



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 exclude VAT

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COVERAGE



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