



Viasport.bg

is a unique project not only for Bulgaria. This is a specialized internet portal for youth sport and is the only one of its kind in Bulgaria. Something more – it is one of the few such websites in the world. The mission of Viasport.bg is to cover the achievements of gifted children and teenagers up to the age of 18. The events are covered also by interviews, analyses, comments, data for the championships, results and a video-section. The aim is to let the children know that they are paid attention, that there is one media that follows their way to the professional sport. Viasport.bg has its yearly contest for the best young athlete, trainer and team of the year. The contest is already popular and all the big media in Bulgaria take part in it. It resembles the famous Athlete of the Year Award but is without analogue in the world! Viasport.bg is seemingly a local initiative in a narrow niche with limited target but as a matter of fact it can be useful to no less than 2-3 million people in Bulgaria since the number of the students in the country is 700 000. The monthly contest for the best young athlete started two years ago, the nominees and the winner are selected by the readers.

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%

