



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
1	NET INFO	3 214 000	258 101 809
2	REZON MG	1 947 950	268 395 436
3	INVESTOR	1 793 950	24 603 602
4	WEB MEDIA GROUP	1 530 000	22 102 374
5	NEWSPAPER GROUP BULGARIA	1 507 300	21 942 780
6	SPORTAL MEDIA GROUP	1 276 150	46 185 765
7	DIR	1 208 050	29 337 253
8	MARICA.BG	1 045 750	7 284 673
9	OLX BULGARIA	1 040 050	117 385 248
10	WEBGROUND GROUP	945 550	5 925 790
11	FRAMAR.BG MEDIA GROUP	937 900	5 350 781
12	BLITZ	735 450	23 289 301
13	MANAGER MEDIA GROUP	543 050	2 471 147
14	DIGITAL.BG	340 350	745 418
15	LEX.BG	301 150	1 453 735

As reported by Gemius in October 2026.

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



- ✓ 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 ...

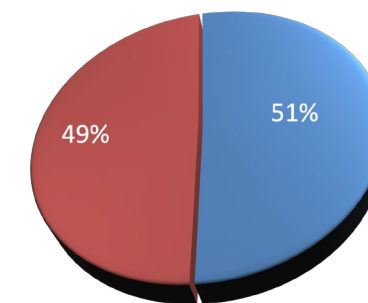
Fakti.bg produces an extraordinary printed issue several times a year.



Visits to fakti.bg*

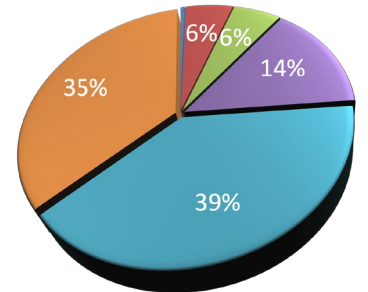
- 821 450 unique visitors in October 2026.
- 14 741 533 impressions in October 2026.

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

* As reported by Gemius



**The Absolute Online Leader
on the Bulgarian Automobile Market**

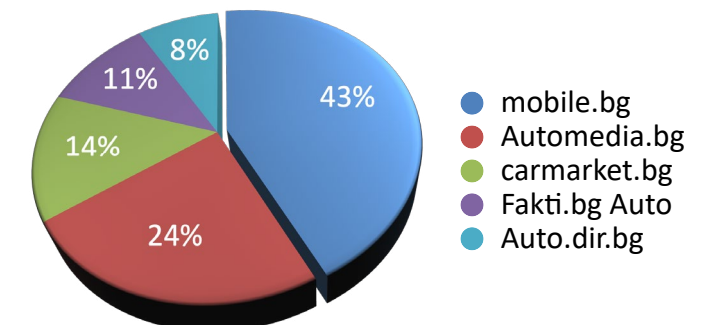


- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

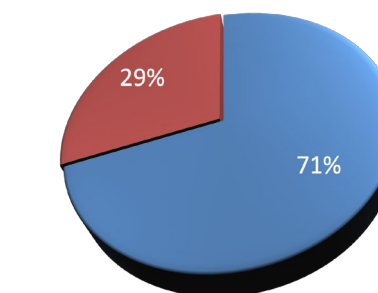
Visits to mobile.bg*

- 792 000 unique visitors in October 2026.
- 184 779 652 impressions in October 2026.

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

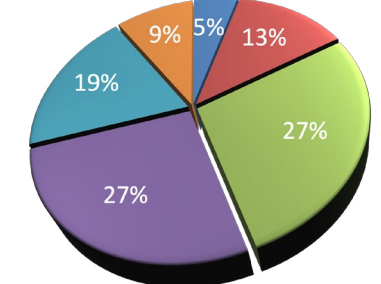


Audience of mobile.bg



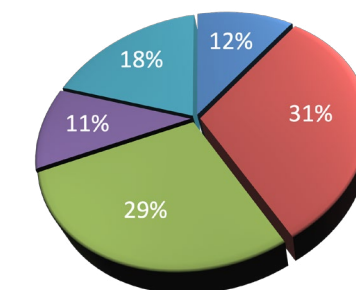
By gender:

- Males
- Females



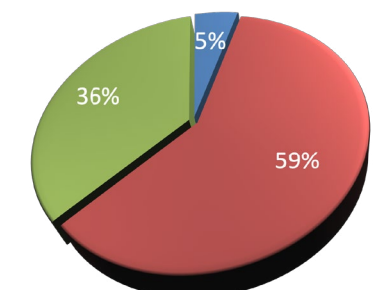
By age:

- 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**



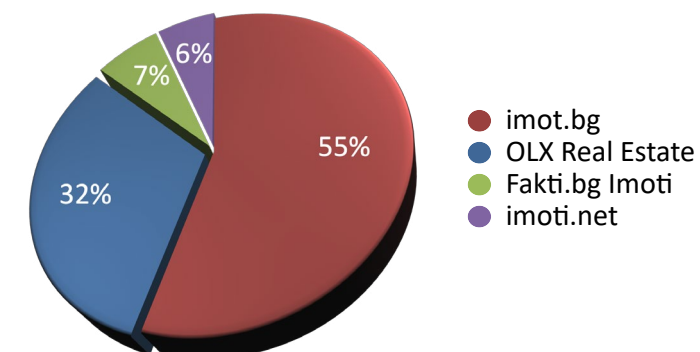
- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts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

* As reported by Gemius

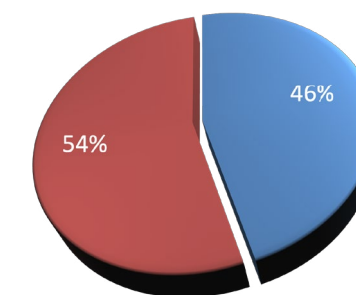
Visits to imot.bg*

- 467 300 unique visitors in October 2026.
- 45 902 872 impressions in October 2026.

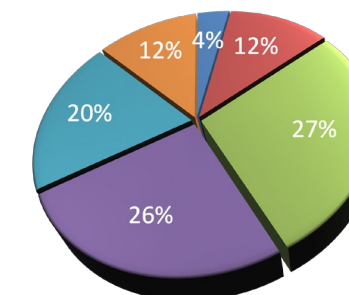
Imot.bg's market share in terms of unique visitors



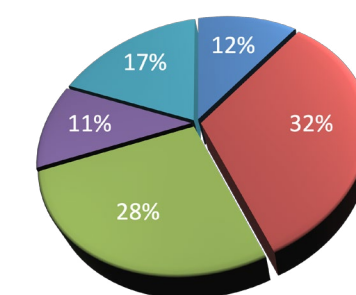
Audience of imot.bg



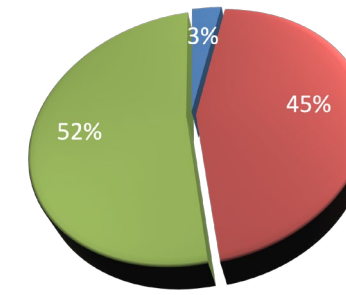
By gender: ● Males ● Females



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



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



By educational background: ● Primary ● Secondary ● Higher



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

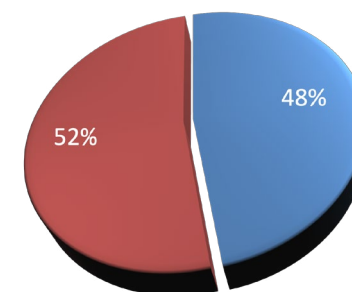


- ✓ The site allows people to buy or sell any goods or services with no middleman, 24/7;
- ✓ Bazar.bg gives you a unique opportunity for targeted advertising and finding loyal customers for your business;
- ✓ In only one year since its creation, Bazar.bg became Bulgaria's number one site for miscellaneous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

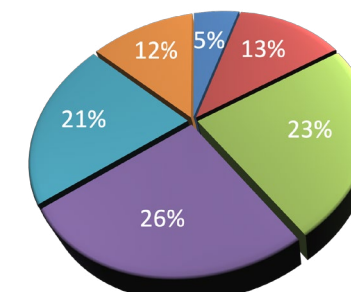
Visits to Bazar.bg*

- 777 850 unique visitors in October 2026.
- 21 945 631 impressions in October 2026.

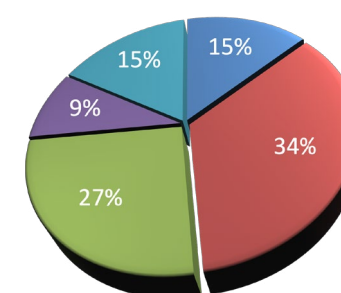
Audience of Bazar.bg



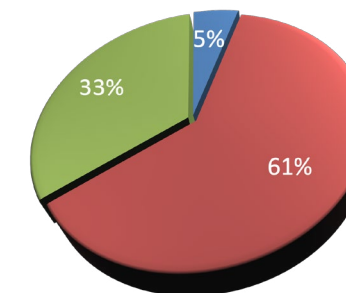
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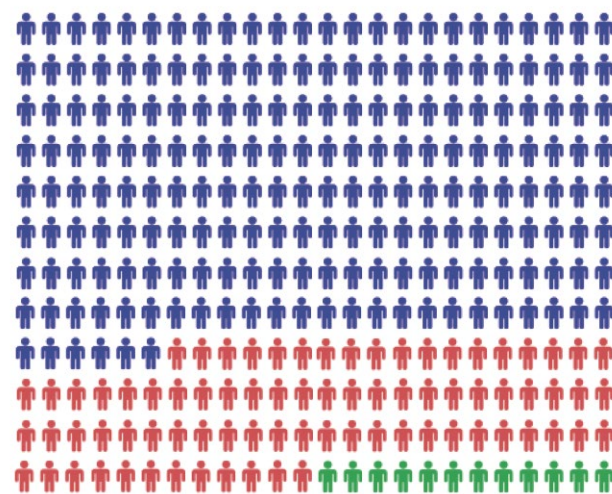
* As reported by Gemius



The most visited career website
in Bulgaria*



Unique visitors in October 2026



● Zaplata.bg ● OLX Jobs ● Rabota.bg

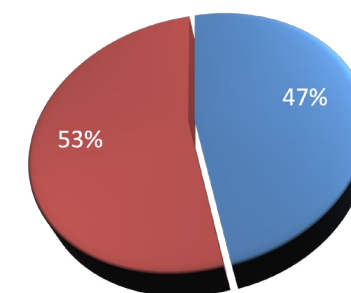
As reported by Gemius
in October 2026:

- ✓ Zaplata.bg - 159 500 unique visitors;
- ✓ OLX Jobs - 58 300 unique visitors;
- ✓ Rabota.bg - 6 750 unique visitors.

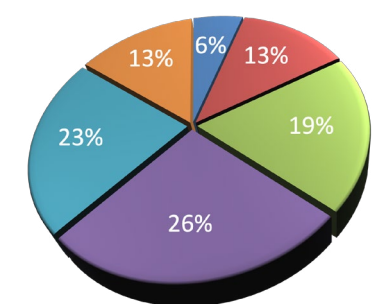
Visits to Zaplata.bg*

- 159 500 unique visitors in October 2026.
- 1 025 748 impressions in October 2026.

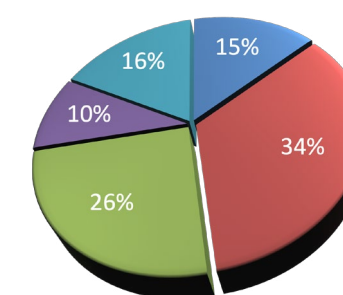
Audience of Zaplata.bg



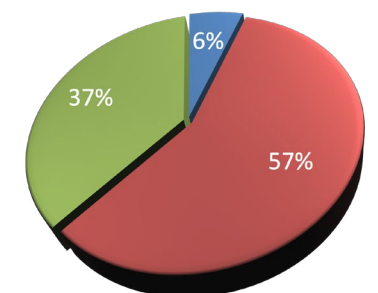
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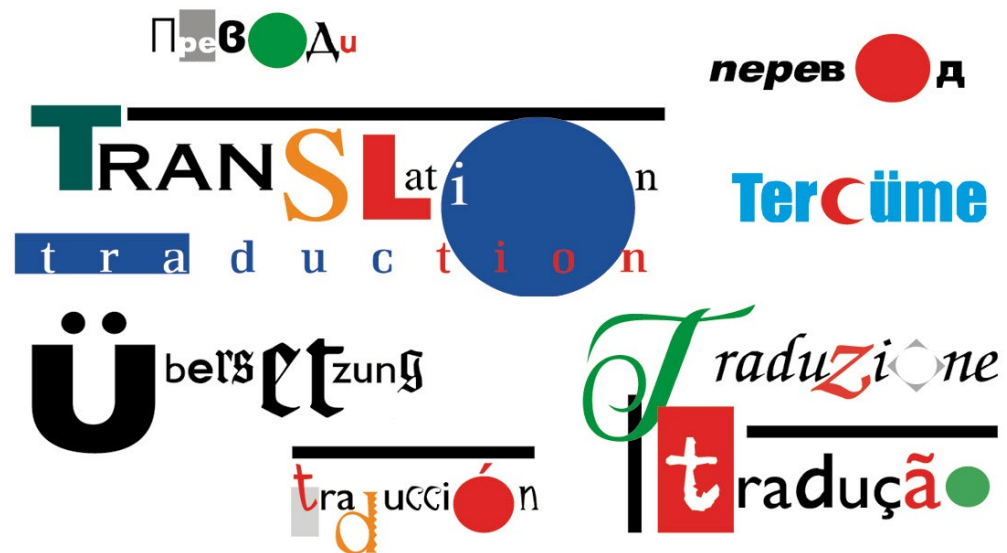


By educational background: ● Primary
● Secondary
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* As reported by Gemius
(The management of the career site Jobs.bg refused measurement of the site's audience by an independent agency.)



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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