



BGfootball.com

is designed as specialized website dedicated to football and concentrates mainly on Bulgarian football but also covers the most important European and World events. The accent is on the elite First League that is covered daily. The website keeps the fullest and the most complete statistical database for players, football clubs, stadiums, referees and coaches. The website has severe competition but develops constantly and gathers more and more readers. BGFootball.com covers also the Second league and the four Third Leagues. The tournaments for the Bulgarian Football Cup and the European tournaments are also covered with results and statistics. The website has sub-pages for all football clubs from the elite till the Third leagues and some of them are the only pages of the clubs. Bgfootball.com works in partnership with an ambitious photo agency and has various galleries. The website started in the summer of 2010 and since gathers more and more readers on a yearly basis despite the severe competition. BGFootball.com has its core of devoted readers and the increase in numbers is most clearly seen in the rise of the impressions.

AUDIENCE

PROPORTION MEN - WOMEN	80-20
READERS AGED 15-24 YEARS	11%
READERS AGED 25-34 YEARS	17%
READERS AGED 35-44 YEARS	35%
READERS AGED 45-54 YEARS	17%
READERS AGED OVER 55 YEARS	20%
BIG CITIES	65%

