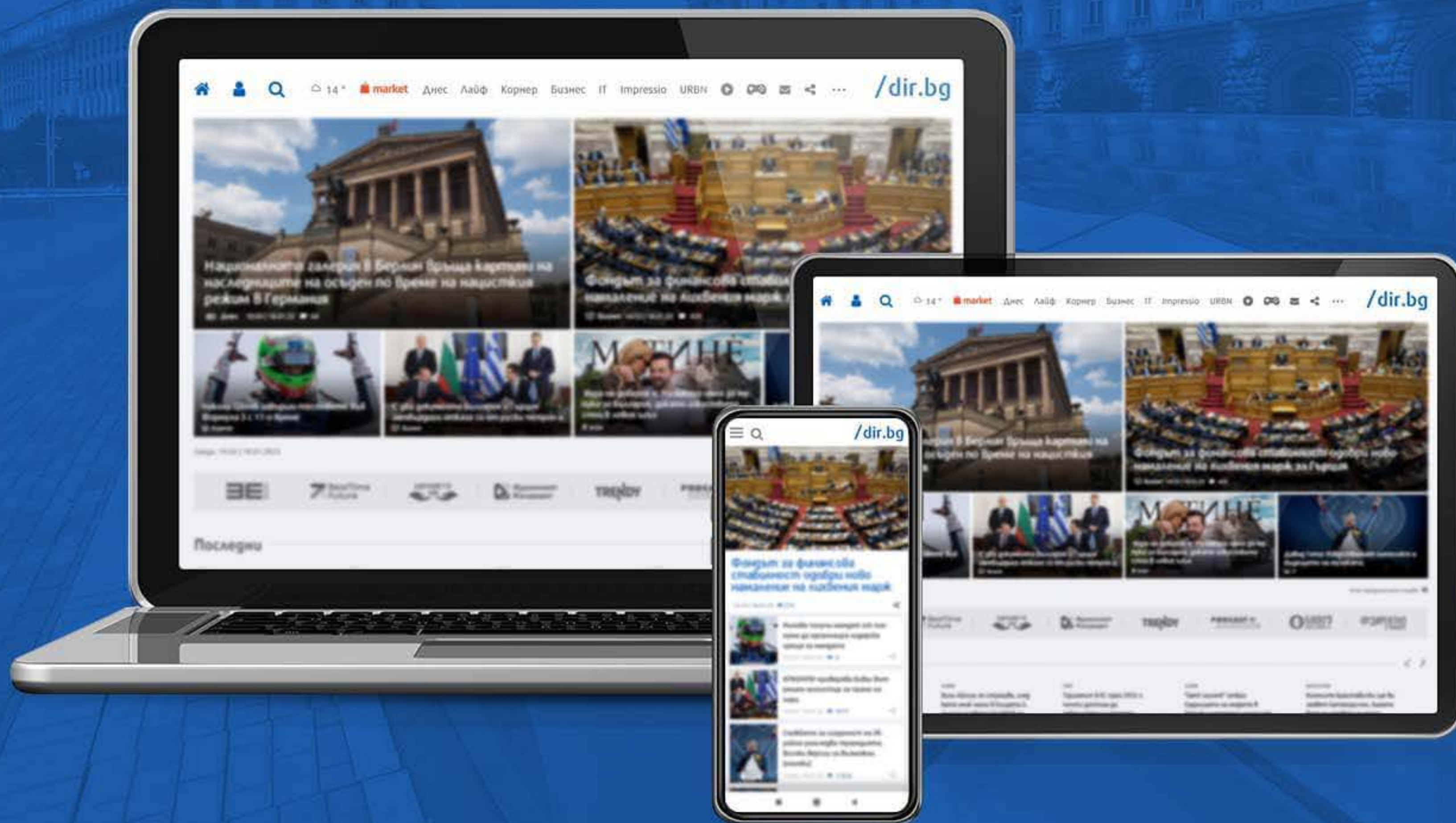


/dir.bg - BULGARIA'S INTERNET PORTAL

MEDIA KIT 2024



/DIR.BG OVERVIEW

**YOUR POWER IS
IN MOVING FORWARD.
OUR POWER IS
EVOLVING WITH YOU.**



DIR.BG, THE BULGARIAN INTERNET PORTAL, HAS EARNED THE LOYALTY OF MILLIONS OF USERS FOR OVER 26 YEARS

by continuously implementing innovative strategies across all its projects within the group.



THE BRAND IS WELL-KNOWN TO THE BULGARIAN ONLINE AUDIENCE,

including expatriate Bulgarians, with the portal consistently ranking among the most frequently visited Bulgarian websites.

/DIR.BG OVERVIEW

60

million
impressions
per month

1.5

million
unique users per
month on average

42

% reach
every other person is
reading Dir.bg
every day

1.1

million
users read us from
mobile devices

400K

users
are reading from
the office or from
home



AT DIR.BG, we strongly believe in approaching each brand and story with attention to detail and trust. This philosophy has been a cornerstone of our more than 25-year success - we create verified and up-to-date content that provides real value to our readers.

/DIR.BG OVERVIEW

40

pages/day

pages browsed by our users per day on average

9

%
bounce rate

800K

followers

across all social media platforms

400K

bulgarians abroad

choose Dir.bg as their primary source of information every month



THE BULGARIAN INTERNET PORTAL is the destination for unbiased and accurate news, sports, culture, and lifestyle with a set of websites that comprehensively cover all user interests.

/ FACES OF DIR

dnes.dir.bg

news

Thanks to the wide range of coverage, including politics, business, economy, current news and events from both Bulgaria and around the world, DNES by dir.bg is one of the most widely read news websites in the country.

For over 25 years, our editorial coverage has been presented with objectivity and commentary from experts and specialists. We ask all the questions and seek the most reliable answers and all points of view. We travel the world to bring it to you.

DNES BY DIR.BG IN NUMBERS



550 000

unique users



9,5 million

impressions per month



18

pageviews
by unique user



75 min.

per unique user



130 000

followers

dnes

READERS

- With higher education (over 54%)
- In active age (between 30 - 59 years old, 78% of the audience)
- Manager or business owner (27%) or office employee (32%)
- Urban people (82% of them are living in the biggest towns)
- Highly-paid (over 70% of the people have personal net income of BGN 1000)
- 45% of the people have a credit card
- 55% of the people have their own automobile

Data: Google Analytics & gemiusAudience, Jan 2023 - Dec 2023

25^{years}/dir.bg

[/dir.bg](https://dir.bg)

THANK YOU!



Sofia 1000, 19 Alexander Dondukov Blvd.
sales@dir.bg