

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 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)
1	NET INFO	3 441 000	355 195 467	10 004 798
2	REZON MG	2 386 150	388 271 395	2 540 252
3	INVESTOR	2 364 600	41 593 816	698 223
4	SPORTAL MEDIA GROUP	2 129 200	72 590 854	1 285 872
5	WEBGROUND GROUP	2 001 950	32 496 092	563 838
6	NEWSPAPER GROUP BULGARIA	1 977 900	27 609 441	693 999
7	BLITZ	1 813 800	73 083 466	1 257 071
8	OLX BULGARIA	1 793 650	427 005 485	2 246 425
9	WEB MEDIA GROUP	1 537 600	28331 951	544 075
10	DIR	1 421 700	34 209 545	762 211
11	MARICA.BG	1 403 550	11 938 126	187 793
12	FRAMAR.BG	1 263 300	7 550 629	215 200
13	SPORT PLACE MEDIA	1 215 750	5 900 354	123 995
14	STANDARTNEWS.COM	1 097 150	10 743 584	189 424
15	BNR	927 450	5 619 807	110 297

As reported by Gemius in May 2023.

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



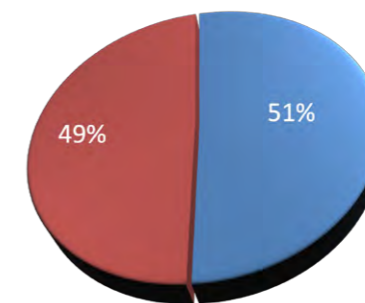
Fakti.bg produces an extraordinary printed issue several times a year.



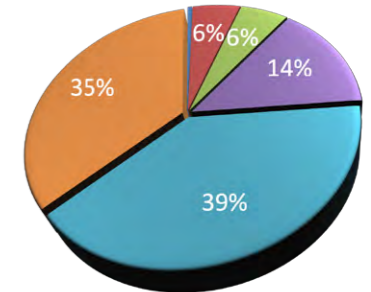
Visits to fakti.bg*

- 947 700 unique visitors in May 2023.
- 22 321 864 impressions in May 2023.

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

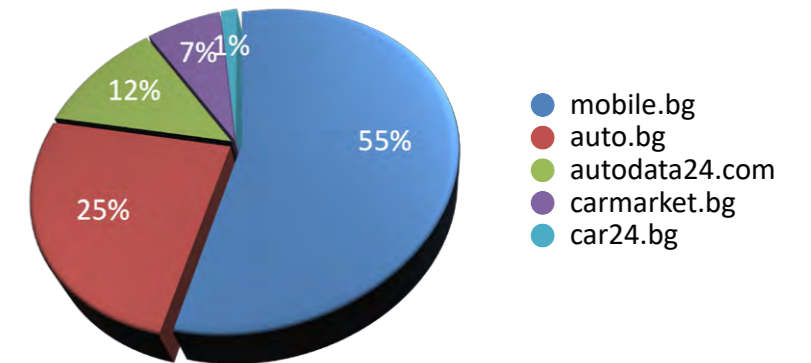


- ✓ The largest inventory of online automotive classifieds;
- ✓ An online media following technological innovations, interesting design solutions, and news from the automotive industry;
- ✓ The site with the largest male following.

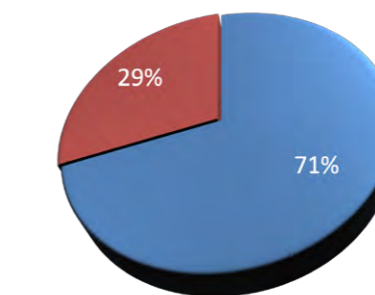
Visits to mobile.bg*

- 789 900 unique visitors in May 2023.
- 186 489 637 impressions in May 2023.

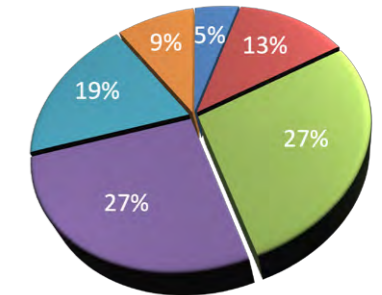
Mobile.bg's market share in terms of unique visitors



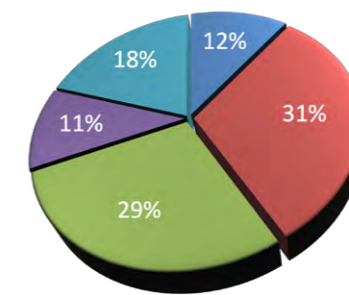
Audience of mobile.bg



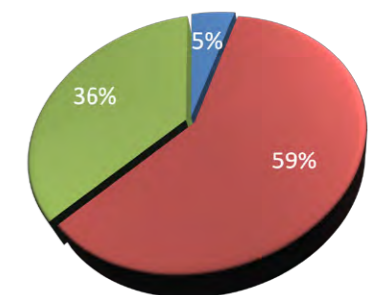
By gender: ● Males ● Females



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**

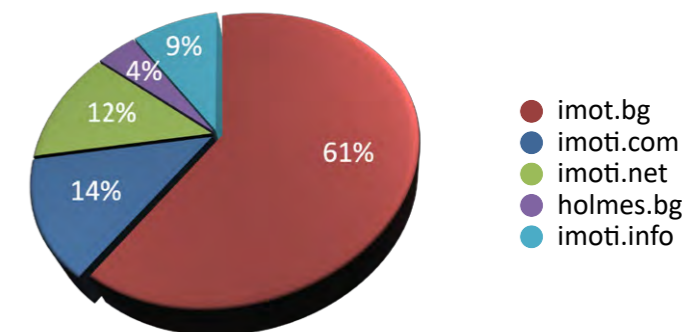


- ✓ The most visited real estate website in Bulgaria;
- ✓ The largest inventory of real estate classifieds;
- ✓ A dependable source of information on the Bulgarian and Global real estate markets featuring news and analytical articles and commentaries. The site also offers interesting statistics and forecasts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

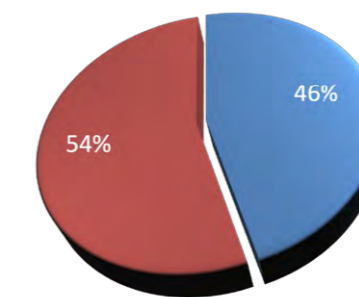
Visits to imot.bg*

- 449 150 unique visitors in May 2023.
- 50 241 682 impressions in May 2023.

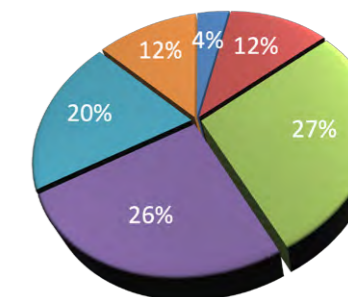
Imot.bg's market share in terms of unique visitors



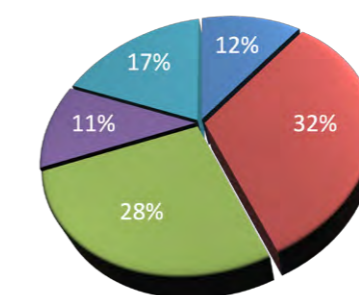
Audience of imot.bg



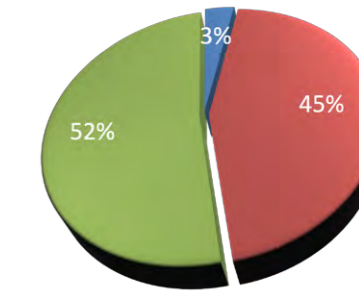
By gender: ● Males ● Females



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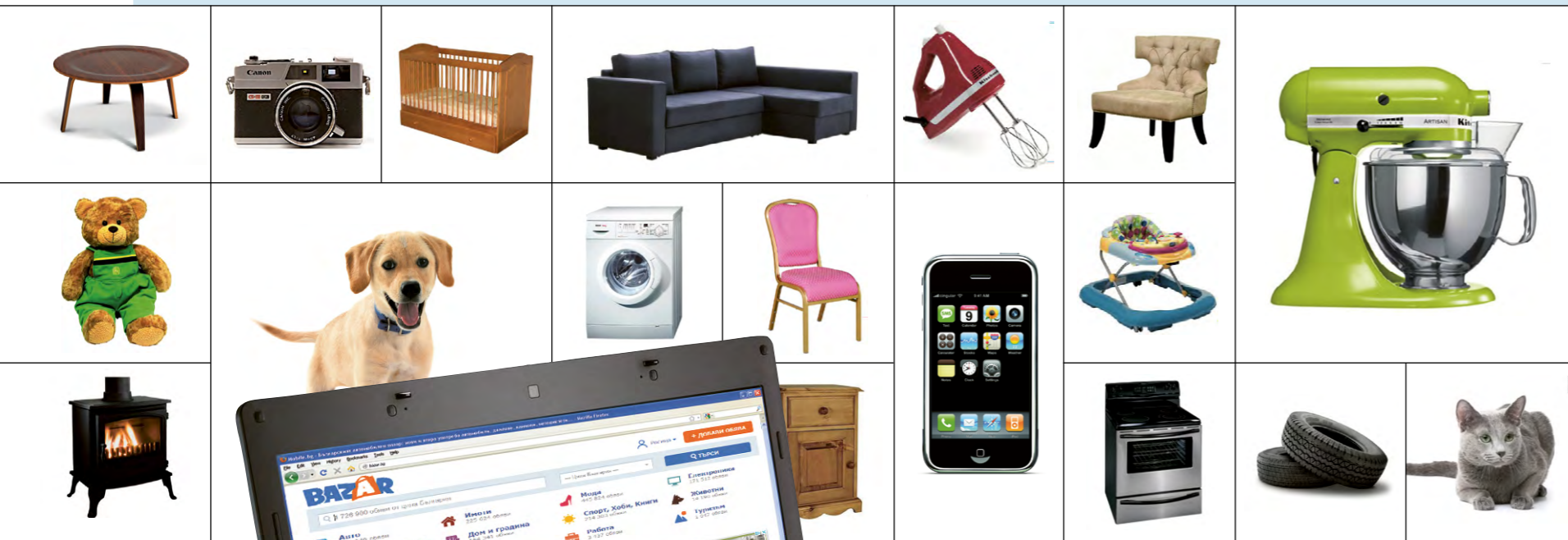


By educational background: ● Primary ● Secondary ● Higher

* As reported by Gemius



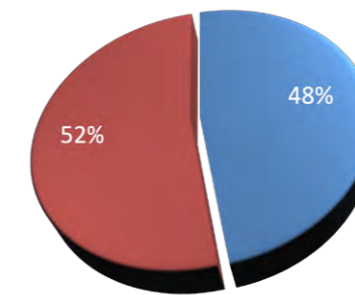
№ 1 site for small ads in Bulgaria -
it connects buyers and sellers!



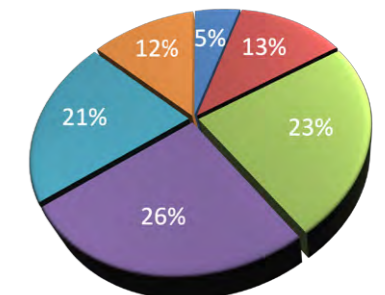
Visits to Bazar.bg*

- 1 392 000 unique visitors in May 2023.
- 51 693 774 impressions in May 2023.

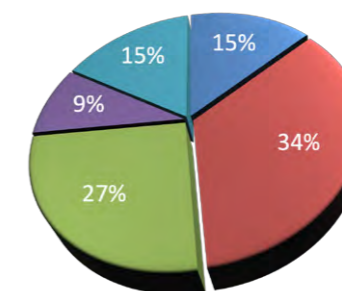
Audience of Bazar.bg



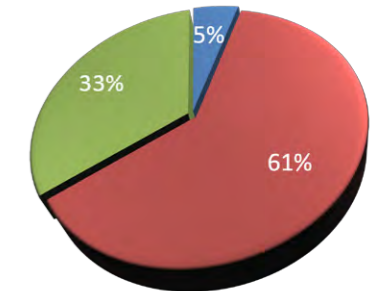
By gender: ● Males
● Females



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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



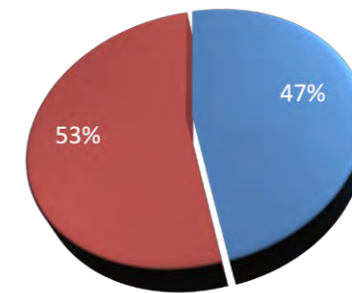
The most visited career website in Bulgaria*



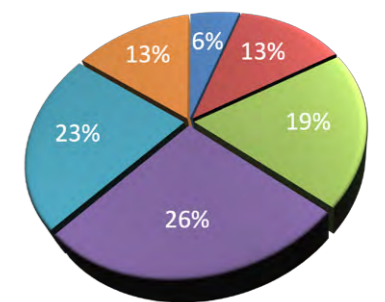
Visits to Zaplata.bg*

- 238 550 unique visitors in May 2023.
- 1 951 526 impressions in May 2023.

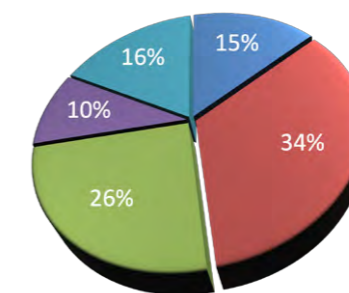
Audience of Zaplata.bg



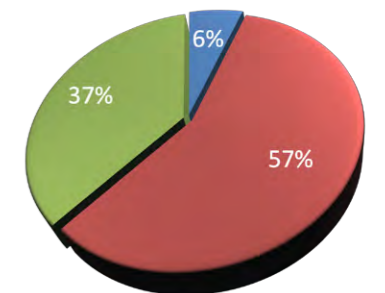
By gender: ● Males ● Females



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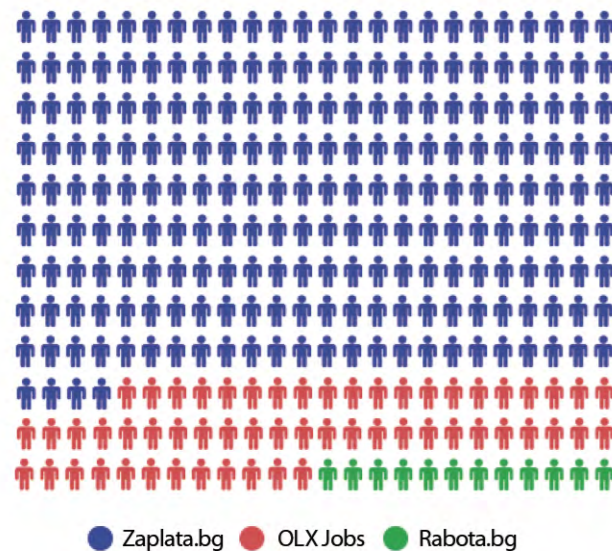


By income: ● Up to BGN 500 ● BGN 501 - 1000 ● BGN 1001 - 1500 ● BGN 1501 - 2000 ● Over BGN 2000



By educational background: ● Primary ● Secondary ● Higher

Unique visitors in May 2023



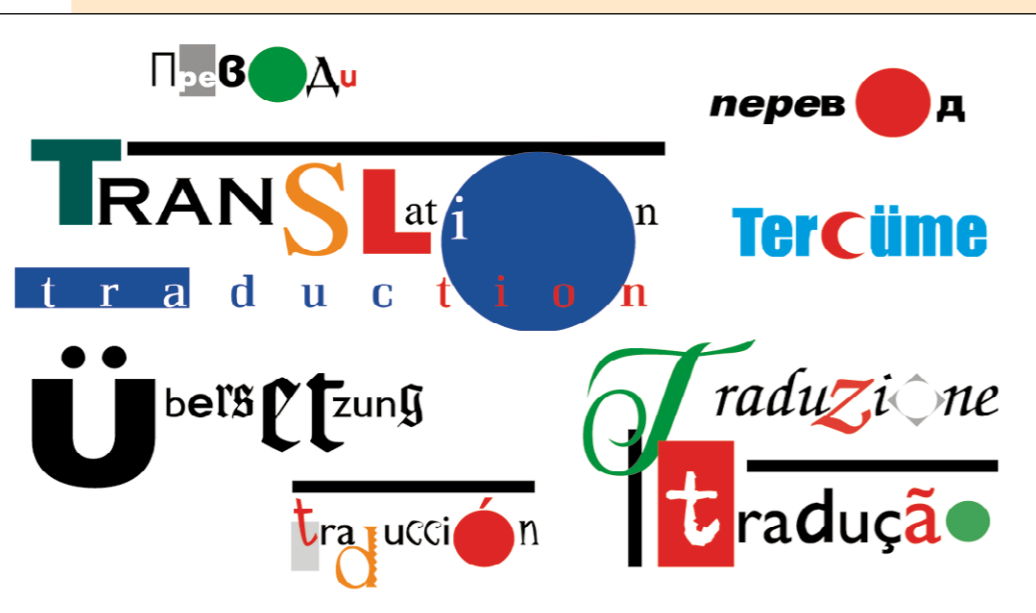
As reported by Gemius in May 2023:

- ✓ Zaplata.bg - 48 950 unique visitors;
- ✓ OLX Jobs - 22 400 unique visitors;
- ✓ Rabota.bg - 10 700 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



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/>



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