

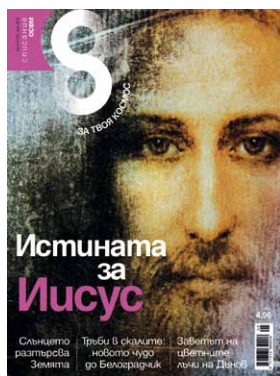
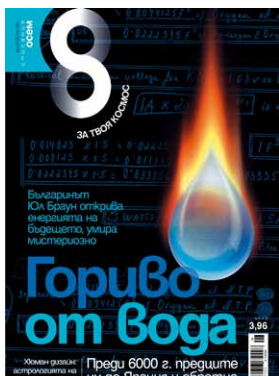


Magazine EIGHT

THE BULGARIAN
MAGAZINE FOR
POPULAR SCIENCE

Audited edition by KPMG

PRESENTATION



Magazine 8 is the first Bulgarian popular science magazine - a worthy successor of Cosmos Magazine – one of the most favorite Bulgarian magazines through generations of readers, that was being published since 1962 by the end of the nineties.

Magazine 8 came out on the market in December 2008 with 6000 copies. Presently it is sold in 19 000 which continuously grow. The sales percent is extremely high, in the capital Sofia close to 90 - 100%. According to the distribution companies Magazine 8 is one of the highest sold magazines in the country.

Magazine 8 presents extensive information on science, art, travelling, ecology, healthy living, ancient history and enigmas mixed with personality and love.



Magazine 8 materials are highly professional entirely authors'.
On the picture: Nikolay Tellalov with the prestigious award in category „Print material“ on the annual contest Mtel media masters 2012.



Magazine 8 won the big award for science during the contest Night of Scientists

ADVERTISERS' ADVANTAGES:

EDITION OF A COLLECTION VALUE

Only for 1 year **Magazine 8** managed to create a loyal followers. Our readers are extremely interested on the topics we propose. They participate actively in the creation of every new edition with ideas, comments, suggestions. The articles are written in a way to be modern and of a value even with the pass of time. That assures long lasting influence of the advertisement message, as the readers keep going back even on older issues.

WIDE AND HIGH - QUALITY READERSHIP

Magazine 8's readers are intelligent, mostly having a higher education degree; they love to read about novelties and discoveries, they are interested in travel, natural lifestyle, they care about the environment on the planet.

PROFESSIONAL...

...materials are highly professional, entirely authors', prepared by journalists with long experience and scientists of a proven merit. High quality photographs, modern design and perfect print.

PERFECT POSITION OF THE ADVERTISEMENT

It is usually supported by the articles and thus the advertisement receives even deeper value, without being intrusive for the reader, but instead naturally accepted, interesting and understood.

HIGH PERCENTAGE AND REALISATION OF THE TOTAL PRINT

The **Magazine 8** is attractive for all members of the household. With every next edition the number of our subscribers increases. The realisation of the sales of Magazine 8 especially in Sofia reaches 90%.

CREATIVITY AND SPEED

Magazine 8 team is a manufacture for ideas, always ready with creative suggestions for advertisement



TRANSPARENCY:

Magazine 8 is printed above 19 000 copies with extremely high realization in sales - up to 90%. This makes it the most read Bulgarian popular science magazine.

Magazine 8 is the only edition in the country which gives the possibility to clients and adv agencies to attend the print process, sampling and scrap acceptance. This is 100% garancy for the autenticity of our sales realisations.

KPMG audited **Magazine 8** sales, which is an additional garancy for autenticity of the data on sales realization.


Since May 2012, **Magazine 8** is with 16 more pages (total of 128 pages) and higher price of 4.96 lv.

PUBLISHING REFERENCE FOR CIRCULATION AND DISTRIBUTION, AUDITED BY KPMG

Edition:		MAGAZINE 8		Frequency of issue: monthly				
Editor:		Club 8 Ltd.		Cover price: 4.96 lv.				
Period:		01-07-2013 - 30-09-2013		Price for subscription: 40.00 lv.				
Edition	Numbers of months in the audited period	Frequency of the edition	"Average printed copies per month"	Net disposed copies per month	Average subscriptions per month	Average overall sold quantity per month	"Average free distribution per month"	Average overall realisation of sales per month
Magazine 8	3	monthly	17 177	10 532	1255	11 787	2 745	14 532

A WORD FROM DISTRIBUTION COMPANIES:


MAGAZINE 8 IS ONE OF THE THREE MOST SOLD MAGAZINES IN THE COUNTRY, state firmly the distribution companies. MAGAZINE 8 is distributed in free sale on the whole territory of Bulgaria. The edition works with all big distribution companies - „Strela“, „National distribution“, „Press“, REP, „BULPRESS“ and others. It is sold on coutermeasures, bookstores, airports, gas strations OMV, SHELL, „Lukoil“, „Petrol“, „Eko“, in the Malls and though subscription. In the capital with some distributions sales are nearly 100%!


РАЗПРОСТРАНЕНИЕ НА ПЕЧАТА АД
РЕФЕРЕНЦИЯ
 за
 фирма Клуб 8 ООД

Като една от най-големите фирми за продажба на печатни издания „Разпространение на печата“ АД има удоволствието да работи с фирма „Клуб 8“ ООД във връзка с разпространението на списание „8 за твоя космос“ от самото му създаване.

Най-искрено поздравяваме собствениците и ръководството на фирма „Клуб 8“ ООД за куража и смелостта да издадат ново списание в условията на влошена икономическа среда и свито потребление. Списанието не само не отиде в миманса на „поредните издания със съмнителен продажбен успех“, но се утвърди като сериозно и търсено издание от читателската аудитория. Доказателство за това са постоянно увеличаващите се продажби, които го поставят сред първите 3 най-продавани месечни списания в нашата търговска мрежа.


Практиката и нашият опит показват, че безспорният фактор за успеха на едно печатно издание има човешкият фактор. Симбиозата между доброто управление, качественият редакторски и журналистически състав и избора на подходяща и приятно структурирана тематика на списание „8 за твоя космос“ привличат читателя и са сериозна предпоставка за успеха на изданието и в бъдеще.


Виктор Налбантов
 Изпълнителен директор

Списание 8 се разпространява от Агенция Стрела от създаването си. Още от първите си броеве списанието спечели доверието на читателите, като към настоящият момент е сред водещите заглавия на пазара. Списанието се продава добре от всички клиенти на Агенция Стрела, като радва на една отлична реализация.

От екипа на Агенция Стрела ЕООД

26.04.2012г.
София



Поздравления за хубавото списание!
Списание "Осем" е истински феномен. Все повече хора го купуват, при това от цялата страна. Вече четвърта година тиражът му не спира да расте при изключително високи нива на реализация!


Екипът на Национална Дистрибуция ООД

27.04.2012г.
София



Ако всички издания бяха като Списание 8, нямаше да говорим за криза в бранша. Тиражът му е отличен, реализацията - висока.

Ф-на РВР ООД.





READER PROFILE: AUGUST 2009

Quality readers - Readers of **Magazine 8** are intelligent and curious people, mostly high educated (72,56%) college (26,5%), with average and high income (both of 86%). They are loyal to MAGAZINE 8 and actively participate in and support our initiatives.

AGE

TO 10 YEARS	0,51%
BETWEEN 10 - 20	7,69%
BETWEEN 20 - 30	24,36%
BETWEEN 30 - 40	26,92%
BETWEEN 40 - 50	21,79%
BETWEEN 50 - 60	13,85%
BETWEEN 60 - 70	3,33%
BETWEEN 70 - 80	1,28%
OVER 80 YEARS	0,26%

INCOME

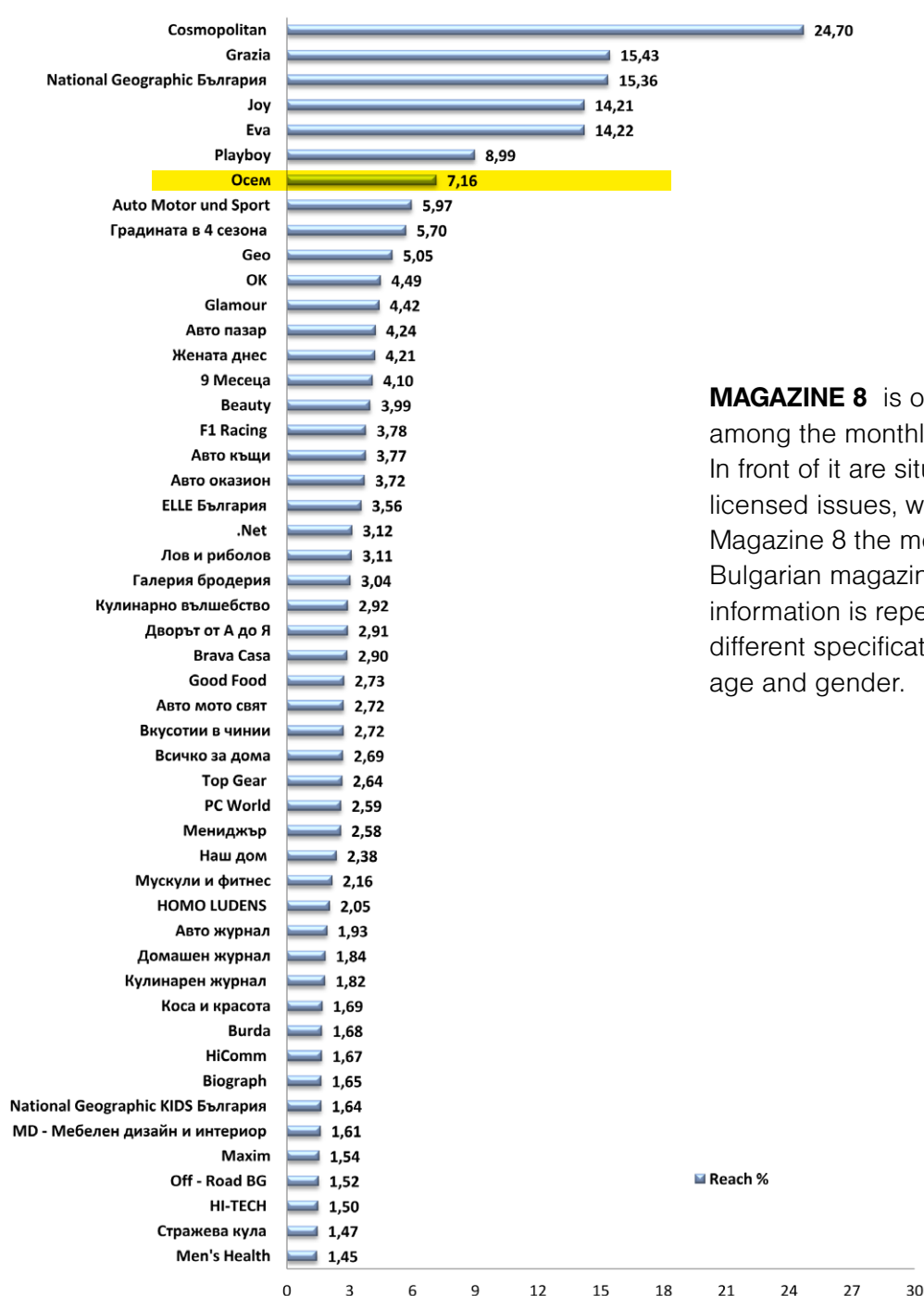
VERY HIGH	3,66%
HIGH	11,89%
MEDIUM	70,12%
LOW	14,33%

*Students excluded

EDUCATION

GRADUATE	66,16%
UNDERGRADUATE	6,40%
HIGH SCHOOL	26,52%
PRIMARY SCHOOL	0,61%
	0,30%

Classification by number of readers for monthly magazines
(based on age between 15 - 54 years)



MAGAZINE 8 is on 7th place among the monthly magazines. In front of it are situated only licensed issues, which makes Magazine 8 the most read Bulgarian magazine. The information is repeated in the different specification tables of age and gender.

MAGAZINE 8 is the edition with most equally distributed interest among the different age groups - it is read by young and adults, as its themes are universal and attractive for all ages.

MAGAZINE 8 is well read also out of the capital, ahead of all other monthly editions. Thus the advertisements reach wider publicity.

Social- demographic characteristics of readers' profile: Top 10 monthly magazines
Common readers' profile for period March - April 2012

inner structure	average	Cosmopolitan	Grazia	National Geographic България	Joy	Eva	Playboy	Magazine 8	Auto Motor und Sport	Гражданина в 4 сезона	GEO
gender											
male	50,10	43,50	29,22	55,56	36,62	38,89	65,56	73,61	70,00	15,79	42,00
female	49,90	56,50	70,78	44,44	63,38	61,11	34,44	26,39	30,00	84,21	58,00
age groups											
15 - 25 years	22,82	35,63	20,13	24,68	34,75	20,80	15,73	26,76	36,67	10,53	2,00
26 - 35 years	28,56	23,48	29,22	29,87	19,15	22,40	30,34	29,58	13,33	8,77	54,00
36 - 45 years	26,00	27,13	25,32	24,03	21,28	28,00	21,35	23,94	21,67	38,60	24,00
46 - 54 years	22,62	13,77	25,32	21,43	24,82	28,80	32,58	19,72	28,33	42,11	20,00
social status											
working	71,45	69,64	71,11	66,13	66,27	67,53	80,65	65,96	72,97	80,00	75,00
students	14,59	18,02	12,22	18,55	20,48	16,88	9,68	17,02	13,51	10,00	4,17
retired	0,37	0,14	1,11	0,81	0,00	0,00	1,61	0,00	2,70	0,00	0,00
unemployed	13,60	12,20	15,56	14,52	13,25	15,58	8,06	17,02	10,81	10,00	20,83
personal monthly income											
up to 400 lv	12,36	13,71	11,11	10,57	7,23	14,29	8,06	8,51	11,76	10,00	12,50
401 - 800 lv	30,90	26,86	27,78	30,08	30,12	25,97	41,94	44,68	35,29	40,00	29,17
above 800 lv	16,56	10,29	21,11	11,38	14,46	15,58	16,13	6,38	11,76	10,00	16,67
without personal income	28,55	36,00	26,67	35,77	36,14	33,77	19,35	31,91	23,53	30,00	25,00
refuse	11,62	13,14	13,33	12,20	12,05	10,39	14,52	8,51	17,65	10,00	16,67

*Classification by Reach %

EVENTS:

MAGAZINE 8 with „Your gardner“ Ltd and Municipality of Sofia organized massive civil campaign to save the horse chestnut trees in the capital. On the central alley in the biggest park in Sofia Borisovata gradina were placed 130 traps against camerraria ohridella - the leafmining moth. It is a problem on the trees for 20 years now. Actors, social leaders and massmedia, as well as many citizens took part in the initiative. The campaign continues during the autumn when citizens collect the fallen leaves and bury them., thus preventing the initiation of the moth in spring. Many schools and students took part, collecting the leaves in their districts. Courses in the schools taught how to deal with the problem. Internet site was created www.kesteni.bg. Many famous actors, university professors and TV programs took part in the events.



EVENTS:



- Photo contest “Discover Bulgaria Once again” for photographs of unknown historical and natural treasures. Partners: UBB and Bulphoto. 1447 photographs participated in the contest.



From 17 to 30 november 2010 MAGAZINE 8, with support of United Bulgarian Bank and Bulphoto agency, organized photo exhibition on the „Lovers‘ bridge“ in the center of Sofia about „Wild life in Bulgaria“. The best of 2345 photographs were exposed. There were 3 categories „Wild animals“, „Birds“ and „Macro“.

EVENTS:

Magazine 8 is socially extremely active – we strongly support ecological and social causes. “8” manages and eagerly participates in diversity of events with a strong social impact, such as:

- First International Conference on Nanotechnologies in May, 2009, Sofia
- Official introduction of the latest golden Thracian discovery (first registration number) at Mall of Sofia on the 16th of September 2009, together with United Bulgarian Bank (UBB), Association “Culture Projects”, and the municipality of Nova Zagora City
- “350” campaign – on the 24th of October, 2009 – Magazine 8 and Coalition for Action against Climate Changes, together with friends and readers. All participants in the event wrote 350 with their bodies - 350 is the maximum permissible value of CO₂ in the air
- Students and adults with gas masks could be seen on 10 October, 2010 at lunch time in the central park in Sofia. They played football, badminton, took a walk, carrying a big poster „Let’s breathe“. This symbolic initiative was part of the day „350“, aiming to support the ecologists in their fight against the global warming.
- Project „Colorful fairytale“ - Magazine 8 and the artist Stanka Jeleva painted the walls with beautiful, merry drawings the kids’ departments in more than 15 Bulgarian hospitals.

