



Rezon Media is the largest group of specialized media outlets in Bulgaria

The Company’s strategy is to invest in specialized Internet sites and print media.

Rezon Media:

- ✓ Owns the largest advertising network of specialized Internet sites including [imot.bg](#), [mobile.bg](#), [fakti.bg](#), [bazar.bg](#), [zaplata.bg](#) among others;
- ✓ The second media in Bulgaria by the number of visitors.

Rezon Media was established in 1993.

The foundations of Rezon Media were laid in the summer of 1993 in the city of Sofia.



Monthly Chart of the Largest Online Companies in Bulgaria

Nº	Company	Visitors	Number of Impressions	Time of Stay (hours)	Audience Share
1	NET INFO	3 678 376	339 085 448	5 897 351	78.85%
2	SPORTAL MEDIA GROUP	2 721 454	85 435 169	1 340 518	58.34%
3	REZON MG	2 654 481	428 695 871	3 749 101	56.90%
4	INVESTOR	2 592 108	39 601 296	616 594	55.57%
5	CME	2 141 421	19 664 734	331 755	45.90%
6	NEWSPAPER GROUP BG	1 958 687	31 300 656	730 256	41.99%
7	OLX BULGARIA	1 750 841	234 739 502	2 463 547	37.53%
8	BLITZ	1 460 241	63 014 431	1 534 216	31.30%
9	ECONOMEDIA	1 378 779	16 752 971	366 473	29.56%
10	DIR	1 356 428	34 939 904	775 386	29.08%
11	WEBGROUND GROUP	1 355 833	14 349 945	194 654	29.06%
12	INSERT.BG	1 326 471	7 947 084	169 641	28.43%
13	WEB MEDIA GROUP	1 300 417	19 412 731	437 123	27.88%
14	OFFMEDIA	1 167 098	18 466 523	297 897	25.02%
15	NEG	864 773	19 926 032	502 663	18.54%

As reported by Gemius in September 2020.

In the interest of efficiency and transparency, Rezon Media enlisted the services of the GEMIUS, an independent international rating agency, to measure the online audience of its sites.



Let's bring facts to light!

# факти



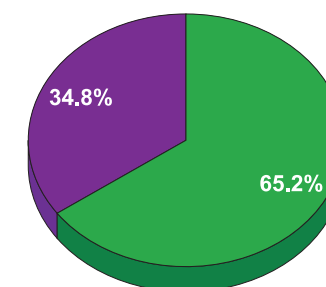
Fakti.bg produces an extraordinary printed issue several times a year.



## Visits to fakti.bg\*

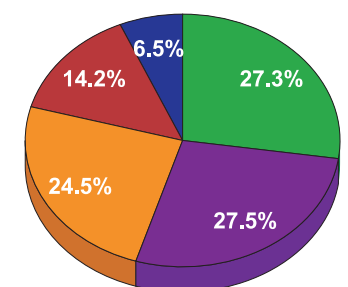
- 1 397 004 unique visitors in September 2020.
- 30 707 610 impressions in September 2020.

## Audience of fakti.bg



In terms of gender:

- Males
- Females



In terms of age:

- 15 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- Over 55

- ✓ Impartial and accurate information site
- ✓ It brings facts to light, but leaves comments to the audience
- ✓ A team of 22 dedicated professionals
- ✓ 24-hour continuous media coverage 7 days a week

When facts speak ...

\* As reported by Gemius





The Absolute Online Leader  
on the Bulgarian Automobile Market



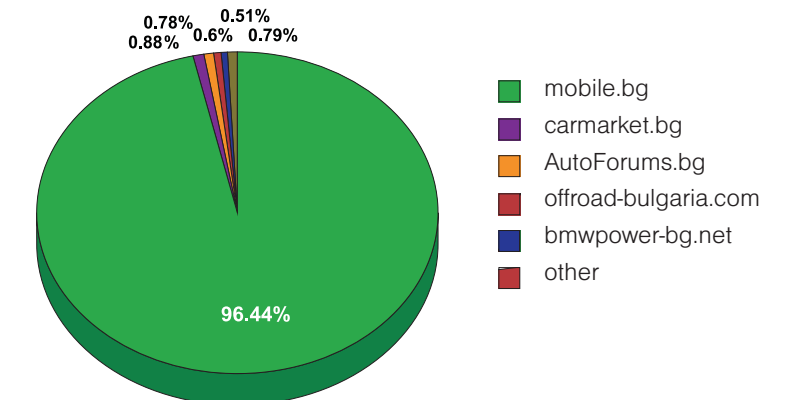
- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

\* As reported by Gemius

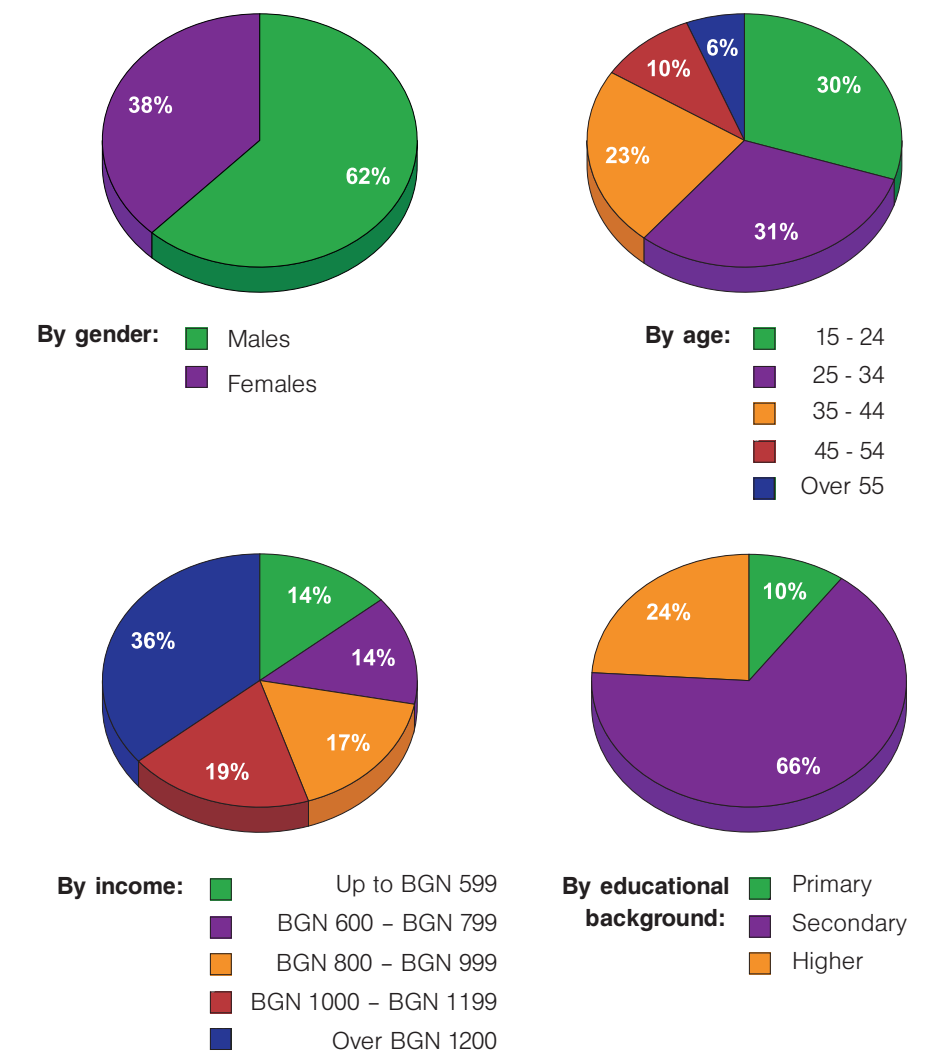
## Visits to mobile.bg\*

- 1 055 537 unique visitors in September 2020.
- 196 722 456 impressions in September 2020.

## mobile.bg's Market Share in Terms of Impressions



## Audience of mobile.bg







**The Undisputed Leader  
on the Online Real Estate Market in Bulgaria**



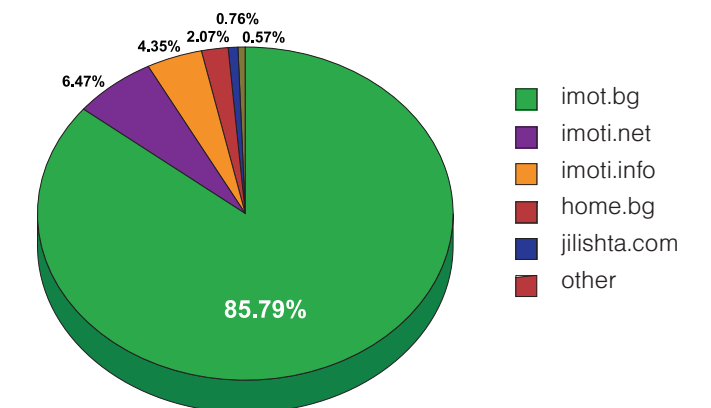
- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts for the real estate, investment, and construction business.

\* As reported by Gemius

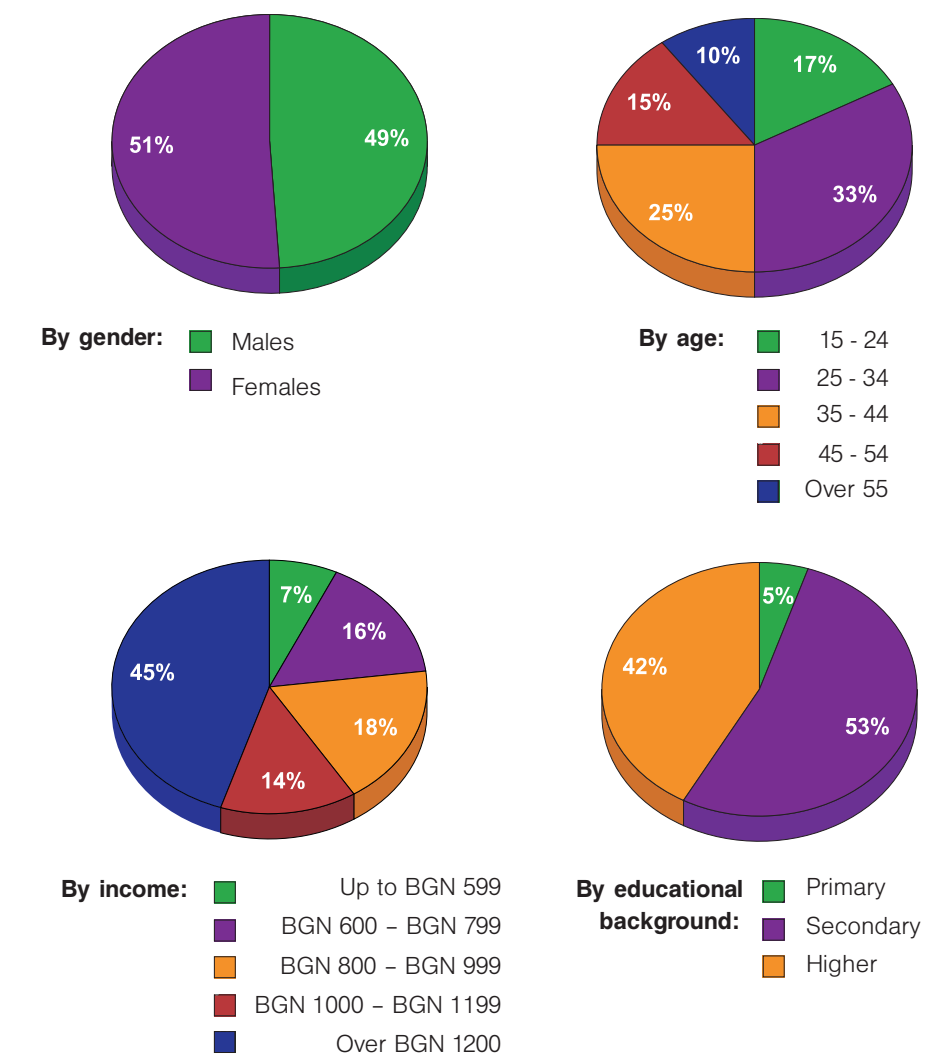
## Visits to imot.bg\*

- 513 785 unique visitors in September 2020.
- 52 214 140 impressions in September 2020.

## imot.bg's Market Share in Terms of Impressions



## Audience of imot.bg







№ 1 site for small ads in Bulgaria -  
it connects buyers and sellers!

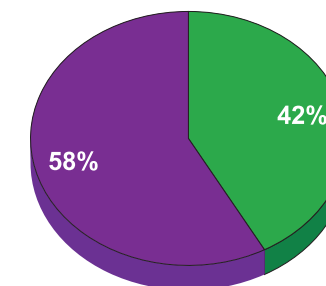


- ✓ The site allows people to buy or sell any goods or services with no middleman, 24/7;
- ✓ Bazar.bg gives you a unique opportunity for targeted advertising and finding loyal customers for your business;
- ✓ In only one year since its creation, Bazar.bg became Bulgaria's number one site for miscellaneous classifieds;

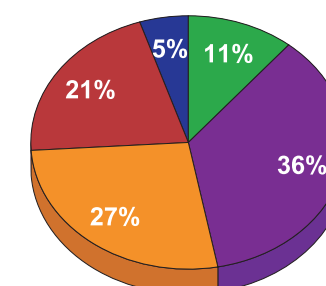
## Visits to Bazar.bg\*

- 1 275 353 unique visitors in September 2020.
- 68 877 648 impressions in September 2020.

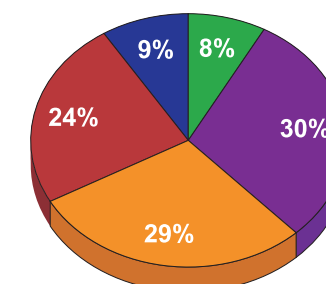
## Audience of Bazar.bg



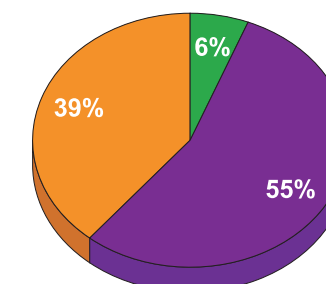
By gender: ■ Males  
■ Females



By age: ■ 15 - 24  
■ 25 - 34  
■ 35 - 44  
■ 45 - 54  
■ Over 55



By income: ■ Up to BGN 599  
■ BGN 600 - BGN 799  
■ BGN 800 - BGN 999  
■ BGN 1000 - BGN 1199  
■ Over BGN 1200



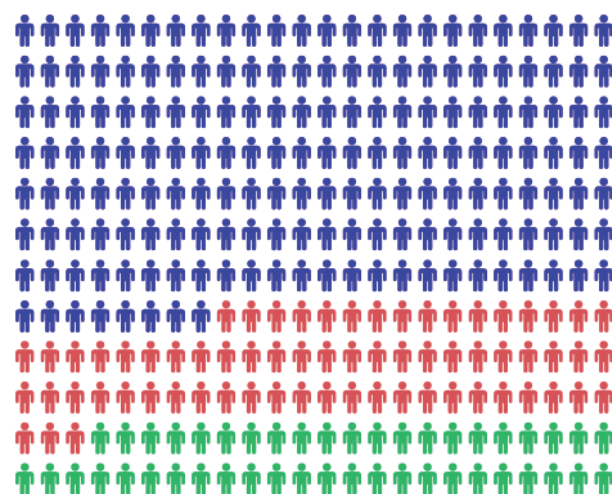
By educational background: ■ Primary  
■ Secondary  
■ Higher

\* As reported by Gemius





### Unique visitors in September 2020



● Zaplata.bg ● Karieri.bg ● OLX.bg/jobs

### As reported by Gemius in September 2020:

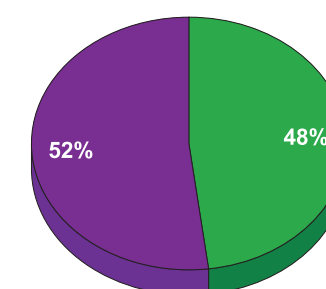
- ✓ [Zaplata.bg](https://www.zaplata.bg) - 249 210 unique visitors;
- ✓ [Karieri.bg](https://www.karieri.bg) - 67 142 unique visitors;
- ✓ [OLX.bg/jobs](https://www.olx.bg/jobs) - 63 290 unique visitors.

**According to Similarweb.com, 18% of the visitors of Zaplata.bg do not go to other career sites.**

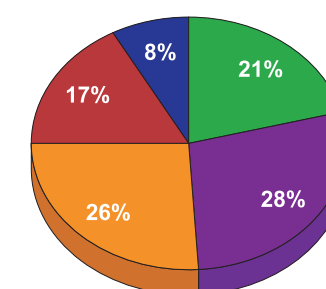
### Visits to Zaplata.bg\*

- 249 210 unique visitors in September 2020.
- 4 626 403 impressions in September 2020.

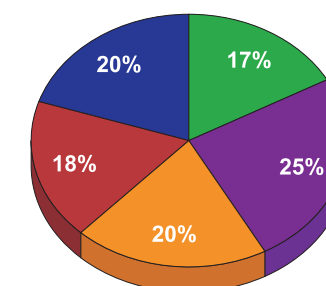
### Audience of Zaplata.bg



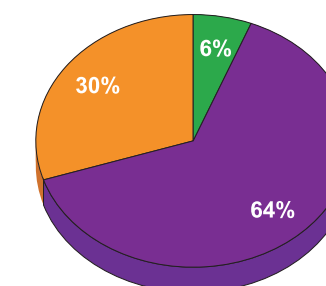
By gender: ■ Males ■ Females



By age: ■ 15 - 24 ■ 25 - 34 ■ 35 - 44 ■ 45 - 54 ■ Over 55



By income: ■ Up to BGN 599 ■ BGN 600 - BGN 799 ■ BGN 800 - BGN 999 ■ BGN 1000 - BGN 1199 ■ Over BGN 1200

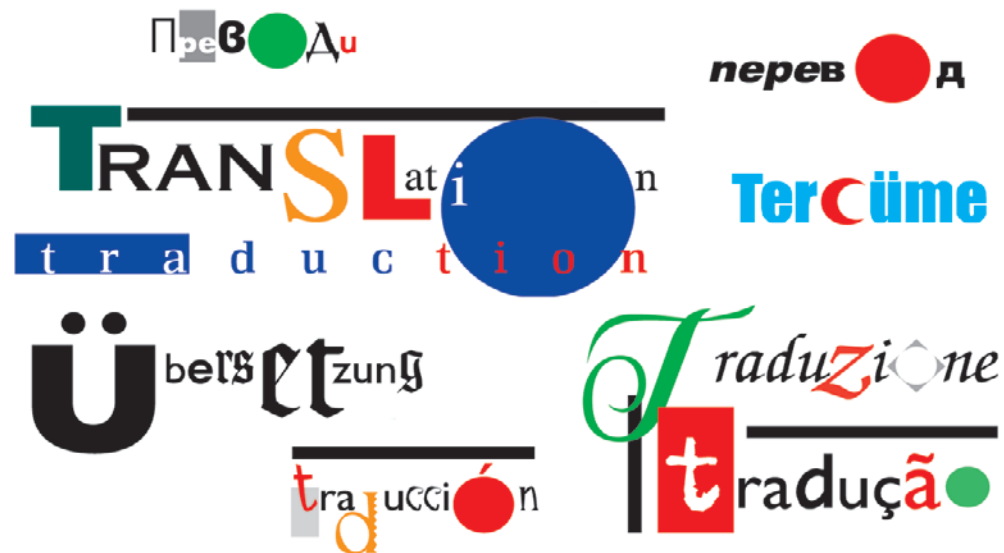


By educational background: ■ Primary ■ Secondary ■ Higher

\* As reported by Gemius  
(The management of the career site Jobs.bg refused measurement of the site's audience by an independent agency.)



The centre for translation  
and legalization of documents  
with over 20 years of history



The Modern printing house  
with long traditions!



TRANSLATION CENTER REZON Ltd. is one of the first licensed translation agencies in Bulgaria.

Since 1991 TRANSLATION CENTER REZON Ltd. has been providing high quality specialized translations in 47 languages and legalization of documents in all institutions in Bulgaria.

The center works closely with over 300 approved translators with extensive experience and broad knowledge in various specialized fields. All translators have signed an affidavit of correctness of the translations done by them and a Privacy Statement ensuring non-distribution of the information of the translated text.

TRANSLATION CENTER REZON provides also adequate expert advice on layout, translation and legalization of any official document in order that it might be recognized in every country.

Quality, competence and discretion are the three key standards which the center does not compromise with over the years since its establishment.

<http://prevodi.rezon.bg/>

SPEKTAR printing house is the successor of the state printing house Photoizdat established in 1963. The new company was established in 1998, and over the years it became a modern, advanced printing house, meeting all requirements for quality and service levels.

In 2007 Spektar printing house completed the construction of its new building in Druzhba 2, Sofia.

The latest generation of Heidelberg machines is disposed on an area of over 6000 square meters; there is also a bookbinding workshop with finishing machines by Heidelberg, Polar, Muller Martini.

The prepress department is equipped with CTP Heidelberg, workflow software series of Heidelberg Prinect for taking orders, assembling, RIP and proofing.

The printing house has also a Man Uniman 4/2S newspaper press.

<http://Spektar.bg/>





Sofia,  
11a Carnegie St.  
tel.: 02/9699 112  
[www.rezonmedia.eu](http://www.rezonmedia.eu)

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Varna,  
48 Maria Louisa Blvd., Floor 2  
tel.: 052/621 066

Russe,  
79 Alexandrovska St.,  
tel.: 082/82 13 63

Plovdiv,  
25 Krali Marko St., Floor 1  
tel.: 032/620 573