

Rate card MAGIC 2027

Effective as of 1 January 2027

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	€36	€22	€28	€14	€14
Sofia	€31	€17	€22	€10.50	€10.50
Plovdiv, Vidin	€9.50	€7.50	€8.50	€4.50	€4.50

	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%

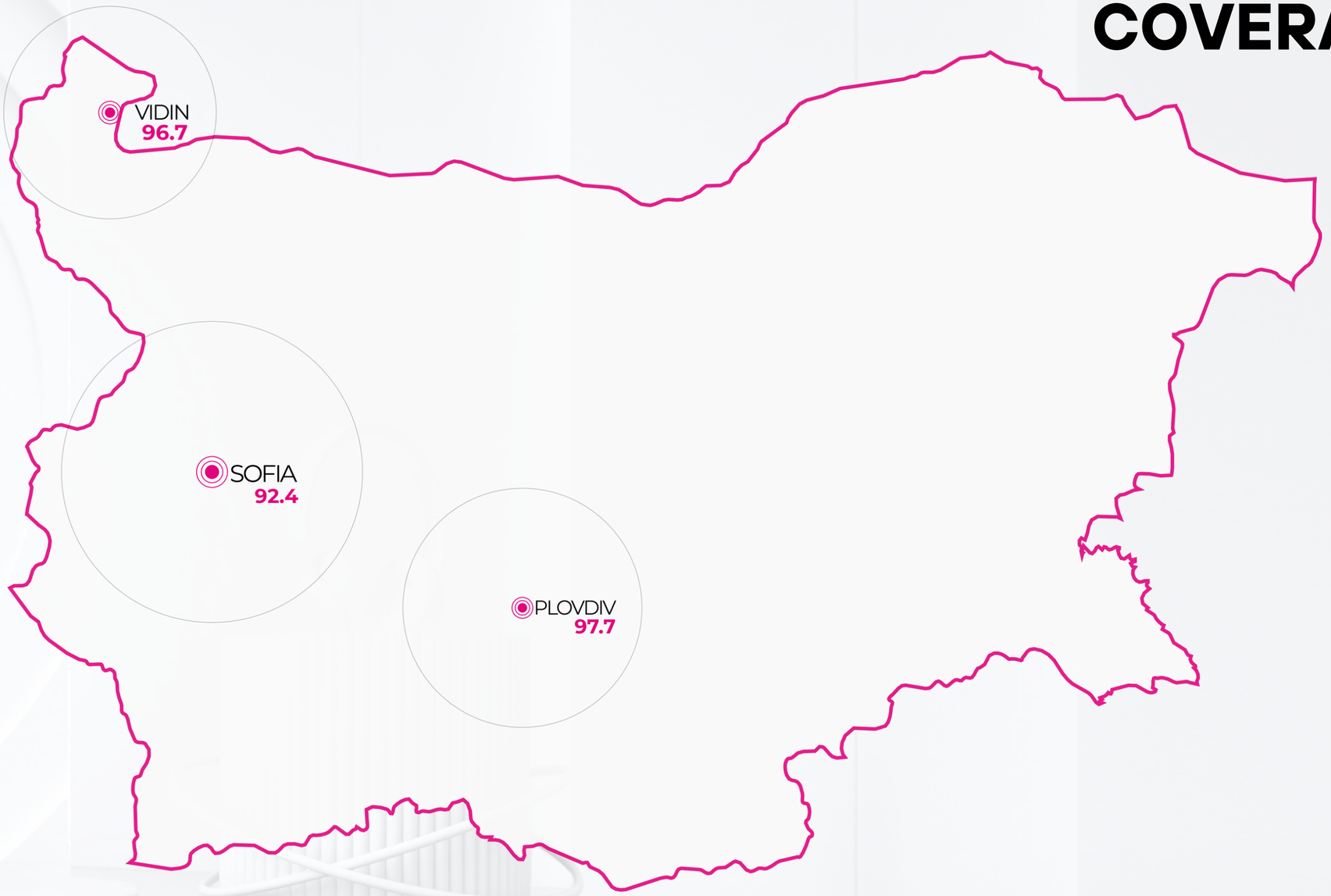
Fixed time: +20%
Fixed first or last position in a commercial break : +30%
Fixed second or penultimate position in a commercial break: +20%
Co-advertising (additional brands) +20%

All prices exclude VAT

MAGIC



COVERAGE



10 Nedelcho Bonchev str., Sofia Phone: +359 877 90 1000 office@novaradiogroup.bg