



# Web Media Group

Corporate & Product Profile

# Company Profile

Web Media Group (WMSG) is one of the oldest internet based media groups in Bulgaria. Currently it owns and manages a portfolio of four media outlets dedicated to different topics: News, Business, Sport and Lifestyle.

Web Media Group is publicly listed company. Its shares are traded on Bulgarian Stock Exchange under the symbols 45W/WWW.

As of December 2017, WMSG is owned by New Web Market Plc., group of investment funds and small portion of individual investors.

New Web Market Plc. shares are distributed within individual investors, with no shareholder having majority vote power.

# Portfolio

News.bg – The first and oldest online news media in Bulgaria, dedicated to politics, society, public finances, foreign affairs and syndicated content.

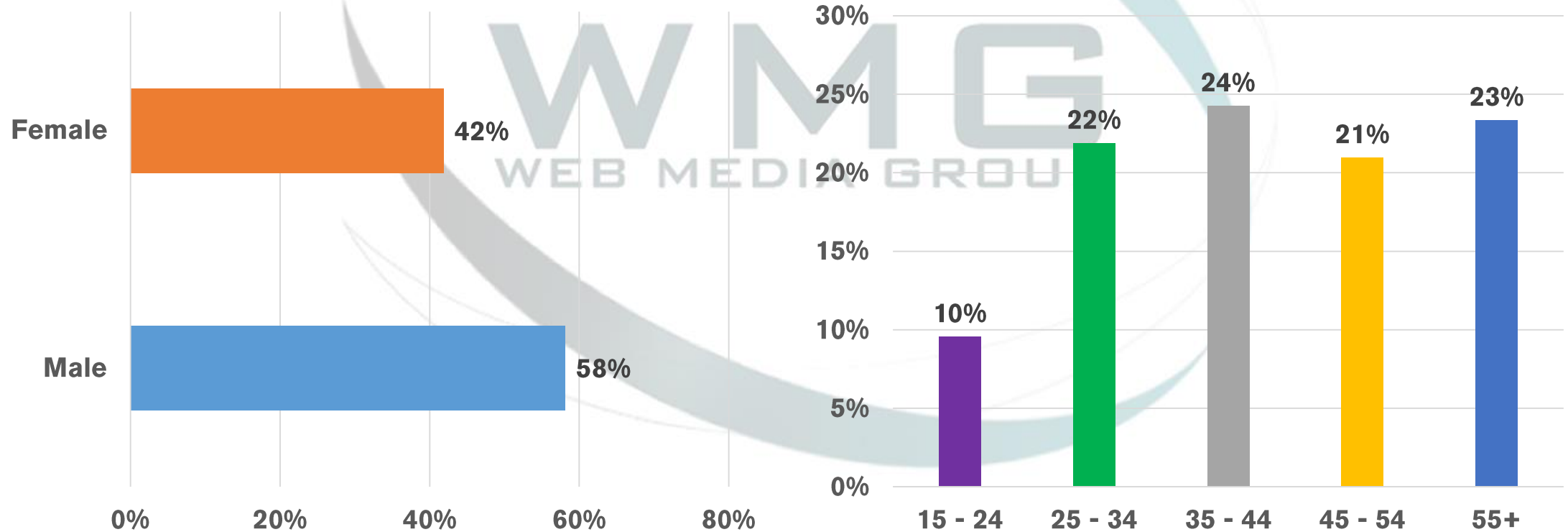
Money.bg – Business news targeting mass high-income audience with focus on companies, technologies, personal finance, macroeconomics. Money.bg is a successor of the first economics site in Bulgaria – [finance.news.bg](#).

Topsport.bg – Sport news, interviews, videos and analysis dedicated to football, tennis, volleyball, motorsports and other. The first online sport media in Bulgaria and a successor of the Topsport newspaper.

Lifestyle.bg – Entertainment, lifestyle and science combined in one exciting online edition.

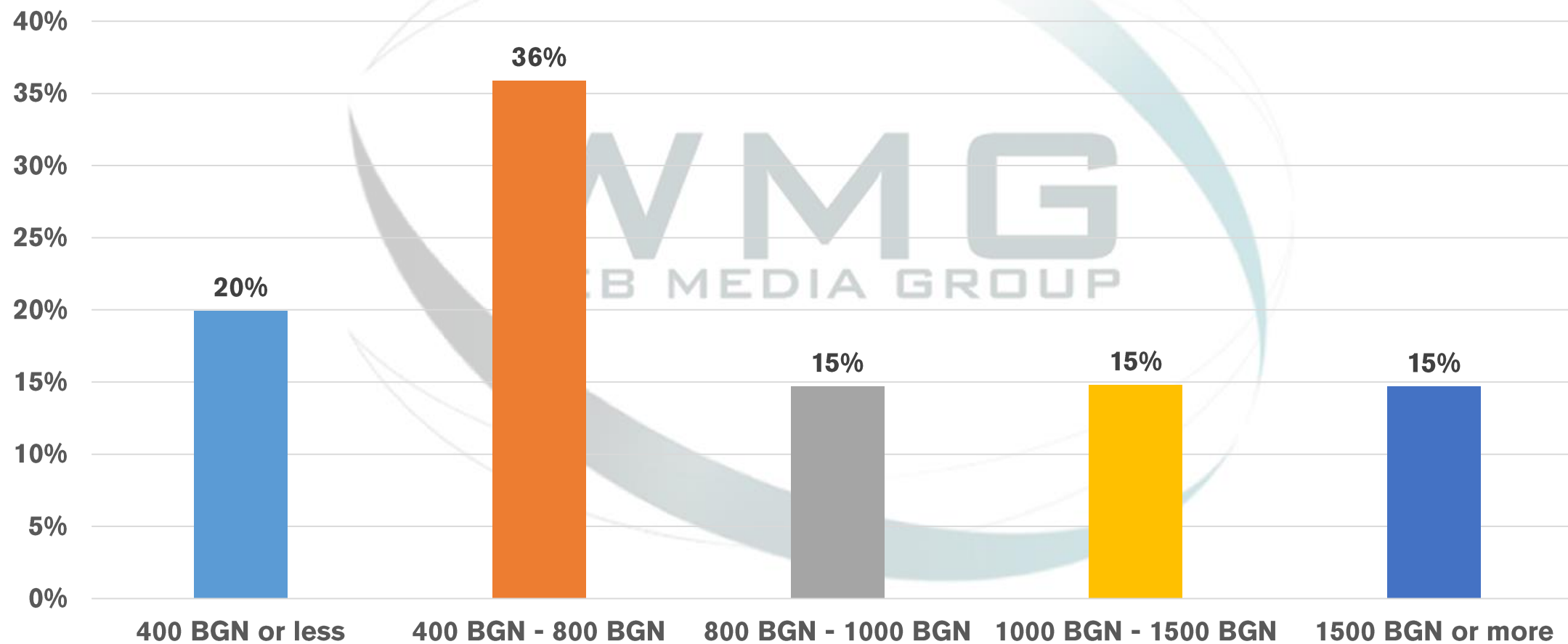
Web Media Group reaches 20% of the Bulgarian population (internet users) on monthly basis.

# Group Demographics – Gender & Age



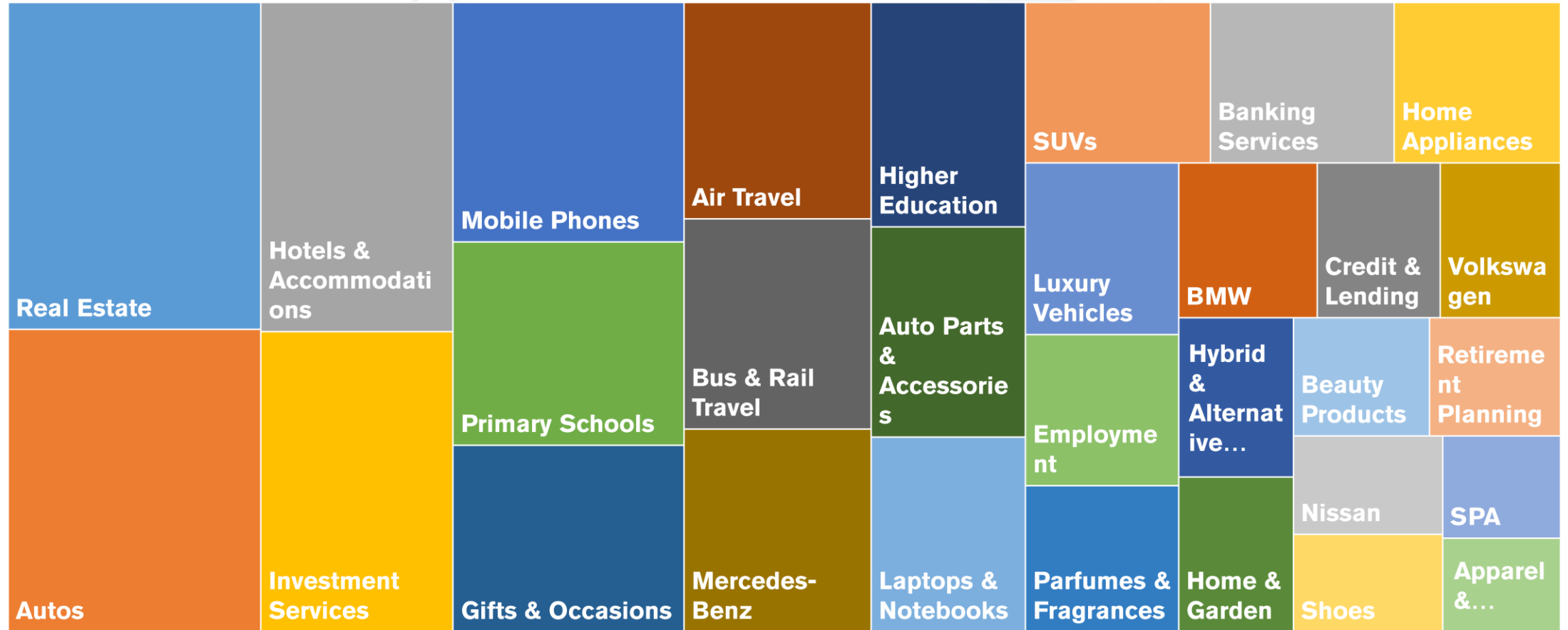
Source: Gemius Audience, October 2017. Data includes Bulgarian traffic only.

# Group Demographics - Income



Source: Gemius Audience, October 2017. Data includes Bulgarian traffic only.

# Behavior – In-Market Segments



# News.bg

News.bg is online media dedicated to politics, society, public finances, foreign affairs and a spice of science, technology and entertainment. Its core focus on domestic affairs and neutral reporting has built a strong brand in the media landscape in Bulgaria.

Its main target is mid-age men and women interested in current affairs, breaking news, politics, analysis and comments.

A team of Chief Editor, nine experienced journalists, three on field reporters, cameraman, video editor and photographer cover the stories 24 hours per day.

The design and user experience focus both on the latest and most important news, based on editorial selection of topics.

# News.bg – Key Facts

 **501 thousand people**

 **2,622 thousand visits**

 **796 thousand unique browsers**

 **15% have income above BGN 1,500**

 **15% have income between BGN 1,000 and BGN 1,5000**

 **59% of visitors are male**

 **41% of visitors are female**



# Money.bg

Money.bg is business mass media dedicated to deliver economic news and content in an intelligible and comprehensible manner.

Its main target is young and mid-age men and women with interests in topics such as companies, technologies, personal finance, macroeconomics and luxury.

A team of Chief Editor, four professional journalists, cameraman, video editor and photographer is creating quality content for our readers.

Money.bg became one of the top economic media outlets in Bulgaria, by focusing on superior modern design and excellent user experience across devices.

# Money.bg – Key Facts

 **361 thousand people**

 **1,539 thousand visits**

 **558 thousand unique browsers**

 **18% have income above BGN 1,500**

 **18% have income between BGN 1,000 and BGN 1,5000**

 **62% of visitors are male**

 **38% of visitors are female**

# Lifestyle.bg

Lifestyle.bg is online magazine with focus on entertainment, travel, ideas, beauty, technologies, luxury goods, autos and all other topics that make people smile and have a better day.

Its main target is young to mid-age men and women interested in healthy living, travel, gadgets and ideas how to live well.

A team of Chief Editor, three experienced journalists, half dozen of external authors and photographer cover the most interesting stories for our readers.

The design of Lifestyle.bg relies on big pictures with combination of texts and video make it a favorite choice.

# Lifestyle.bg – Key Facts

 **277 thousand people**

 **1,038 thousand visits**

 **421 thousand unique browsers**

 **14% have income above BGN 1,500**

 **13% have income between BGN 1,000 and BGN 1,5000**

 **55% of visitors are male**

 **45% of visitors are female**



# Topsport.bg

Topsport.bg is leading online sport news media, which covers the most interesting information about football, tennis, volleyball, motor sports and all others sports since 2002. It was the first online sport media in Bulgaria. As a successor of the newspaper Topsport, it is highly recognizable brand among the fans and athletes.

Its main target is all age men and women interested in sports such as football, tennis and volleyball, as these three sports are probably the most popular in the country at the moment.

A team of Chief Editor, five experienced journalists, statistician and external authors cover most of the exciting events in the sport world.

The design of Topsport.bg and the live coverage of all major sport events, have placed the media into the top for sport fans.

# Topsport.bg – Key Facts



**257 thousand people**



**2,640 thousand visits**



**500 thousand unique browsers**



**15% have income above BGN 1,500**



**13% have income between BGN 1,000 and BGN 1,5000**



**74% of visitors are male**



**26% of visitors are female**

# Advertising Opportunities

Web Media Group offers variety of options for brand positioning along our content:

- Storytelling – we can show the success of your brand
- Multichannel promotion with advertorials
- Special projects (interviews, test drives, life advises)
- Branded stories
- Non-standard banner formats
- Video Ads
- Native Ads
- Standard banner advertising
- Press releases

# Our Five Advertising Principles

1. Ads must not cover the content. We know that advertisers want their ad to be visible. But covering the content has adverse effect.
2. Minimum non-intrusive ads should be placed in the content itself, except for storytelling and advertorials.
3. Creatives must be generally accepted for mass audience – no shaking bellies, no flashing images, no disgusting pictures.
4. Frequency capping of ads is one of our principles. This provides advertisers with higher reach and lowers the possible adverse effects for large volume campaigns.
5. Selecting the right audience is fundamental to achieve both the media's and advertiser's goals.



# Technology Options

- Audience Segments – find the right customers based on their behavior.
- Geo-targeting – show your ad only in the regions you are interested in.
- Synchronize Creatives – show more than one creative in single view.
- Frequency Capping – do not over preoccupy people’s attention.
- Remarketing – show your ads to the people really interested in your product.
- Cross channel – promote stories, advertorials and PRs within and outside WMG’s network.

# Contacts & Thank You!

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