

Rate card MAGIC TV 2026

effective as of 1 January 2026

MAGIC TV	MONDAY - SUNDAY (30 seconds)	
	00:00 - 17:29	17:30 - 23:59
	50 € / 97.79 BGN	100 € / 195.58 BGN

Coefficient scale for a length other than 30 seconds													
Length up to	≤12	13-17	18-22	23-27	28-32	33-37	38-42	43-47	48-52	53-57	58-62	63-67	>67
Coefficient	0,60	0,80	0,85	0,95	1,00	1,20	1,40	1,60	1,80	1,90	2,20	2,38	Negotiable

Fixed first or last position in a commercial break: 40% surcharge

Co-advertising (additional brands): up to 40% surcharge

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All prices exclude VAT