

www.programata.bg

website: of

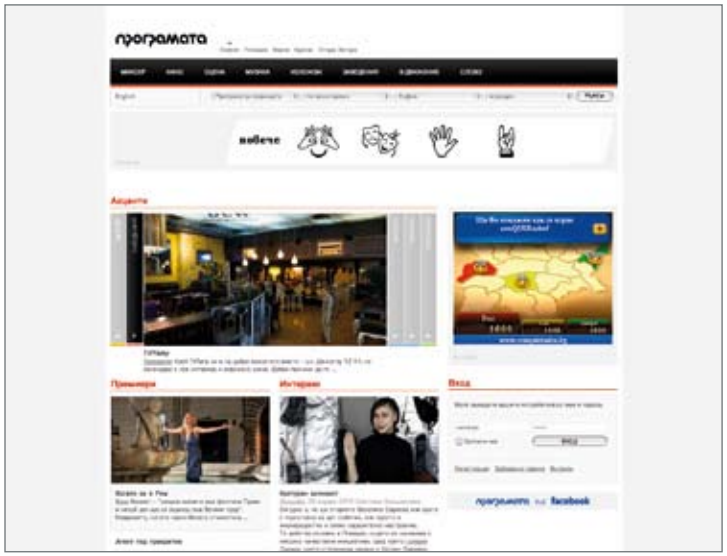
програмата

the free cultural guide

web product of PMG PROGRAMATA MEDIA GROUP

Concept:

- programata.bg is **the web version of the free weekly magazine** for cultural events and places *Programata*. The website incorporates all the information about urban culture and entertainment in 5 of the biggest Bulgarian cities – **Sofia, Plovdiv, Varna, Burgas and Stara Zagora.**
- programata.bg is **a useful and entertaining source of information for active people** (18 – 40 years old), who like spending their leisure time outside and having fun.
- programata.bg is more than an information source. Its **new Mixer section** introduces the reader to the facts and people of the day through articles, photographs and interviews.
- programata.bg is **updated daily**, so that it gives the reader the latest, most complete and most engaging information about key events and places (cinema halls, diners, theatre halls, cultural centres) both in **Bulgarian and English.**



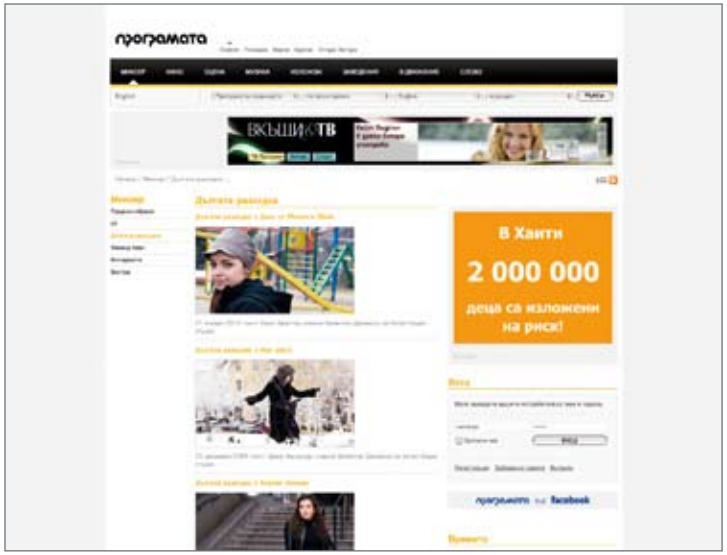
Development

programata.bg was established in 2002, a year after the the first paper copy was printed, and it has quickly developed into the most popular site for cultural events in the city. The web pages of the other cities were launched soon after the Sofia issue, together with their print versions.

After a detailed audience analysis in 2008 an upgraded version of the website was launched. Its major goal is to build upon the print format and provide the reader with additional and accessible information. The site has turned into **a web-portal boasting dynamic web-design and easy-to-use navigation tools, more detailed information, better options for registered users** and even more news from urban life.

The result from our efforts came in 2009 when programata.bg won two of the yearly **Web Awards 2009** (created by the Bulgarian Web Association) in the *Lifestyle* and the *Special Usability Award* categories.

Since 2005 the website has been covering up to 80% of the urban population, having access to the Internet.



Contents

Advantages:
The new programata.bg website has a fully **upgraded and dynamic design** as well as **an easy-to-use navigation tools** so that it covers **a lot more information** such as articles, interviews, news and pictures.

Unique style: non-judgmental, funny, informative, well-measured and respectful.

programata.bg informs only about **upcoming events** and does not report past ones.

Personalization options: signing in the website enables the users to vote, comment on articles, follow the events calendar and see the map of all the places in their city.

Contents:
The content is divided into several **major sections**, each of which has its own home page with the upcoming events of the week listed on it.

The programata.bg home page contains **information about the key events in the respective city** and it boast dynamic slides with accents on the topics of the day.

The Mixer section dates back to the end of 2009. It focuses on the most interesting events, places and pictures of the week demonstrated by various articles and interviews. It also gives a detailed review of the week most interesting coming-ups.

The eight major sections of the website (Mixer, Cinema, Stage, Exhibitions, Clubs and Restaurants, Activities and Logos) include premieres, interviews, festivals and news, showing them in the **most accessible way possible**. For a facilitated search the user can rely on the **alphabetical filter and the key-word search engine**.

The **Clubs and Restaurants** section provides detailed **information, pictures and overviews** of **good-food lovers and party people**. Each place on the website is described by the type of food served, the music, the setting, the Wi-Fi availability. This is supported by a panoramic picture of the club/ restaurant.

Registering on the website **enables the users to leave comments, vote and access the integrated events calendar** for which the system provides an automatic reminder.

The search engine provided for each of the sections gives access to the website`s huge database of past events. It also **has a start and end date tool** which makes it even **more functional**.







Statistics

	daily	weekly	mounthly
Guaranteed impressions	50000	350000	1500000
Unique users	10000	45000	160000

Average time spent on the site by a single user	7,58 min
Average time per impression	44 sec
Average number of pages opened by a user	10,85

* Data provided by Gemius, Tyxo Counter u Google Analitycs





Prices

banners	daily guaranteed impressions	price
728 / 90 px	50 000	10 BGN
300 / 250 px	50 000	10 BGN
468 / 60 px	50 000	6 BGN
TVC / video banner	50 000	20 BGN
These banners are seen on all the site pages		

other options	all pages	by city	by section
background branding	20 BGN	30 BGN	–
static elements	–	–	20 BGN

* The prices given are per 1000 impressions and do not include VAT.

volume discounts	
3001 – 5000 BGN	5%
5001 – 8000 BGN	7%
8001 – 11 000 BGN	9%
11 001 – 20 000 BGN	11%
20 001 – 30 000 BGN	14%
30 001 – 40 000 BGN	15%
40 001 – 50 000 BGN	16%
50 001 – 70 000 BGN	18%
70 001 – 100 000 BGN	20%
over 100 001 BGN	22%

* Discounts are based on the accumulated volume of each advertiser in the course of a calendar year in programata.bg, conquiztador.bg and vkushti.tv

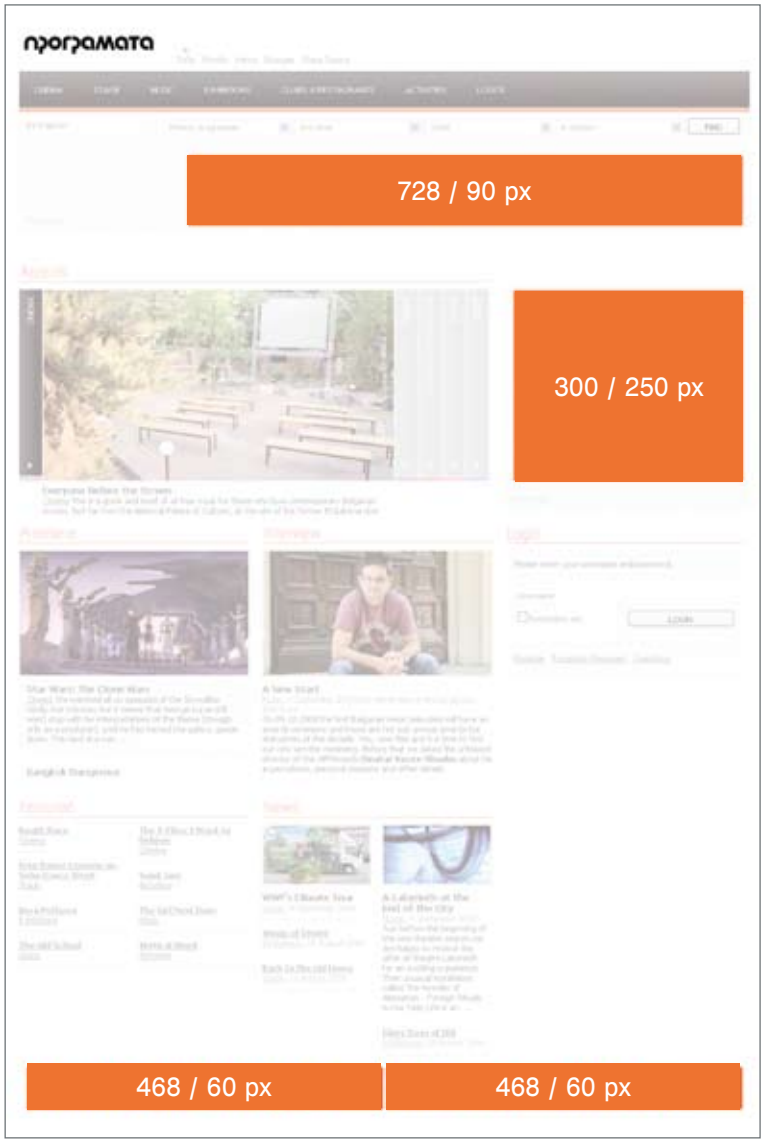
* Agencies` discount – 15%

For more information, advertising options and technical details please contact us at sales@programata.bg.

Technical requirements

- Shortest advertising period - 7 days
- The banners should be in one of the following formats: swf, jpg, gif; not bigger than 50K.
- TVC banners shouldn`t exceed 1 MB.
- Banners are starting without sound. Sound should be activateded by the user.
- The deadline for providing the banners is no later than 2 working days before the date demanded.
- Branding:
  - File: jpg (up to 300kB)
  - Size: horizontal dimensions - 1400px (100px at left and right side). Note: 1160px fall as a backgrond behing the central part of the site and cannot be seen.
  - Size: vertical dimensions - 800px. The bottom line of the branding should be uni-colored.





PMg PROGRAMATA MEDIA GROUP

publisher of

програмата

ВКЪЩИ&ТВ

INDOOR ADVERTISING

conQUIZtador

Sofia 18 by night

Contacts: +359 2 816 09 10, sales@programata.bg