



BG BEN MEDIA KIT ADVERTISEMENT

WWW.BGBEN.CO.UK

PA EVENTS LTD,
COMPANY REGISTERED IN ENGLAND,
SORT CODE 30-92-90, ACCOUNT 02271697
1ST FLOOR, 79 WEST HAM LANE,
STRATFORD, LONDON E15 4PH

+44 78 8867 6471
REKLAMA@BGBEN.CO.UK

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



BG BEN is the leading Bulgarian publication in the United Kingdom. Our platform offers unique opportunities to reach the targeted audience of the Bulgarian community across Britain through innovative advertising solutions.

Advertising on the BG BEN newspaper website
Your reliable path to success!

AUDIENCE

**TARGET YOUR MESSAGE DIRECTLY TO OVER 300,000
BULGARIANS LIVING IN THE UNITED KINGDOM**

PRINT EDITION



**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Our Advertising Services

We offer flexible advertising packages tailored to the needs of both small and large businesses, as well as individual advertisers. All pages of the BG BEN newspaper are printed in full colour. Depending on your objectives, you can choose from the following formats:

- **Print Advertising:** The printed edition of the newspaper has a monthly circulation of over 6,000 copies, distributed across more than 80 locations throughout the UK.
- **Digital Advertising:** Banners and sponsored articles on our website, enabling you to effectively reach our online audience.
- **Special Advertising Campaigns:** Integrated solutions that combine print and digital advertising to provide maximum reach and impact.

General Advertising Sizes per Page

Full-page advert: 856 sq cm.

- Half-page advert: 428 sq cm.
- Quarter-page advert: 214 sq cm.
- Eighth-page advert: 107 sq cm.
- Sixteenth-page advert: 53.5 sq cm.

Advertising in the BG BEN Newspaper

Advertising Rates

Pages 2 and 3: £3.00 per sq cm.

Pages 4 and 5: £2.00 per sq cm.

Pages 6 to 31: £1.50 per sq cm.

An additional 25% surcharge applies for a preferred position.

Advertising box (8.4 × 5 cm) in two consecutive issues: £50

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Discounts

By box size:

- 15% for advert boxes over 100 sq cm
- 20% for advert boxes over 300 sq cm
- 25% for a box occupying a full page

By number of insertions:

- 10% for more than 5 insertions
- 20% for more than 12 insertions

“Small Box” Offer

A simple and effective solution if you want your small business advert to stand out among the rest. We offer a fixed-size box of 8.4 × 5 cm for £50, published for one month in BG BEN.

Technical Requirements for Box Dimensions

Your BG BEN box may have one of the following widths:

- 4.1 cm
- 8.4 cm
- 12.8 cm
- 17.1 cm
- 21.5 cm
- 25.9 cm

Minimum height – 2 cm

Maximum height – 33 cm

General Newspaper Specifications

Format: Tabloid

Colour: Full colour

Page size: 25.9 cm × 33 cm

Number of pages: 32

Frequency: 12–15 issues per year

Columns per page: 6

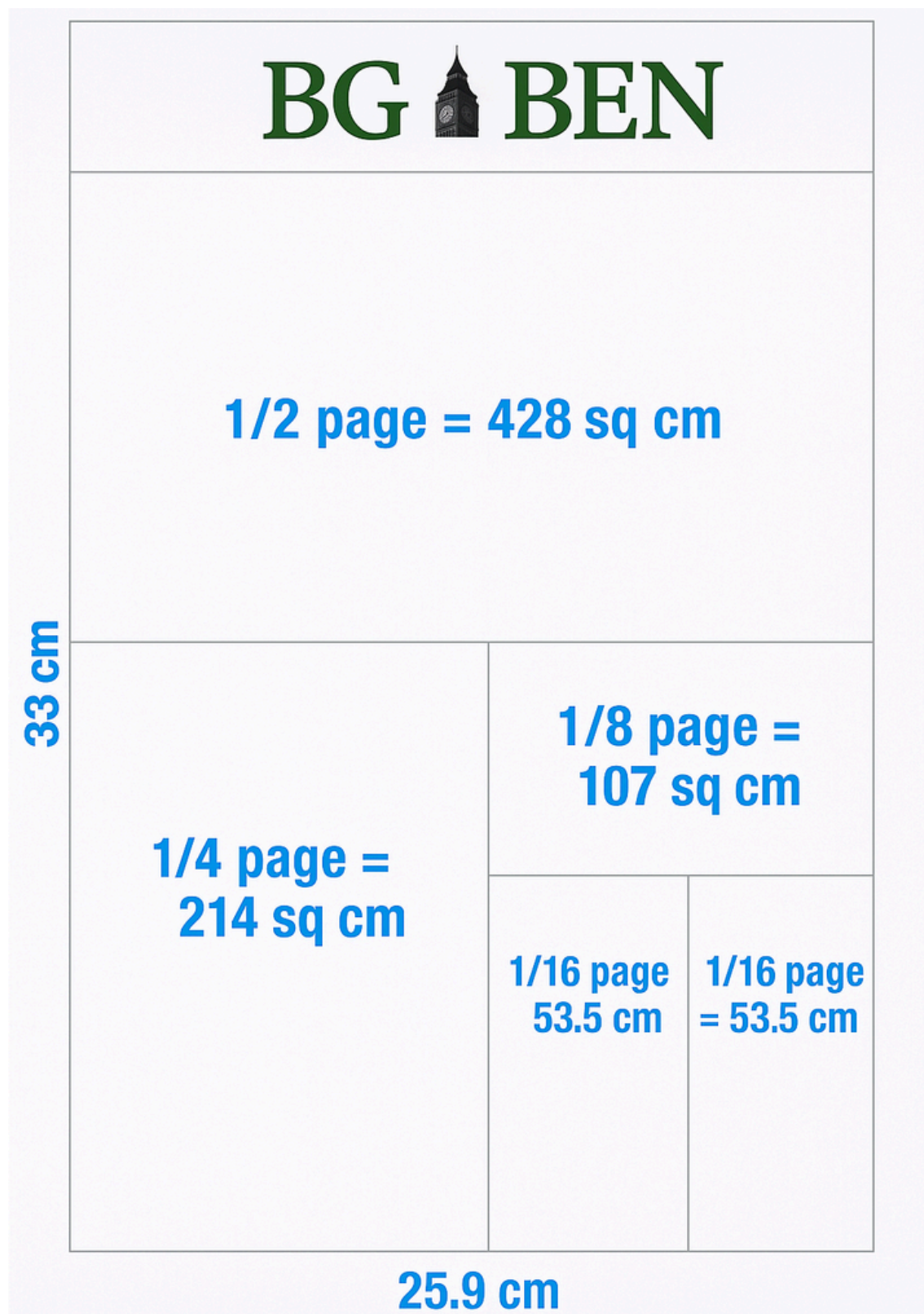
Column width: 4.1 cm

Gutter width: 0.3 cm

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Advertisement Boxes



**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**

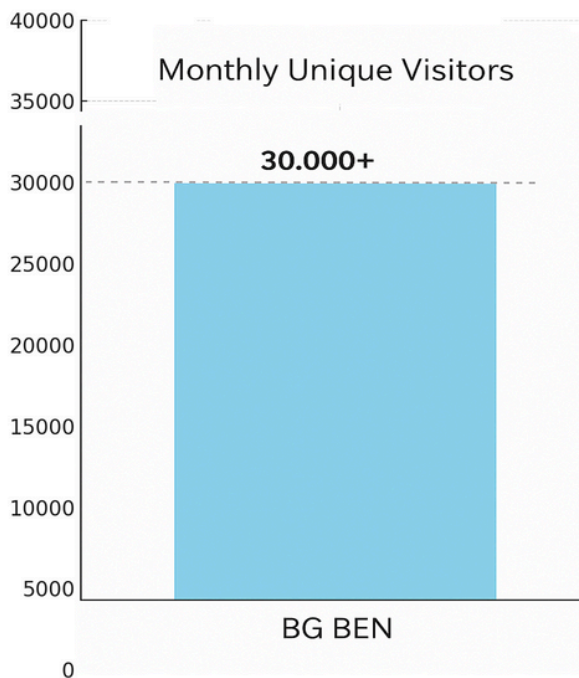


Website Banner Advertising

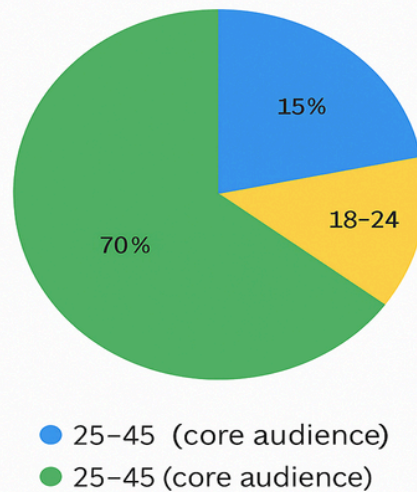
Audience

BG BEN is the largest and most established Bulgarian media outlet in the United Kingdom, attracting over 30,000 unique visitors per month. Our audience is loyal, highly engaged and targeted, primarily comprising active Bulgarians aged 25 to 45 who live, work or study in the UK.

Positioned as the only Bulgarian media presence of this scale in the UK, we provide an excellent platform for advertising messages seeking direct access to the largest Bulgarian diaspora in the West.



Age Breakdown of Audience



**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Website Banner Advertising Rates on BG BEN

We offer various advertising positions on our website, guaranteeing high visibility and effectiveness. Banners can be static images (jpg, png, gif) or animated (animated gif) and are displayed in key locations across the site. Rates apply to a one-month period, with discounts available for prepaid terms.

Advertising Positions:

Position 1 – Top Banner (728 × 90 px):

- Monthly rate: £800.
- Description: The main banner at the top of the homepage, visible immediately on every page load.

Position 2 – Bottom Banner (728 × 90 px):

- Monthly rate: £400.
- Description: A banner at the bottom of the site, shown on the homepage and all internal pages, including article pages.

Position 3 – Wide Banner (970 × 90 px):

- Monthly rate: £400.
- Description: A horizontal banner visible only on the homepage, placed between the news categories.

Position 4 – Upper Sidebar Banner (300 × 250 px):

- Monthly rate: £450.
- Description: A banner in the right-hand vertical column of the site, visible on every page.

Position 5 – Lower Sidebar Banner (300 × 250 px):

- Monthly rate: £400.
- Description: A banner in the right-hand vertical column, displayed site-wide.

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Position 6 – Small Banner (150 × 150 px):

- Monthly rate: £250.
- Description: A small banner located in the right-hand vertical column.

Position 7 – Large Vertical Banner (300 × 600 px):

- Monthly rate: £600.
- Description: A large vertical banner positioned in the right-hand column. Visible on the homepage and on certain internal pages.

Discounts:

1. 10% discount for a 6-month prepaid term.
2. 15% discount for a 12-month prepaid term.
3. 25% discount for combined advertising in the newspaper and on the website.

The BG BEN website (bgben.co.uk) is the news portal of the only Bulgarian newspaper in the United Kingdom, which also has a print edition. Our audience consists of Bulgarian citizens living in the UK and everyone interested in news and information from Bulgaria. Placing advertising banners on our site is a great opportunity to reach your target audience.

The publishers of BG BEN reserve the right to change advertising rates, provided they announce any changes in the newspaper at least two weeks in advance. Such changes will not apply to agreements already in place.

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**



Banner Positions

The screenshot displays the BG BEN website interface with several numbered callouts indicating advertising banner positions:

- 1**: 728x90 banner at the top of the main content area.
- 2**: 728x90 banner below the 'ТОП НОВИНИ' (Top News) section.
- 3**: 970x90 banner at the top of the 'КУЛТУРА И ИЗКУСТВО' (Culture and Art) section.
- 4**: 300x250 banner in the right sidebar, appearing twice.
- 5**: 300x250 banner below the 'ИНФОРМАЦИОНЕН ЕКОПЕТ' (Informational Ecosystem) section.
- 6**: 150x150 and 300x600 banners in the 'КУЛТУРА И ИЗКУСТВО' section.
- 7**: 300x600 banner at the bottom of the 'КУЛТУРА И ИЗКУСТВО' section.

The website layout includes a header with the BG BEN logo and navigation menu, a main content area with news articles and images, and a footer with contact information and social media links.

**BULGARIAN NEWSPAPER
IN THE UNITED KINGDOM**

