	450,00 EUR
** these sizes are without trimming as they are in the text field		

FORMAT	SIZES	NET PRICES*
Single footer	trim: 150 x 15 mm; bleed: 155 x 20 mm	300,00 EUR
Double footer	trim: 300 x 15 mm; bleed: 310 x 20 mm	450,00 EUR
Insertions	up to 30 000 copies (A5)	0,10 EUR
	more than 30 000 copies (A5)	0,07 EUR
<b>Extra Sizes</b>		
Branded page	trim: 150 x 210 mm; bleed: 155 x 220 mm	1 350,00 EUR

\* 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.

# TECHNICAL PARAMETERS



## Requirements for the advertisements:

Advertisements must be provided in the required size in one of the following formats: eps with tif preview; or tif 300 dpi. All files must be in CMYK.

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

**PMG** PROGRAMATA  
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ΠΡΟΓΡΑΜΑΤΑ

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