

# Rate card MAGIC 2026

effective as of 1 January 2026

MAGIC FM	MONDAY - SUNDAY (30 seconds)				
	07:00 - 11:00	11:00 - 16:00	16:00 - 19:00	19:00 - 23:00	23:00 - 07:00
National coverage	€35 / BGN 68.45	€21 / BGN 41.07	€27 / BGN 52.81	€13 / BGN 25.43	€13 / BGN 25.43
Sofia	€30 / BGN 58.67	€16 / BGN 31.29	€21 / BGN 41.07	€10 / BGN 19.56	€10 / BGN 19.56
Plovdiv, Vidin	€9 / BGN 17.60	€7 / BGN 13.69	€8 / BGN 15.65	€4 / BGN 7.82	€4 / BGN 7.82

Coefficient scale for a length other than 30 seconds											
Length up to	5 sec	10 sec	15 sec	20 sec	25 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
Coefficient	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

Fixed time: +20%

Fixed first or last position in a commercial break : +30%

Fixed second or penultimate position in a commercial break: +20%

Co-advertising ( additional brands) +20%

**All prices excluding VAT**

# MAGIC

# COVERAGE



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