

# Internet Audience

**trud**

**24 часа**

http://

[www.trud.bg](http://www.trud.bg)

[www.24chasa.bg](http://www.24chasa.bg)

# Where we are?

Site	Visitors (real users)	Page views	Avg. page view duration [hr:min:s]	Reach-Internet
bTV - News	781 897	12 953 337	00:00:59	22,00%
<b>24chasa.bg &amp; trud.bg</b>	<b>637 828</b>	<b>16 145 488</b>	<b>00:01:13</b>	<b>17,94%</b>
dnes.bg	521 060	20 728 036	00:01:21	14,66%
Dir.bg News	515 374	18 219 593	00:01:36	14,50%
dariknews.bg	497 180	8 857 022	00:01:06	13,99%
<b>24chasa.bg</b>	<b>469 365</b>	<b>9 223 854</b>	<b>00:01:16</b>	<b>13,20%</b>
dnevnik.bg	453 897	8 352 420	00:01:27	12,77%
novini.bg	426 343	6 688 610	00:01:03	11,99%
fakti.bg	361 106	4 712 100	00:01:39	10,16%
<b>trud.bg</b>	<b>340 429</b>	<b>6 921 634</b>	<b>00:01:09</b>	<b>9,58%</b>
standartnews.com	302 147	7 645 685	00:01:04	8,50%
cross.bg	295 380	3 338 803	00:02:46	8,31%
actualno.com	267 937	3 807 060	00:03:15	7,54%
webcafe.bg	215 182	2 733 313	00:01:04	6,05%
segabg.com	183 927	3 128 266	00:01:20	5,17%
radar.bg	180 327	3 010 324	00:01:27	5,07%
novinar.net	149 124	1 198 219	00:00:56	4,20%
vsekiden.com	98 328	818 317	00:02:05	2,77%
vremeto.bg	68 987	914 706	00:00:39	1,94%
temanews.com	54 353	122 716	00:00:37	1,53%
livenews.bg	41 378	194 584	00:00:56	1,16%
168chasa.bg	28 743	216 024	00:01:08	0,81%
termo.bg	17 016	169 070	00:03:04	0,48%
novinite.com	15 611	183 625	00:01:22	0,44%
novinite.bg	13 145	97 661	00:00:57	0,37%
plovdivutre.bg	8 189	63 343	00:01:12	0,23%

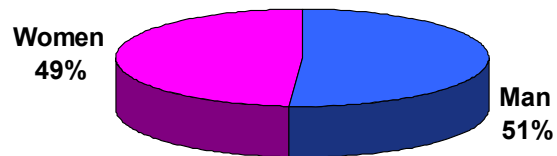
## Why in [www.trud.bg](http://www.trud.bg) and [www.24chasa.bg](http://www.24chasa.bg)?

	<a href="http://www.trud.bg">www.trud.bg</a>	<a href="http://www.24chasa.bg">www.24chasa.bg</a>	<a href="http://www.trud.bg">www.trud.bg</a> and <a href="http://www.24chasa.bg">www.24chasa.bg</a>
<i>Unique visitors per month</i>	<b>340 429</b>	<b>469 365</b>	<b>637 828</b>
<i>Guaranteed daily impressions</i> Home page	<b>80 000</b>	<b>130 000</b>	<b>210 000</b>
<i>Avg. daily unique visitors</i> Home page	<b>30 772</b>	<b>36 454</b>	<b>52 950</b>
<i>Guaranteed daily impressions</i> All pages	<b>300 000</b>	<b>400 000</b>	<b>700 000</b>
<i>Avg. daily unique visitors</i> All pages	<b>47 224</b>	<b>60 566</b>	<b>84 900</b>

## Audience profile (Sex)

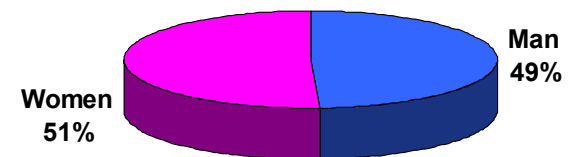
[www.trud.bg](http://www.trud.bg)

man – 173 667  
women – 166 763



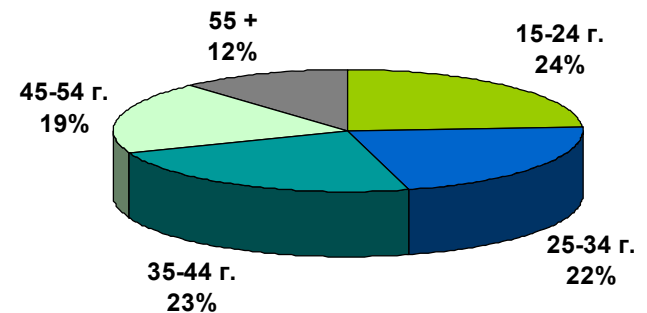
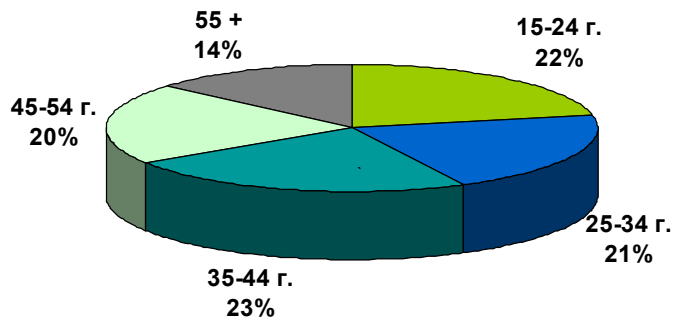
[www.24chasa.bg](http://www.24chasa.bg)

man – 231 231  
women – 238 134



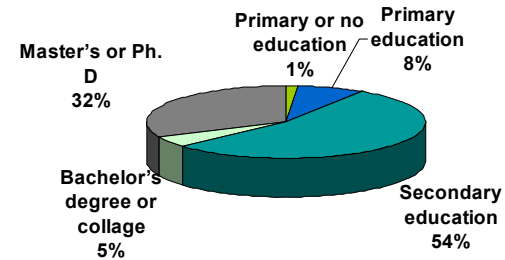
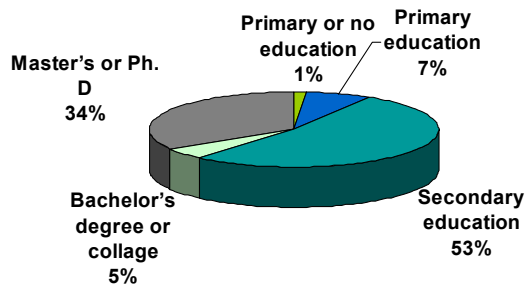
## Audience profile (Age)

	<a href="http://www.trud.bg">www.trud.bg</a>	<a href="http://www.24chasa.bg">www.24chasa.bg</a>
15 – 24 г.	73 701	112 829
25 – 34 г.	70 860	102 871
35 – 44 г.	79 673	108 459
45 – 54 г.	69 436	90 800
55 +	46 760	54 405




# Audience profile (Education)

	<a href="http://www.trud.bg">www.trud.bg</a>	<a href="http://www.24chasa.bg">www.24chasa.bg</a>
<i>Primary or no education</i>	5 019	6 500
<i>Primary education</i>	24 109	36 793
<i>Secondary education</i>	180 034	252 964
<i>Bachelor's degree or collage</i>	17 085	24 096
<i>Master's or Ph. D</i>	114 184	148 202



# We measure the effectiveness of your campaign with more than 30 metrics

- **Number of impressions;**
- **Reach** – number of unique users which saw your ad creative;
- **Number of clicks;**
- **UC** – number of unique clicks;
- **CTR-V** - Click Through Ratio – Views;
- **CTR-U** - Click Through Ratio – Users;
- **Frequency;**
- **Average time from impression to click;**
- Possibility to **watch the performance** of your campaign live in your customer profile through our advertising system;
- After the end of your campaign you will receive **free of charge report** about your campaign from our partner  **Gemius**  
THINKING BEYOND BORDERS