



## Bgswim.com

is the first specialized website for swimming and water sports in Bulgaria. The website started in 2002 with the mission to keep its readers in Bulgaria and on the Balkan Peninsula well informed. It has more than twenty sections and pays attention also to the history with portraits and interviews with remarkable figures. BGSwim.com writes a lot about water polo, open water swimming, veterans, disadvantaged athletes, life saving and diving.

The website has a solid picture database and our best lady swimmer Nina Rangelova writes in her blog. The leading trainers and athletes are also present in the website. The articles that are best read are translated and published in the leading world specialized media.

BGSwim.com is often sought for information and is quoted by other media since for 14 years it has established itself as a trustworthy and independent media, owned by the Association of the Bulgarian Swimmers. BGSwim.com is well presented in the social media via its facebook group "Swimming and Waterpolo" that has more than 5100 friends. The website has its audience not only on the Balkan Peninsula – mainly in Serbia, FYROM and Croatia, but also in the USA, Italy and Germany where there are lots of former swimmers. The number of the unique visits and impressions increases each year and the most active readers are aged between 15 and 50.

### AUDIENCE

PROPORTION MEN - WOMEN .....	55-45
READERS AGED 15-24 YEARS .....	30%
READERS AGED 25-34 YEARS .....	21%
READERS AGED 35-44 YEARS .....	20%
READERS AGED 45-54 YEARS .....	21%
READERS AGED OVER 55 YEARS .....	8%
BIG CITIES .....	89%

