




AUDIENCE

PROPORTION MEN – WOMEN	50-50
READERS AGED 15-24 YEARS	15%
READERS AGED 25-34 YEARS	25%
READERS AGED 35-44 YEARS	32%
READERS AGED 45-54 YEARS	18%
READERS AGED OVER 55 YEARS	10%
BIG CITIES	86%

BGathletic.com

is the first specialized athletics website in Bulgaria and covers news, full results and complete statistics. The specialists and the pundits have their own space for blogs and analyses. The common fans of the sport also have their say.

The biggest events in the world of athletics – World and European Championships, Olympic Games and the IAAF Diamond League – are covered in details. The Bulgarian championships for all ages are also fully covered. Bgathletic.com presents lots of pictures from all the meetings and starts and some of the most popular Bulgarian athletes such as Ivet Lalova, Mitko Tsenov, Vanya Stambolova and Georgi Ivanov have personal blogs here.

BGathletic.com is not restrained by the track and field but pays attention to some other sports that include elements from the Queen of Sports. Such sports a triathlon, orienteering and the amateur cross-country and mountain running. We pay attention also to the amateur athletes and offer them features on healthy eating, the right training methodology and the technical elements in sports.

Some years ago we started Miss Bgathletic.com and Mister Bgathletic.com. These contests are highly popular among the readers and the athletes. The winners are invited to be guests in the Bulgarian televisions with national coverage. BGathletic.com is a partner of the Bulgarian Athletics Federation.

