

● BULGARIANMILITARY.COM

Media Kit'20

Publico



Briefly

BulgarianMilitary.com (BM) is not a Bulgarian Government or any other Government Publication. BulgarianMilitary.com is a stand-alone military project of Publico Ltd.

BM is an online media for news, analyses, and comments on the Bulgarian and international defense industry, and the Bulgarian and international military situation. BulgarianMilitary.com is the largest English-language media related to this field and sector in Bulgaria.

The structure of our media involves online publications, video news, and printed magazine issue, digital weekly bulletin and printed bulletin on the International Defense, Antiterrorism, and Security Exhibition “HEMUS” in the town of Plovdiv, Bulgaria.

Content of good quality

A big part of the articles are texts personally written by journalists and translators-editors, who participate in the editing of the site. Our goal is medium-long texts, which to be specific and clear for the readers. When needed, we reliably quote the source of the published information. Please remember – this is a website for news and our goal is to present them such as they are, and not to debate on them. We leave the conclusions to be made by you.

Focus

The focus of the site content is directed to informing the society about the latest news, technologies, and hot topics not only from the world of the Bulgarian and international defense, but also from the Bulgarian military industry that is a significant engine of the state economy.

Content up to date

There are news from the military and defense industry continuously. Sifting out of the right content allows us to keep you informed on time without burdening you with too much and unnecessary information.

#1

English-language webpage for military and defense news in Bulgaria and the Balkans

#22

Military/Defense blog or webpage to follow in 2019, 2020 by Feedspot, USA

Average monthly **web traffic**

550,000

Average monthly **page views**

850,000

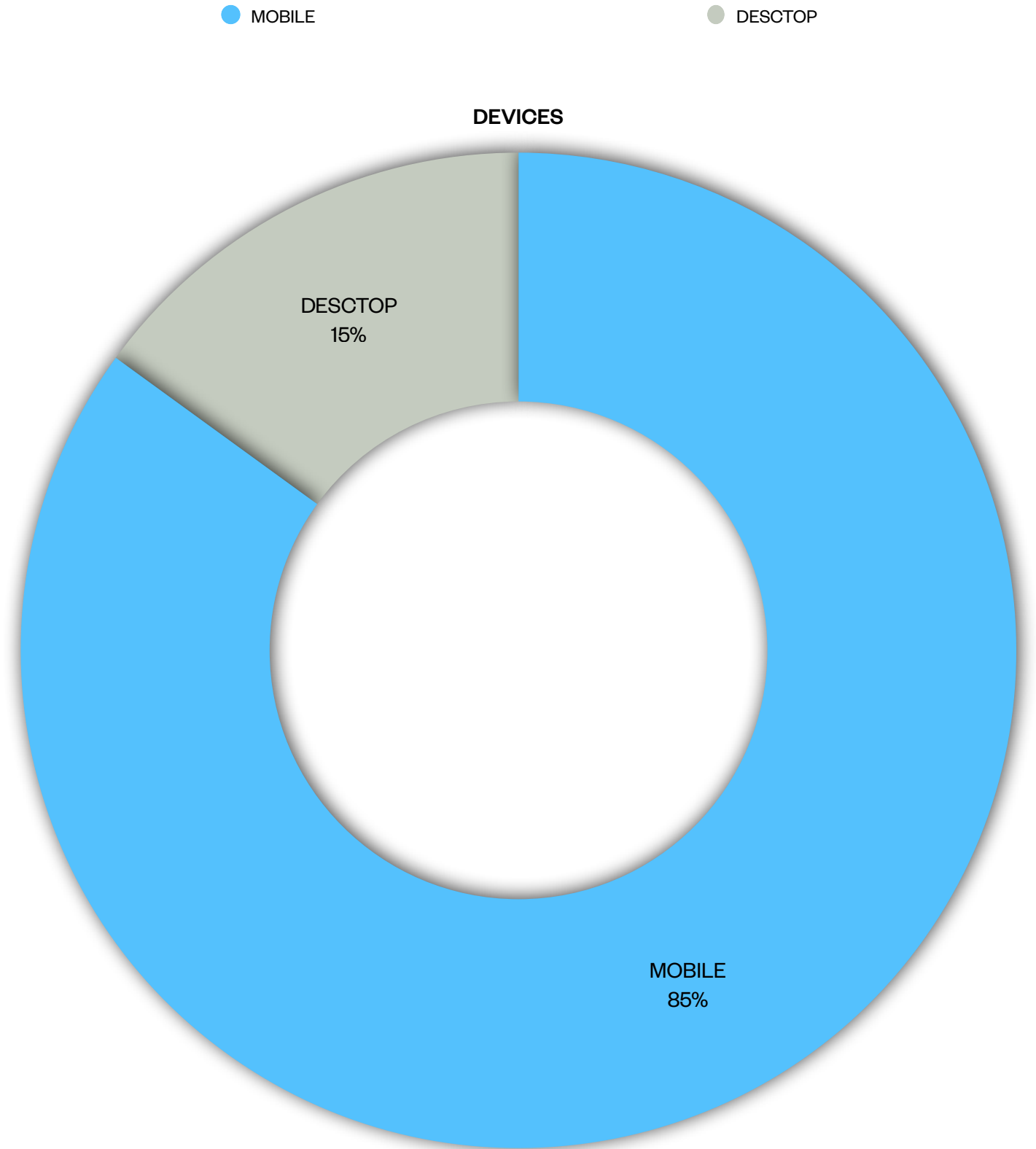
Average monthly **organic Google impressions**

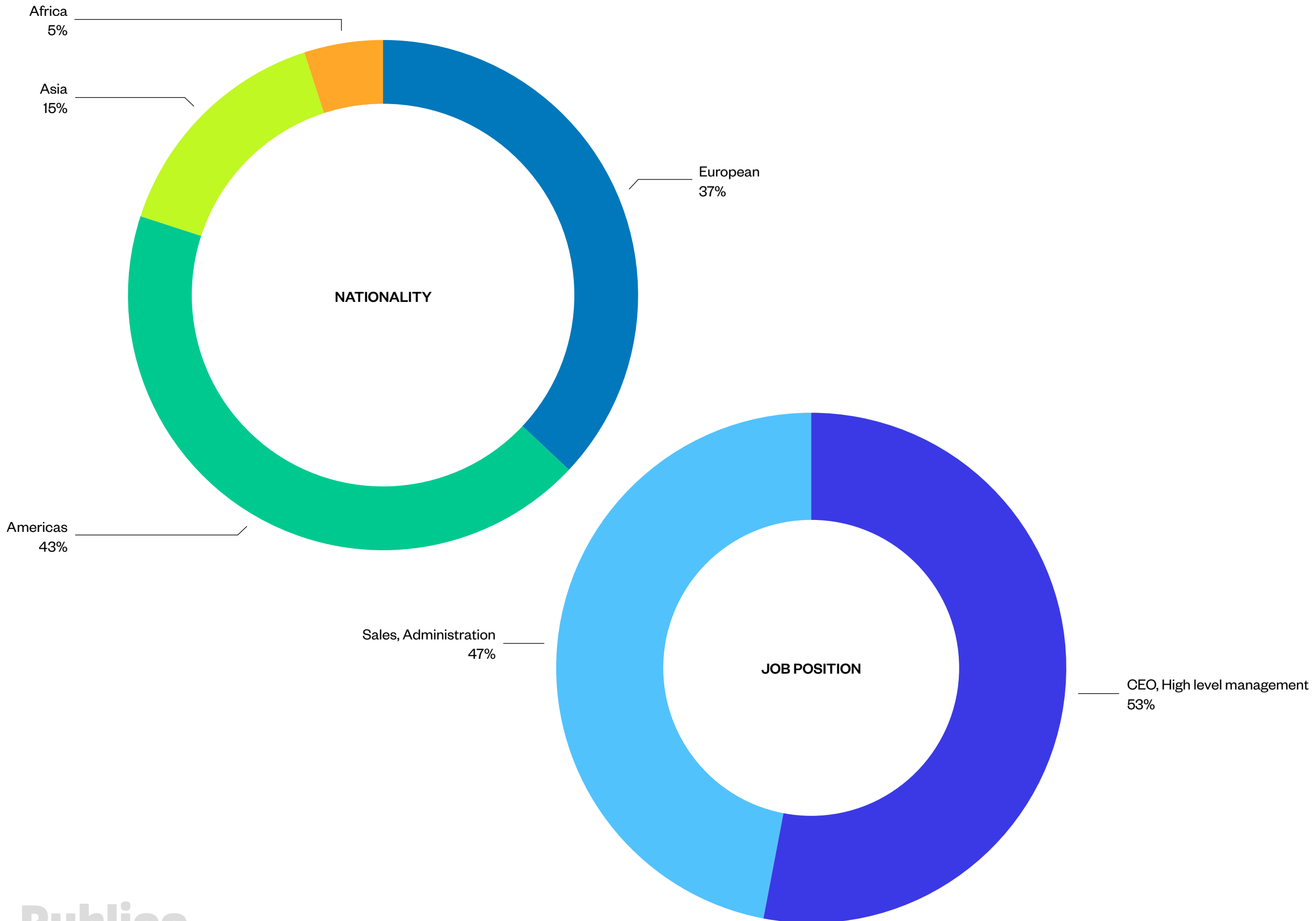
1,35M

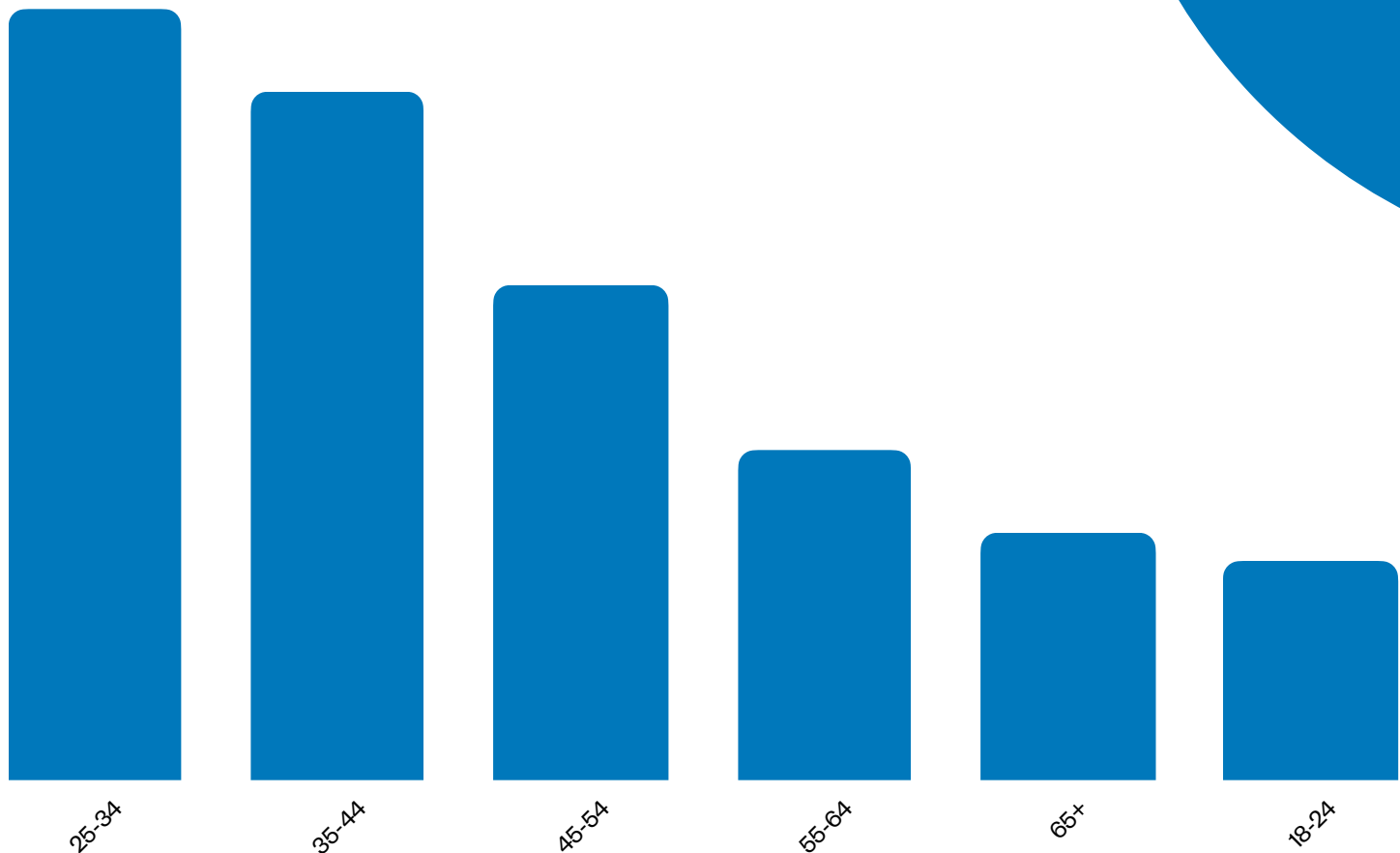
Average monthly **organic Google clicks**

45,000

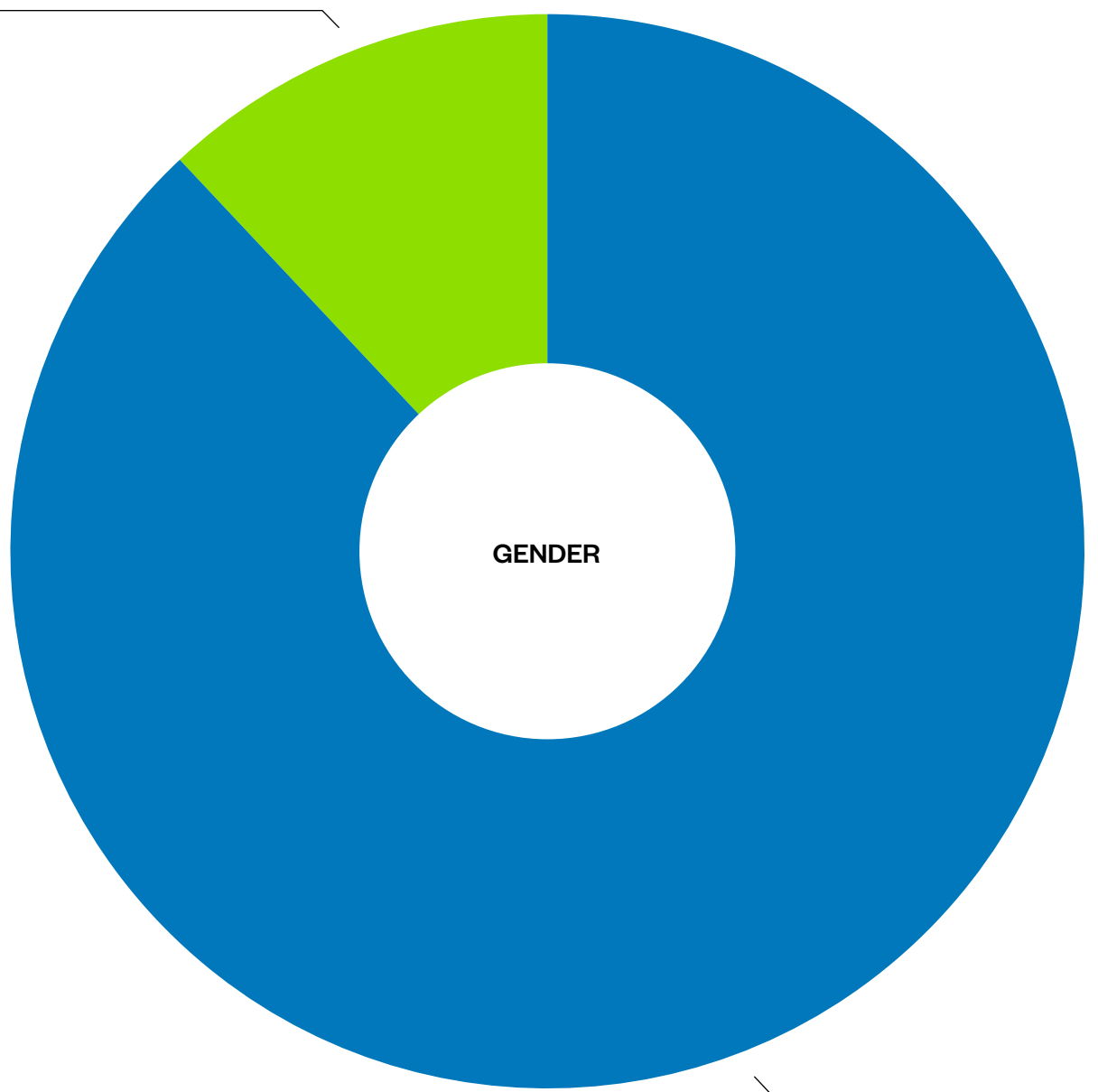
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AGE GROUP



Female
12%

Male
88%

GENDER

SOCIAL MEDIA

over

1,5M

social impressions in

FACEBOOK



LinkedIn

Google



Publico

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