



THE VOICE

Rate card THE VOICE RADIO 2026

effective as of 1 January 2026

THE VOICE	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	€27 / BGN 52.81	€35 / BGN 68.45	€15 / BGN 29.34	€15 / BGN 29.34
Sofia	€23 / BGN 44.98	€17 / BGN 33.25	€23 / BGN 44.98	€11 / BGN 21.51	€11 / BGN 21.51
Plovdiv, Burgas, Pomorie, Karnobat, Smolyan, Kardzhali	€16 / BGN 31.29	€13 / BGN 25.43	€16 / BGN 31.29	€7 / BGN 13.69	€7 / BGN 13.69

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%

Second or penultimate position in an ad block: +20%

Additional trademark (co-branding): +20%

All prices excluding VAT

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COVERAGE



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