





INDOOR ADVERTISING

part of PMg PROGRAMATA MEDIA GROUP

ABOUT INDOOR ADVERTISING



Indoor Advertising is an alternative and unique communication approach for the Bulgarian advertising market.

Indoor Advertising offers variety of creative opportunities that can meet any kind of client requirements.

Indoor Advertising offers the most strategic locations for your advertisements such as: **public restrooms, elevators, escalators, beauty and fitness centers, i.e. places with captivated audience** (audience that has a long contact with the advertisement).









ADVANTAGES

- Indoor Advertising focuses on communication which has little rate of distracting attention and at the same time dynamic influence over the direct consumer;
- The billboards are hard to avoid or ignor as there isn't any competition for the attention of the audience;
- Regional and national coverage;
- Audience selected by sex, age, income, education, social status, interests;
- Strong adoption and dynamic effect;
- Direct and unavoidable contact;
- Lack of alternatives;
- Contrast with the surrounding atmosphere;
- Expense-effective advertising channel.











ADVERTISING EFFECTIVENESS

RESEARCHES SHOW THAT:

1000 individual interviews were carried out in Sofia. The separation of participants by sex is men – 52% and women – 48%.

70% of the interviewed claim that indoor advertisings have attracted their attention and the 5 basic reasons for that are:

- There is nothing else interesting to be seen around them;
- The advertisings are right before their eyes;
- They are the first thing to be noticed;
- Visiting these places is inevitable;
- Factors carrying away the attention are missing.







MEDIA CHARACTERIZATION

- **Direct and long contact with the advertisement**

  The advertisings in indoor spaces are observed for an average of 1 second to 2 minutes compared to 3-5 seconds duration of the contact with the traditional print advertisings; 85% claim that they remember the ad they have observed.

- **Lack of distracting factors – the message is in space where it could not be avoided**

  People prefer having something to read while they are in closed spaces. There they can not be interrupted and distracted.

- **Targeted audience**

  Public restrooms are a mediator for the advertising messages and allow targeting the audience by sex.

- **Strong influence**
- **Positive attitude in adopting the messages**
- **Media is free for the consumers**
- **Wide locations network**
- **Flexibility in planning the campaigns**

ЦЕНИ

ADVERTISEMENT PRICES INDOOR PER MONTH			
Type of place	**Location**	**Size**	**Net prices per frame**
Business buildings	elevator	B3	250,00 EUR
Cinemas	WC	A2	200,00 €
Clubs, bars, restaurants	lobby	A2	200,00 €
	WC	B3	150,00 €
Beauty saloons, fitness clubs	reception	B3	150,00 €
Internet clubs	each PC's screen, reception frame	A2 and stickers	250,00 €









TECHNICAL DATA

The advertising bearers are practically projected aluminum frames protected with UV – anti reflex plate. All assembled displays are defended by a special system which allows taking them to pieces only with the appropriate instrument.

Frames are vertically installed.

All advertisings are high quality printed on a white laminated cardboard.

Sizes offered are B3 (350mm x 500mm) and A2 (420mm x 595mm).









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INDOOR ADVERTISING

Sofia 18 by night