

Rezon Media



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 fourth 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
1	NET INFO	3 395 550	260 707 160
2	INVESTOR	2 249 600	38 994 774
3	WEBGROUND GROUP	2 247 450	31 694 623
4	REZON MG	2 083 250	350 341 192
5	NEWSPAPER GROUP BULGARIA	1 767 000	31 096 455
6	SPORTAL MEDIA GROUP	1 705 700	59 054 933
7	WEB MEDIA GROUP	1 621 700	31 077 241
8	BLITZ	1 575 750	53 689 508
9	MARICA.BG	1 451 450	11 526 762
10	DIR	1 263 950	34 284 252
11	STANDARTNEWS.COM	1 250 900	9 419 339
12	OLX BULGARIA	1 153 500	94 653 726
13	FRAMAR.BG	1 056 400	6 641 572
14	BNR	852 250	3 518 405
15	LEX.BG	442 550	2 190 229

As reported by Gemius in January 2025.

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



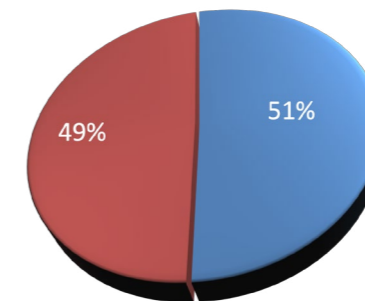
Fakti.bg produces an extraordinary printed issue several times a year.



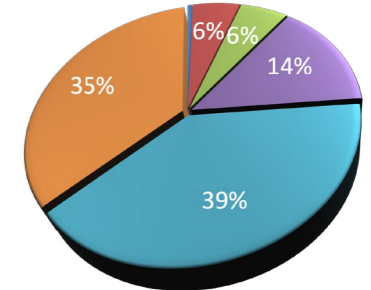
Visits to fakti.bg*

- 1 031 150 unique visitors in January 2025.
- 22 277 466 impressions in January 2025.

Audience of fakti.bg



In terms of gender: ● Males ● Females



In terms of age: ● 15 - 19 ● 20 - 29 ● 30 - 39 ● 40 - 49 ● 50 - 59 ● 60 - 69

- ✓ 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

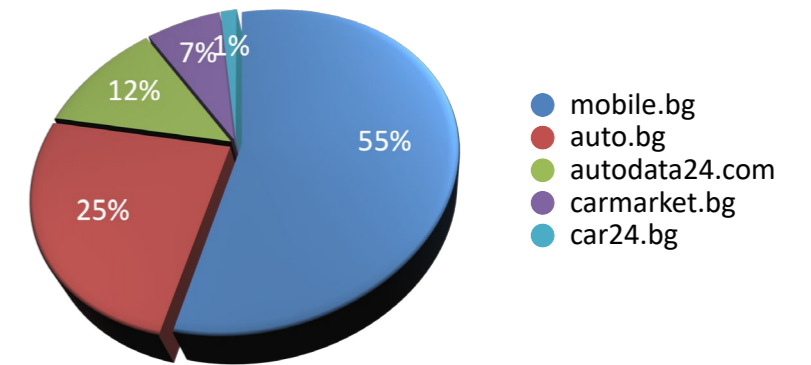


- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

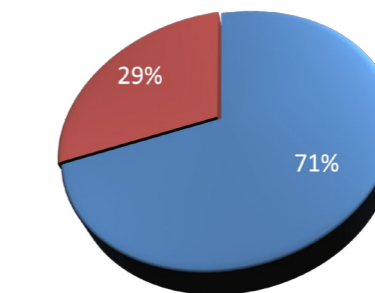
Visits to mobile.bg*

- 883 850 unique visitors in January 2025.
- 226 802 1257 impressions in January 2025.

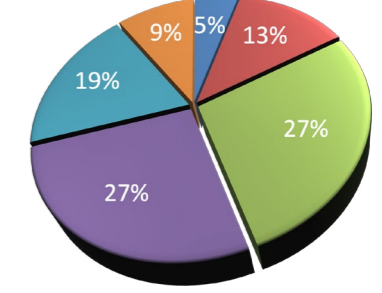
Mobile.bg's market share in terms of unique visitors



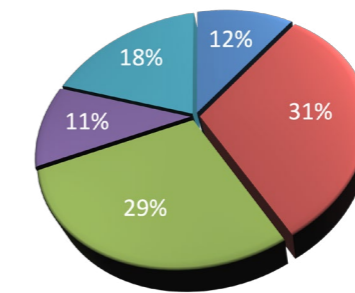
Audience of mobile.bg



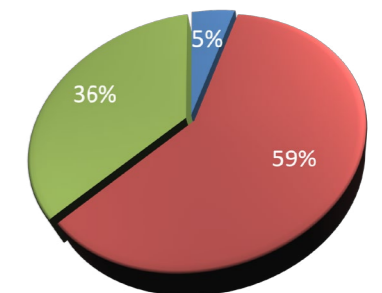
By gender: ● Males ● Females



By age: ● 15 - 19 ● 20 - 29 ● 30 - 39 ● 40 - 49 ● 50 - 59 ● 60 - 69



By income: ● Up to BGN 500 ● BGN 501 - 1000 ● BGN 1001 - 1500 ● BGN 1501 - 2000 ● Over BGN 2000



By educational background: ● Primary ● Secondary ● Higher

* As reported by Gemius



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

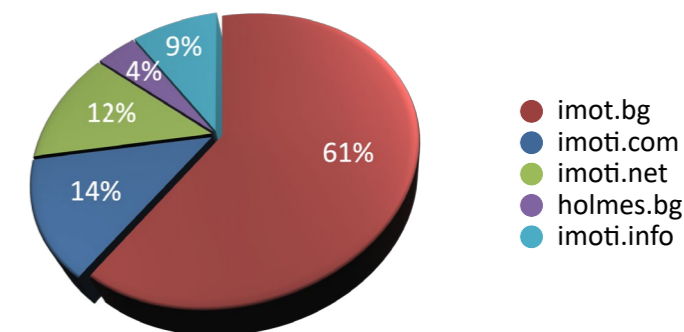


- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts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

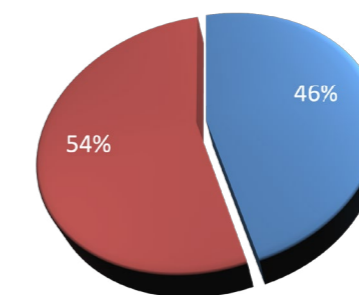
Visits to imot.bg*

- 375 650 unique visitors in January 2025.
- 55 889 639 impressions in January 2025.

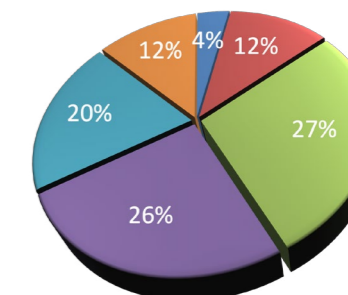
Imot.bg's market share in terms of unique visitors



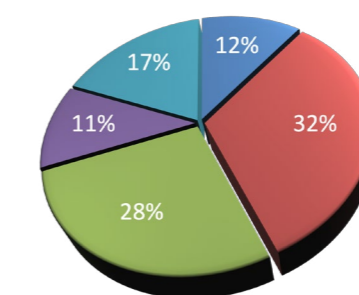
Audience of imot.bg



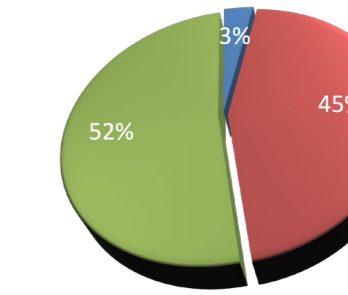
By gender: ● Males ● Females



By age: ● 15 - 19 ● 20 - 29 ● 30 - 39 ● 40 - 49 ● 50 - 59 ● 60 - 69



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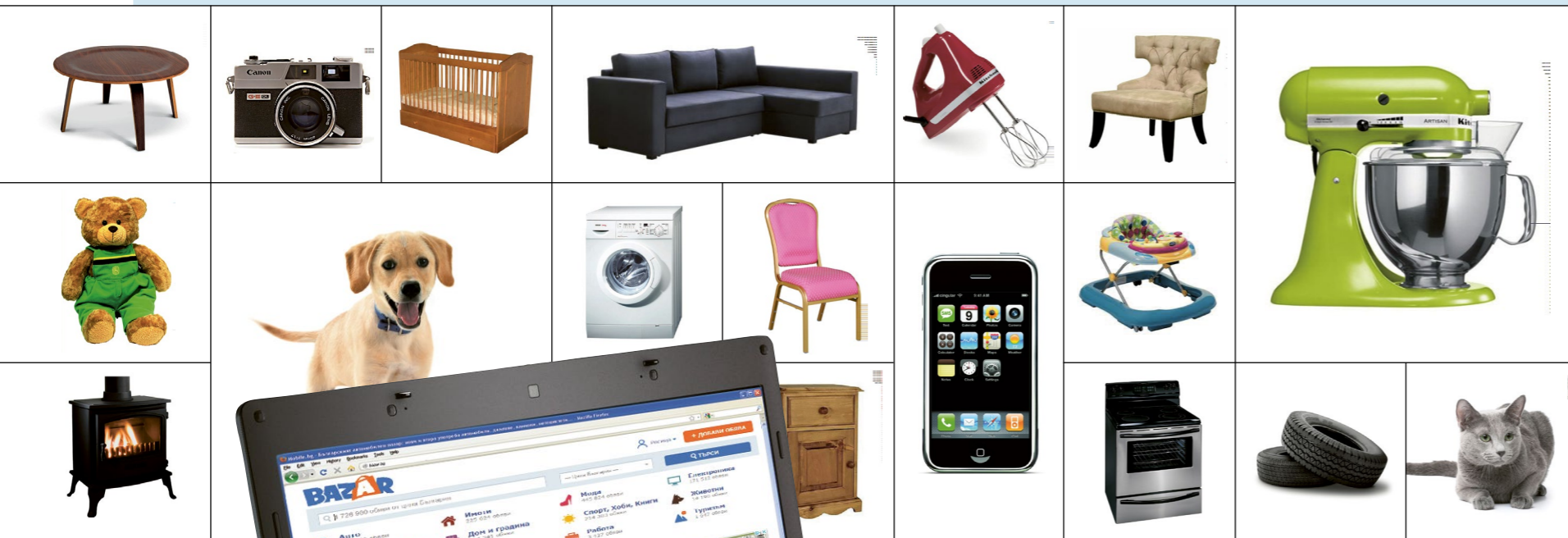


By educational background: ● Primary ● Secondary ● Higher

* As reported by Gemius



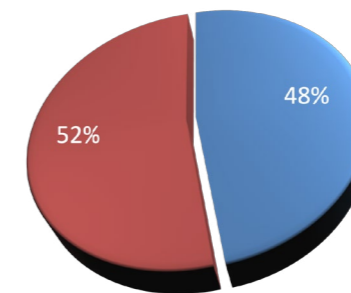
№ 1 site for small ads in Bulgaria - it connects buyers and sellers!



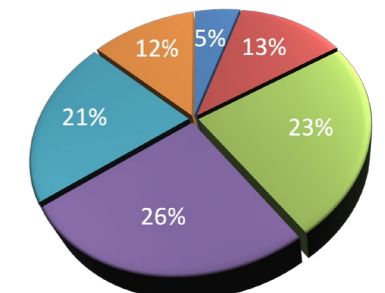
Visits to Bazar.bg*

- 804 750 unique visitors in January 2025.
- 44 165 733 impressions in January 2025.

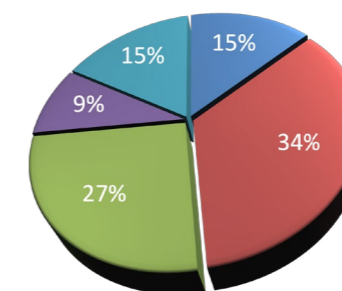
Audience of Bazar.bg



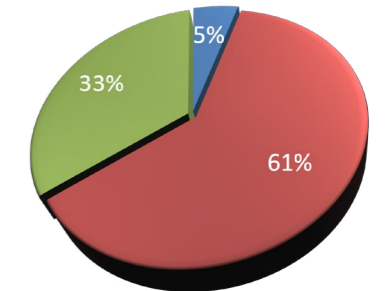
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By income: ● Up to BGN 500 ● BGN 501 - 1000 ● BGN 1001 - 1500 ● BGN 1501 - 2000 ● Over BGN 2000



By educational background: ● Primary ● Secondary ● Higher

- ✓ 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;

* As reported by Gemius



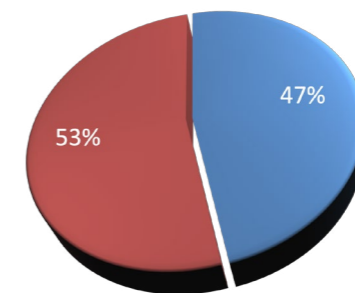
The most visited career website in Bulgaria*



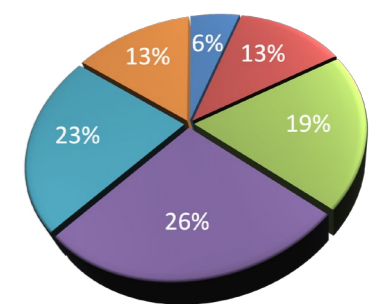
Visits to Zaplata.bg*

- 163 200 unique visitors in January 2025.
- 1 206 229 impressions in January 2025.

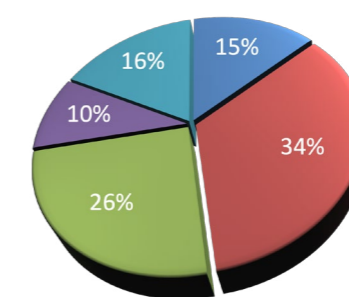
Audience of Zaplata.bg



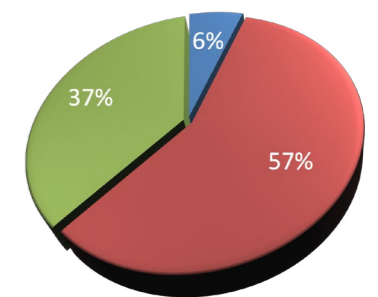
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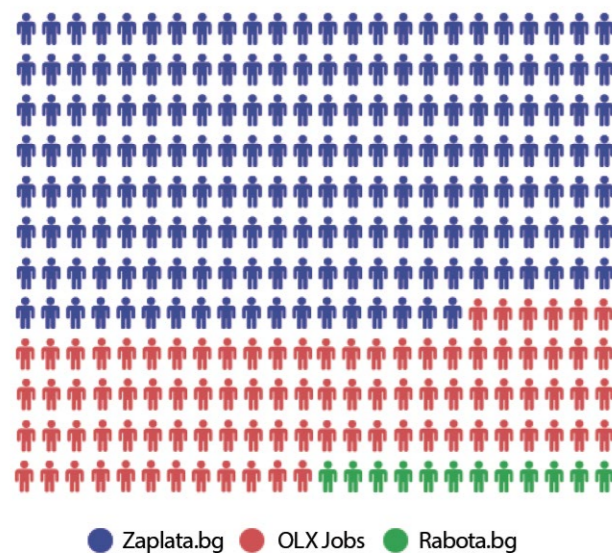


By income: ● Up to BGN 500 ● BGN 501 - 1000 ● BGN 1001 - 1500 ● BGN 1501 - 2000 ● Over BGN 2000



By educational background: ● Primary ● Secondary ● Higher

Unique visitors in January 2025



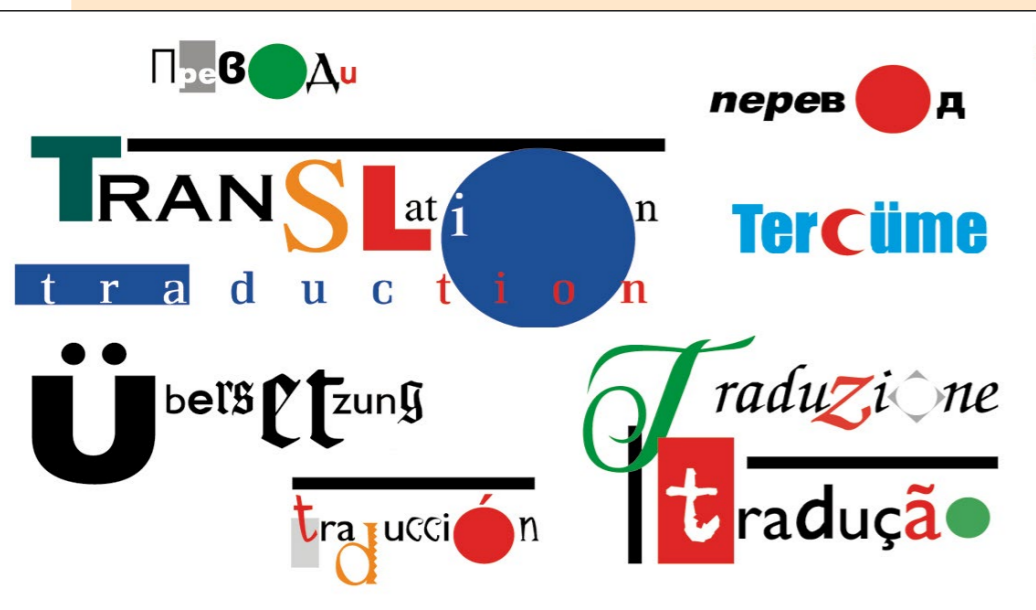
As reported by Gemius in January 2025:

- ✓ Zaplata.bg - 163 200 unique visitors;
- ✓ OLX Jobs - 73 450 unique visitors;
- ✓ Rabota.bg - 7 050 unique visitors.

* 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



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/>



The Modern printing house with long traditions!



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/>



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