

MAGIC FM	(Monday – Sunday) 30 sec. in BGN			
	07.00 - 11.00	11.00 - 16.00	16.00 - 19.00	19.00 - 07.00
NATIONAL COVERAGE	65	40	50	25
Sofia	50	30	35	20
Plovdiv / Gabrovo / Kozloduy / Vidin	17	13	15	8



Price changes for airing spots different from 30 sec. of length											
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.
Factor	50%	60%	75%	85%	95%	115%	130%	145%	160%	175%	190%

Fixed time +20%
First or last position in a commercial break +30%
Co-branding +20%

VAT is excluded!

