



## BG Sprint

BGSprint.com is the latest project on the S Media website. The official site of the only sporting magazine in Bulgaria - Sprint - is actually a wide-ranging portal that brings together the news and commentaries of the sports sites of the publishing group.

BGSprint.com unites everything from the kids sports site Viasport.bg, BGBasket.com, BGVolleyball.com, BGFootball.com, BGAthletic.com, Tennis24.bg and BGSwim.com. It also focuses on news from boxing, struggle, gymnastics, Olympic games - winter and summer, motor sports.

BGSprint.com presents all issues of Sprint Magazine as detailed content with cover of accents.

## AUDIENCE

PROPORTION MEN - WOMEN .....	55-45
READERS AGED 15-24 YEARS .....	20%
READERS AGED 25-34 YEARS .....	20%
READERS AGED 35-44 YEARS .....	30%
READERS AGED 45-54 YEARS .....	25%
READERS AGED OVER 55 YEARS .....	15%
BIG CITIES .....	82%

