



Portfolio

Darik Digital USPs



Influential journalists

Darik Digital comprises a team of well-known and highly trusted journalists who provide content on political, sports, economic, female and parenting topics.



Portfolio ecosystem

Traffic and context for content verticals development in stand-alone sites.

dsport.bg | darik.bg | idei.bg | 9meseca.bg | dbr.bg



Interactive content

Attractive formats; interactive content; quality audio and video content;



Trust

Our biggest asset and responsibility is the immense trust of the audience in our media platforms.

Target your ADs



Combine approach using portfolio Ecosystem

Great synergy between radio, print and digital that help your brand's credibility and maximize success to its full potential



Demographic

Age, gender, location – demographic basics for all formats



Audience segments

Target behavioural based audience segments. Dedicated and loyal male audience demographics in Dsport.bg and female in 9meseca.bg.



Digital



Print



Special Projects



Live Events



Radio



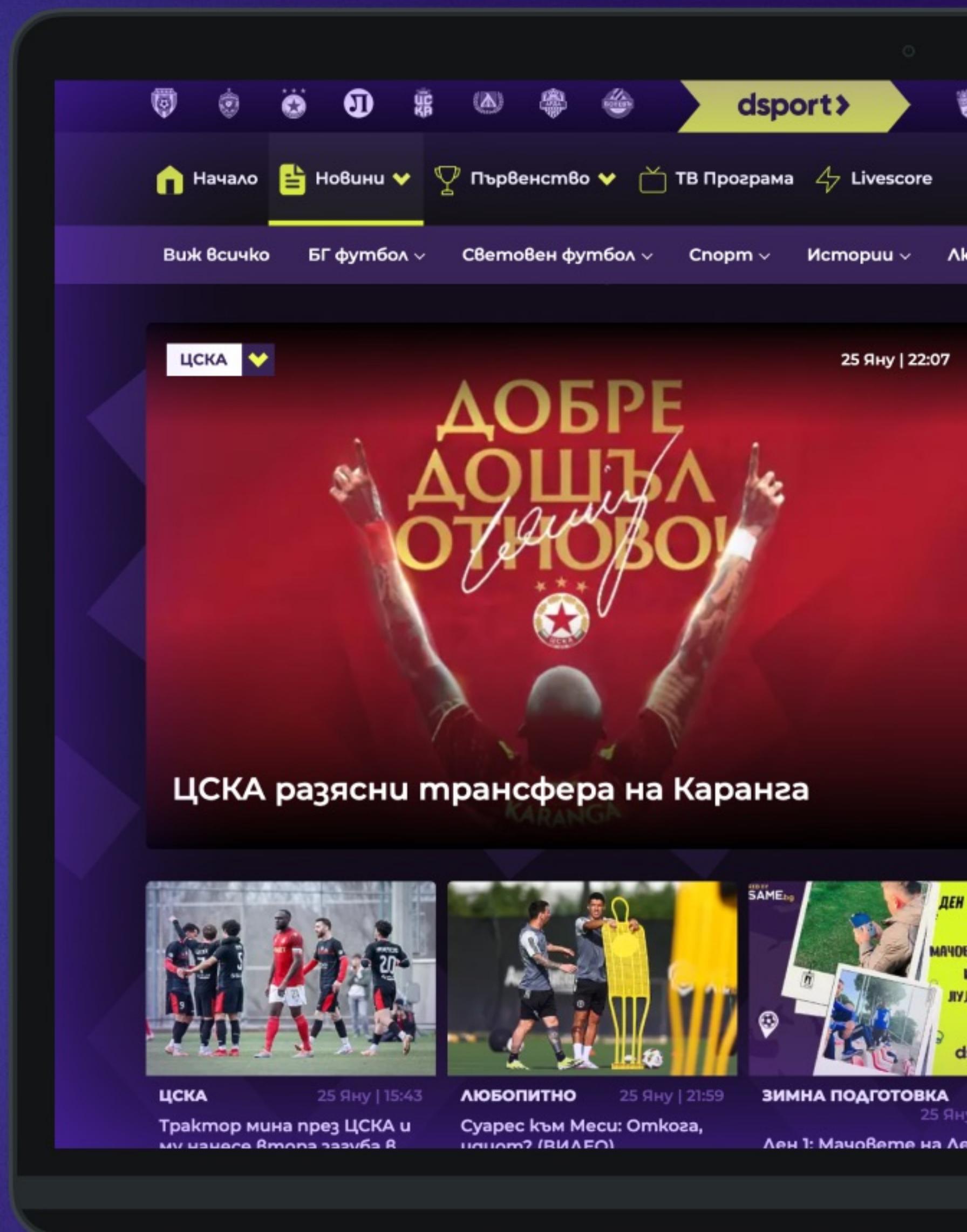
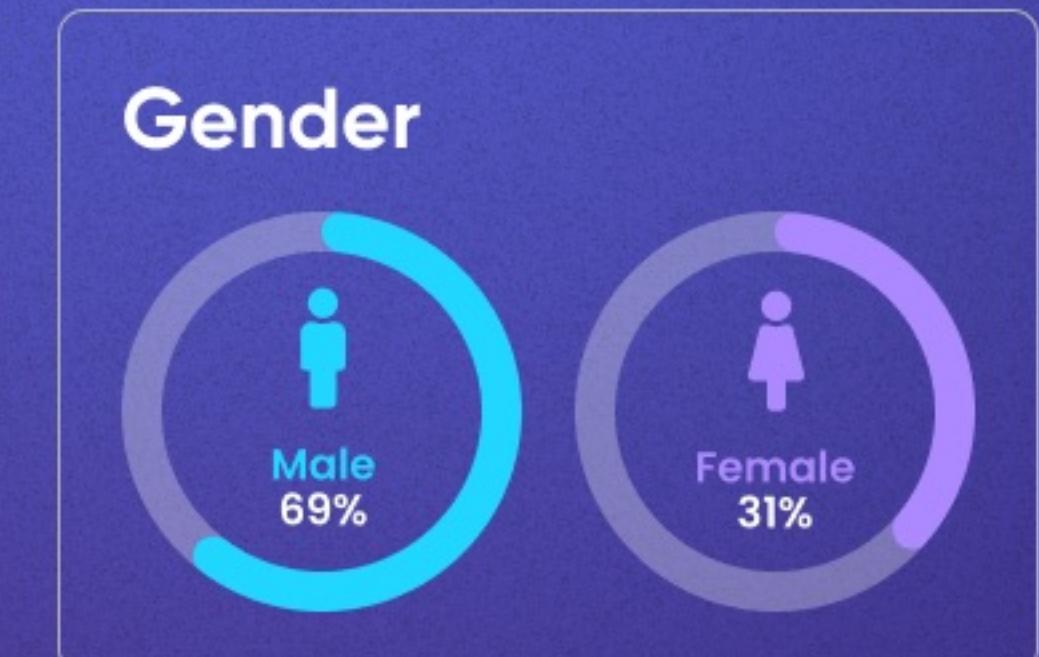
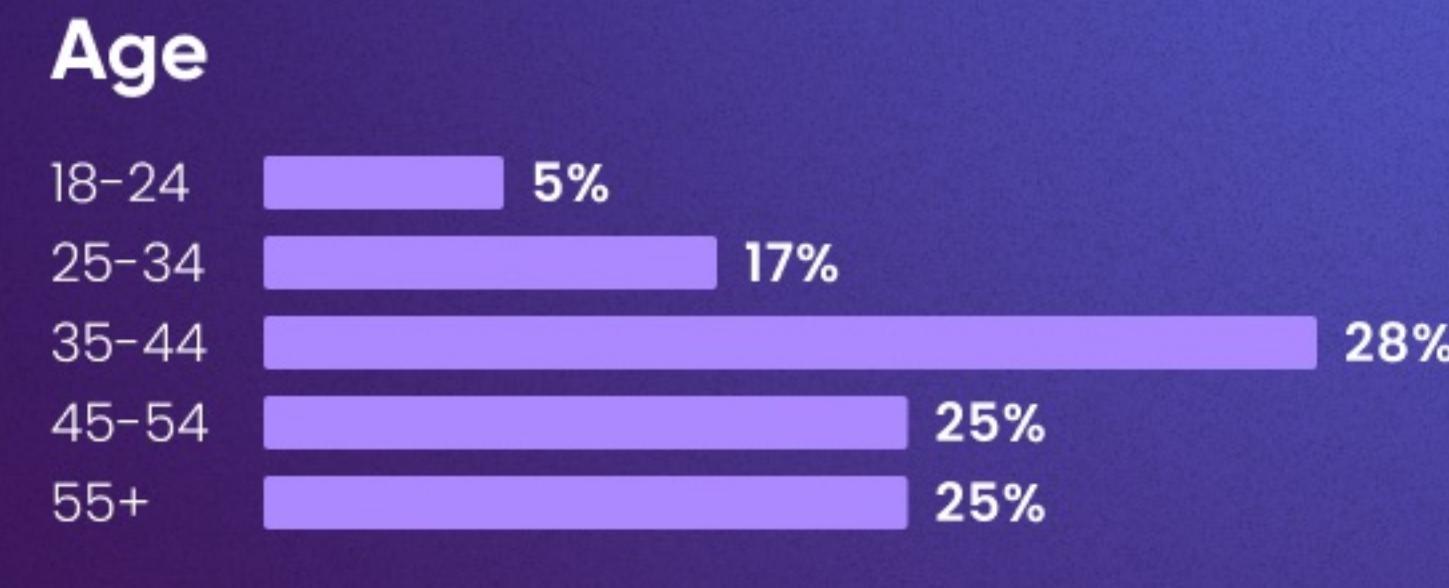
Dsport.bg always strives to be up-to-date and the most reliable source of sports news.

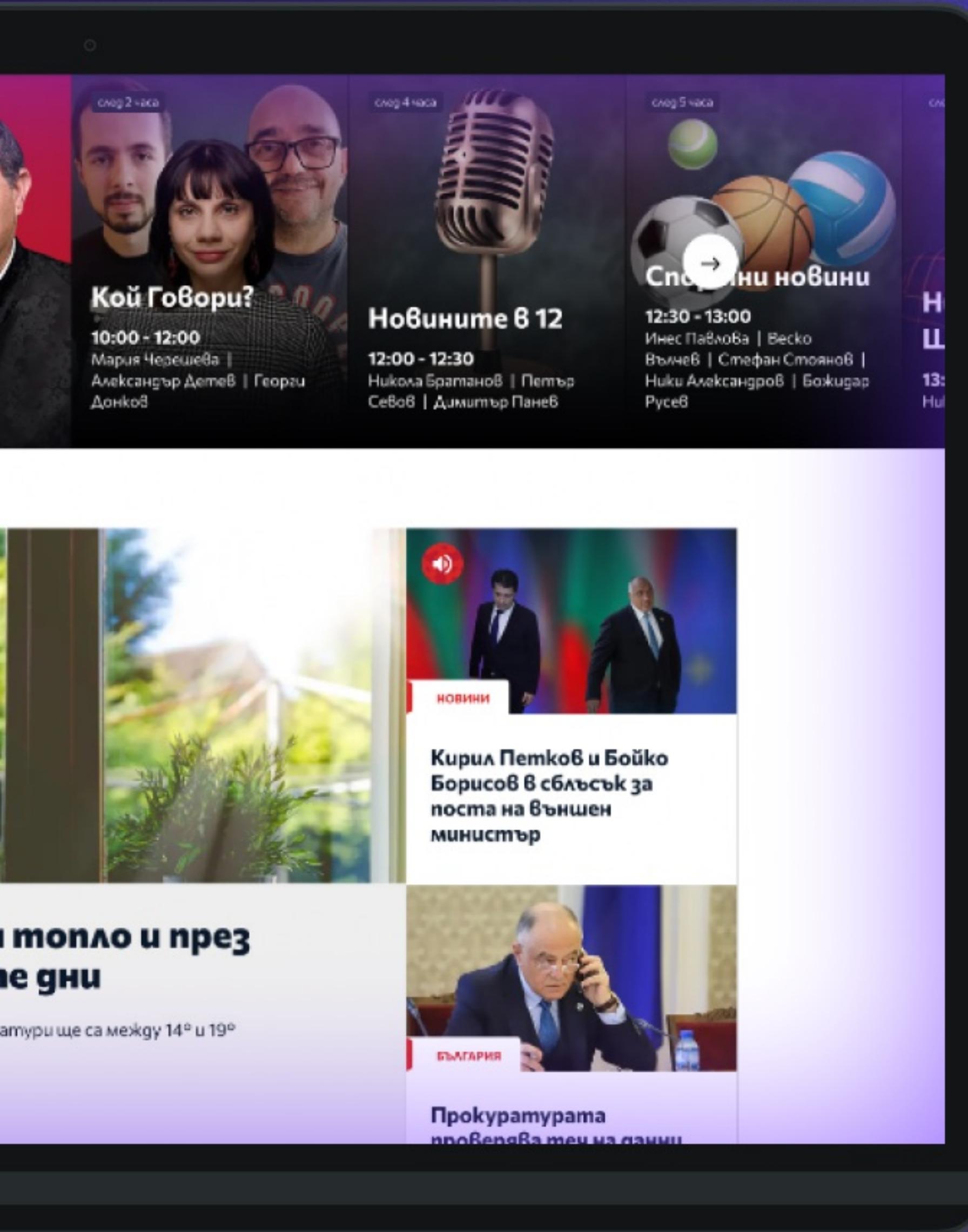
Dsport.bg's team comprises experienced and respected sports journalists and analysts who have shaped the image of sports journalism in the last 25 years.

720 000
Monthly avg. users

89%
Mobile First

24%
Direct Traffic





Darik.bg is an impartial and independent digital product of Darik Radio in News, Sports, Education, Video and Audio.

Positive to institutions and Government organizations

Darik Radio hosts create high-impact content distributed on darik.bg

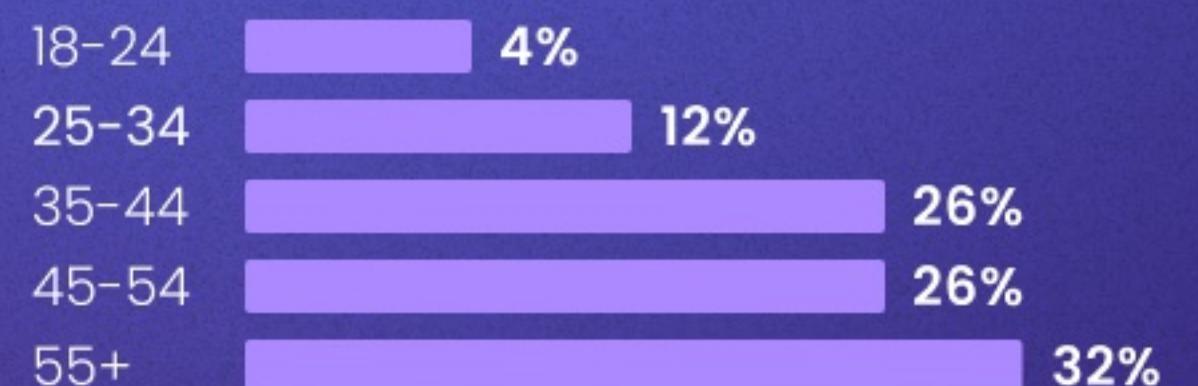
Brand safe dedicated to branded content and content marketing products.

1208 000
Monthly avg. users

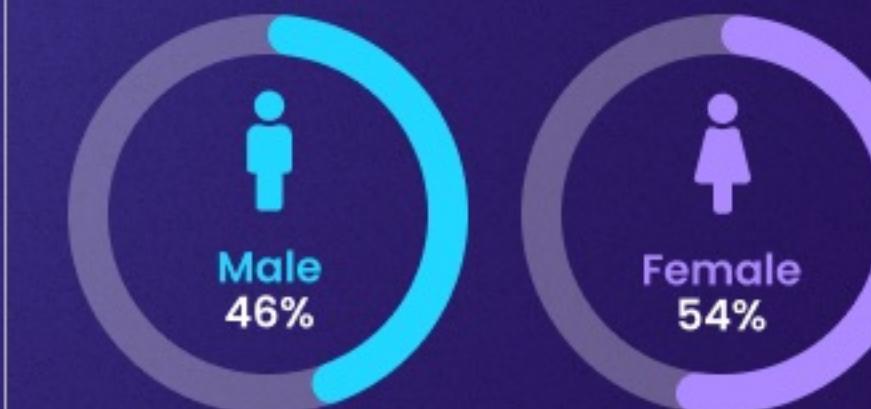
83%
Mobile First

15%
Direct Traffic

Age



Gender



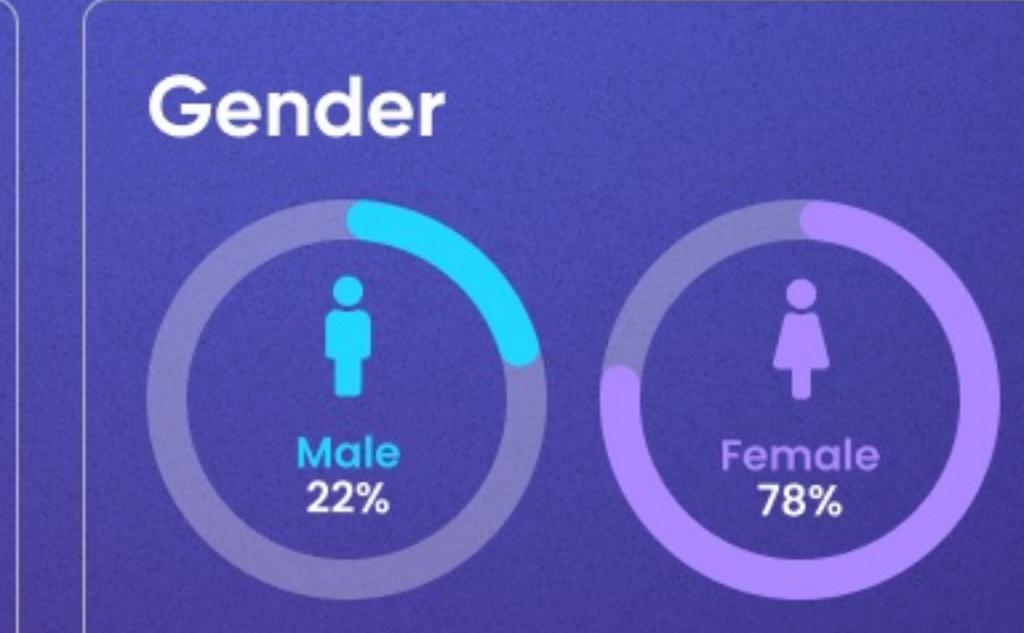
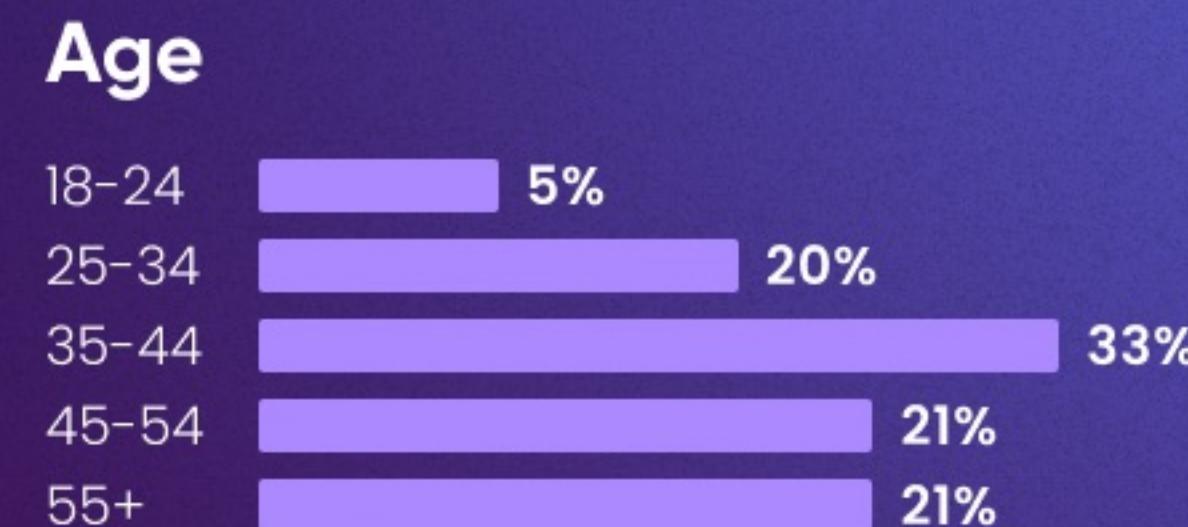


The first Bulgarian parenting media Collaboration with a trusted network of partners - doctors, medical experts, and specialized teams. Multichannel platform dedicated to educating, inspiring, and supporting all generations of mothers, parents, and families. Established as the go-to source for medical information and expert advice for parents and parents-to-be.

249 000
Monthly avg. users

92%
Mobile First

1,8M +
Reach



БРЕМЕННОСТ БЕБЕ ЛЮБОПИТНО ЗИМА И КОЖА МЕСЕЦА

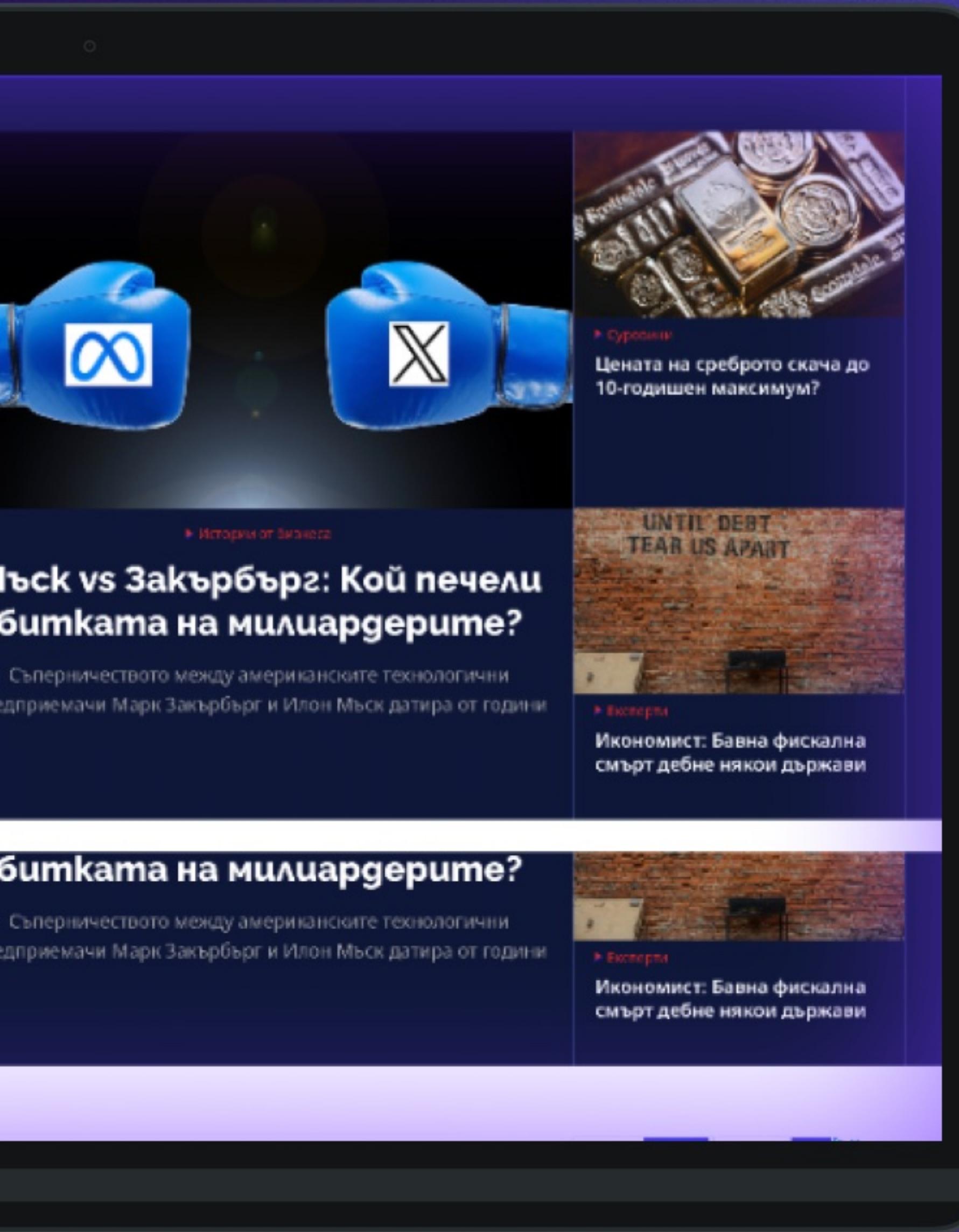
Мая, родена само 650 грама, днес, след дълга битка, вече се прибира у дома

Около 500 раждат с

УЧИЛИЩЕ ЗА РОДИТЕЛИ

12 февруари, 13:00 ч
Стоп на пелените - приучаване на бебето към гърне
КЪН СЪБИТИЕТО

Becutan



Darik Business Review



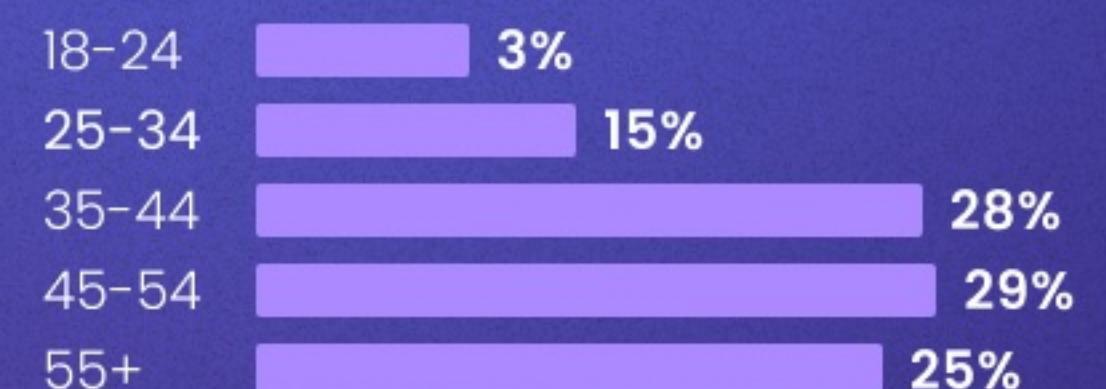
A new personal finance and business website launched in October 2022. In addition to banking topics, Darik Business Review provides easy to understand information on personal, family finances and investments.

350 000
Monthly avg. users

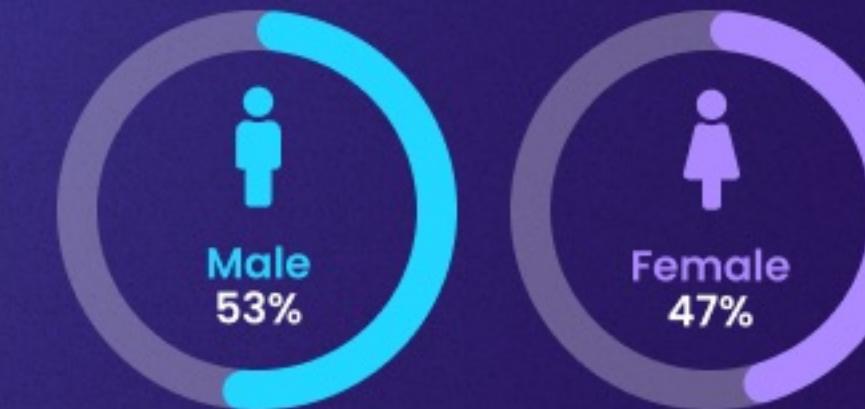
90%
Mobile First

27%
Direct Traffic

Age



Gender



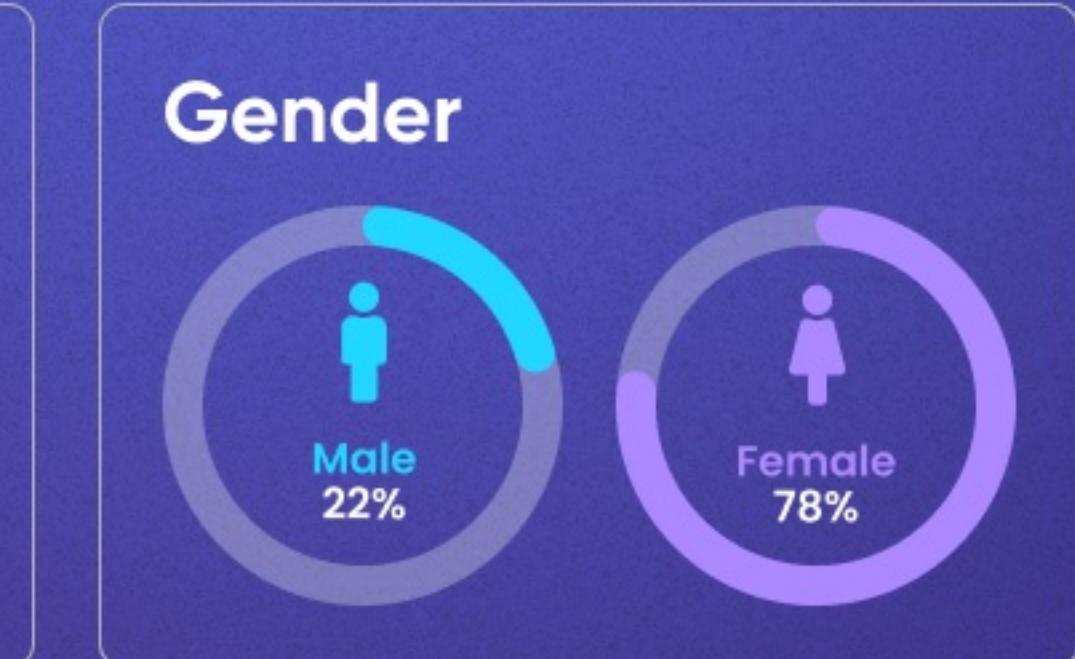
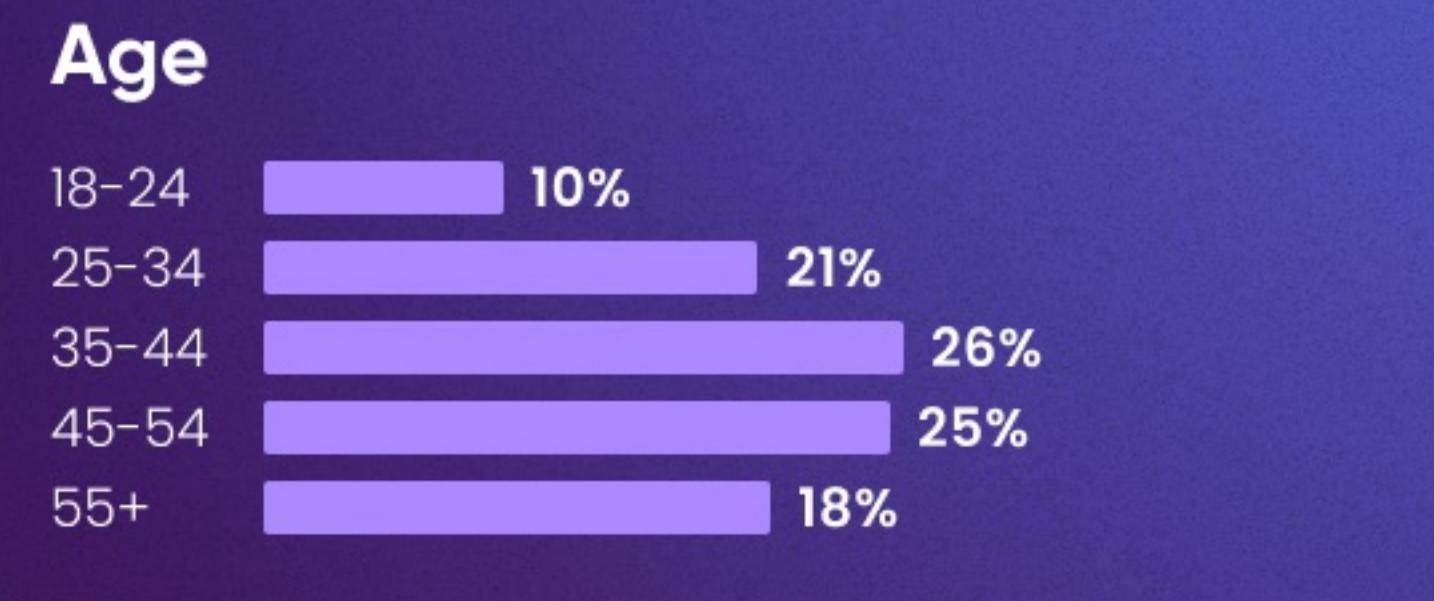


Idei.bg is for everyone who is looking for interesting home and garden ideas and solutions. Here you will find interesting and useful articles related to furniture, design and the latest trends in furnishing. We will offer you clever DIY projects, show you examples of stylish and original accessories and provide yard and garden advice.

350 000
Monthly avg. users

82%
Mobile First

2M +
Reach



The smartphone screen shows the Idei.bg website. At the top, there is a navigation bar with the logo and links for КУХНЯ, СПАЛНЯ, ДЕТСКА СТАЯ, БАНЯ, ГРАДИНАТА, and НАПРАВИ СИ. Below the navigation is a large image of a living room with a sofa and a potted plant. To the right of the image is a text box with the heading "Съвети" and the title "7 съвета за наематели". A snippet of text below it reads: "Току-що сте се преместили в нов апартамент под наем и се чувствате малко озадачени как трябва да декорирате пространс...". Further down the screen, there is a section titled "Препоръчано за вас" featuring images of rolls of wallpaper and a modern house.

Advertise with US, cause we...

Demographic

- Brand safety
- No Fraud
- Increased brand awareness
- Ad-to-content ratio

keep Growing

- Trend Hunter
- Solid expertise
- Loyal audience
- Influential journalists and Interactive content

Thanks

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partners@dgtl.bg