



Banner Monitoring



2024

MARKET OVERVIEW



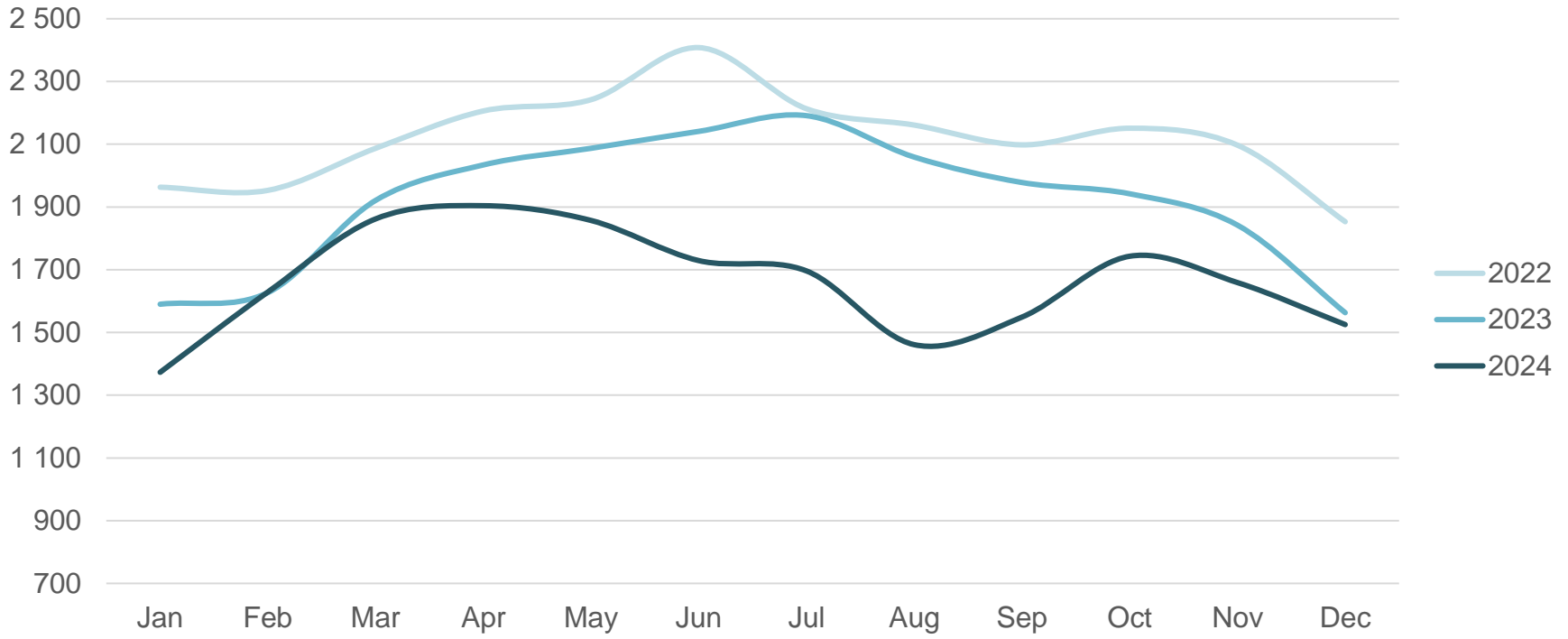
01 **General market overview**

02 **Overview by TOP 10 sectors**

03 **Legend**

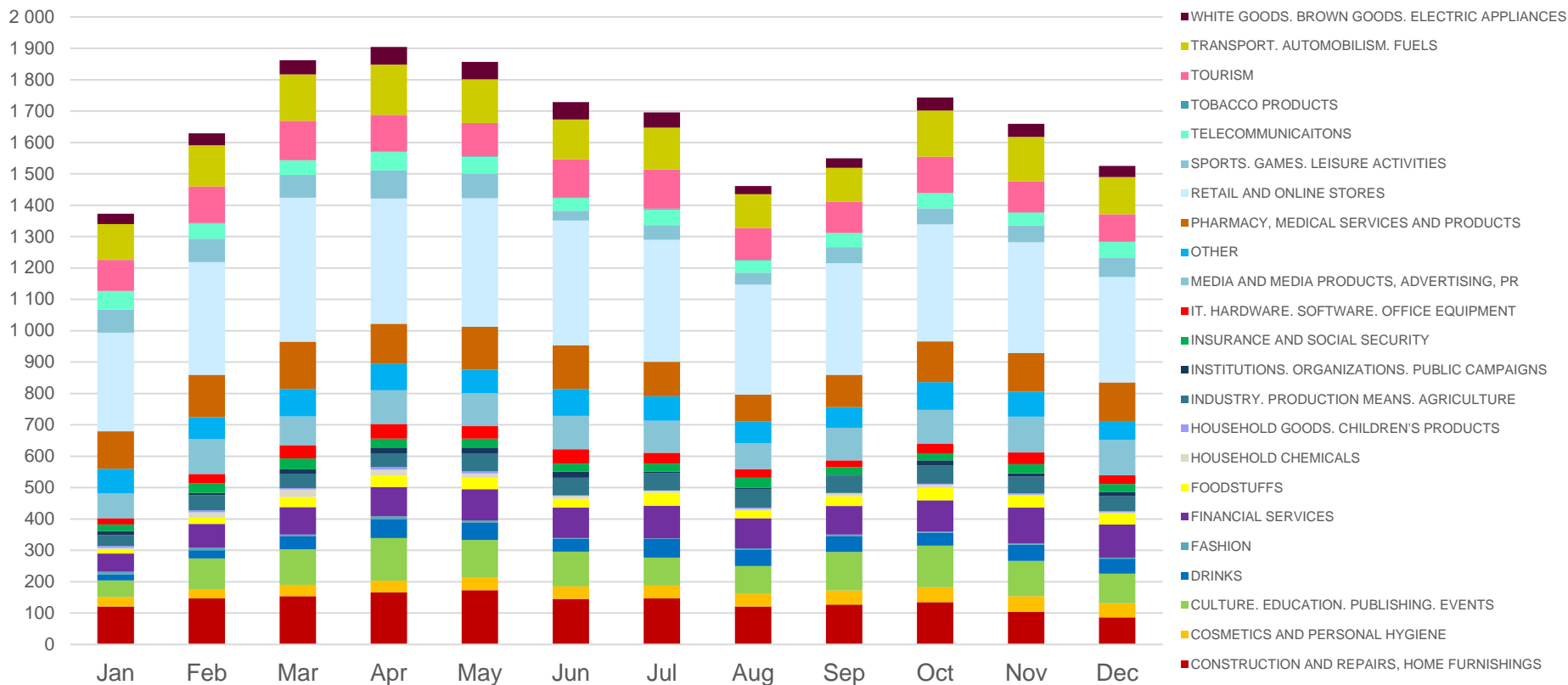


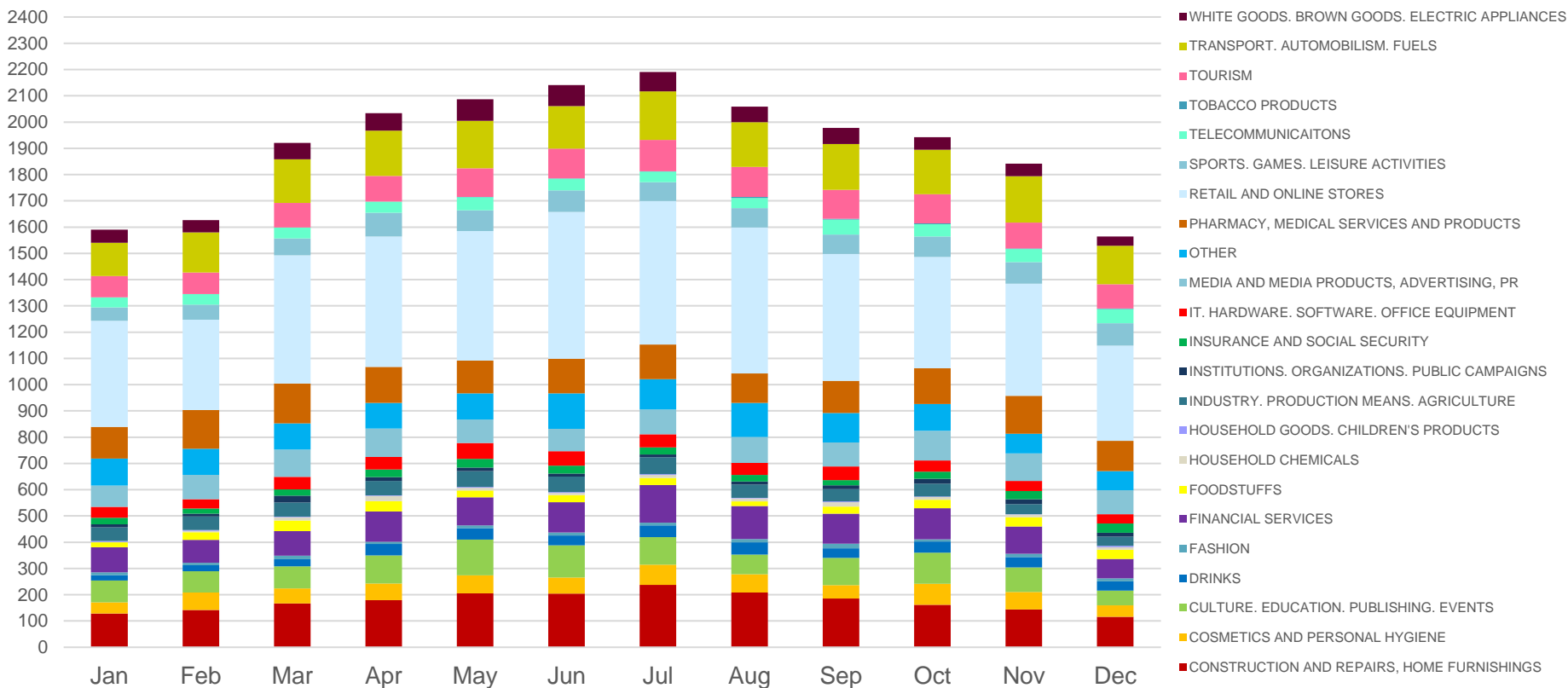
01 **General market overview**

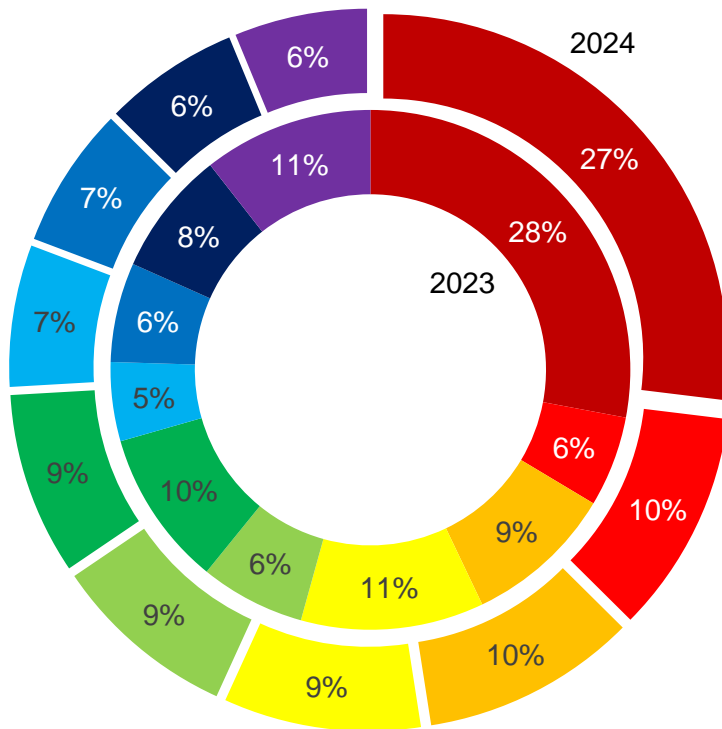


CAMPAIGN SEASONALITY

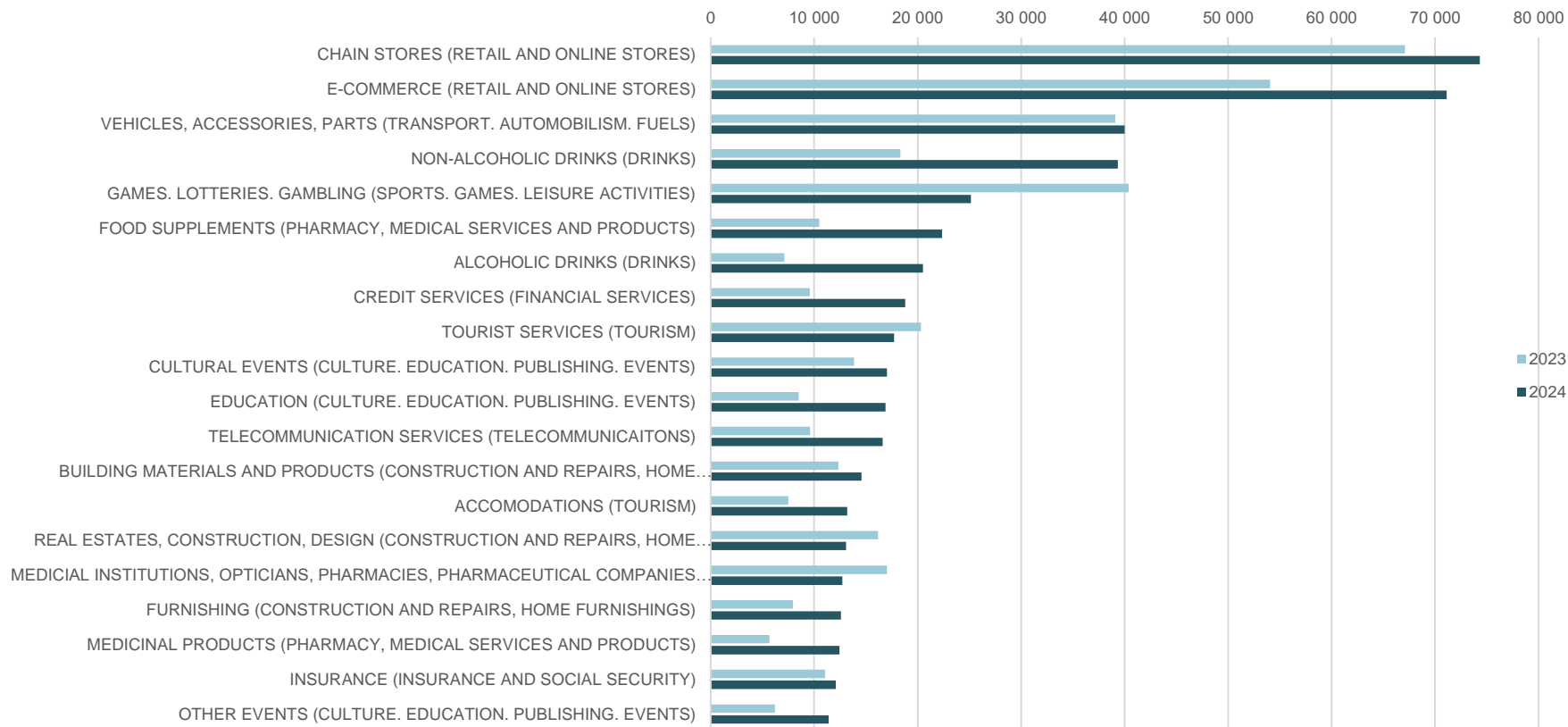
by number of campaigns - Jan/Dec 2024

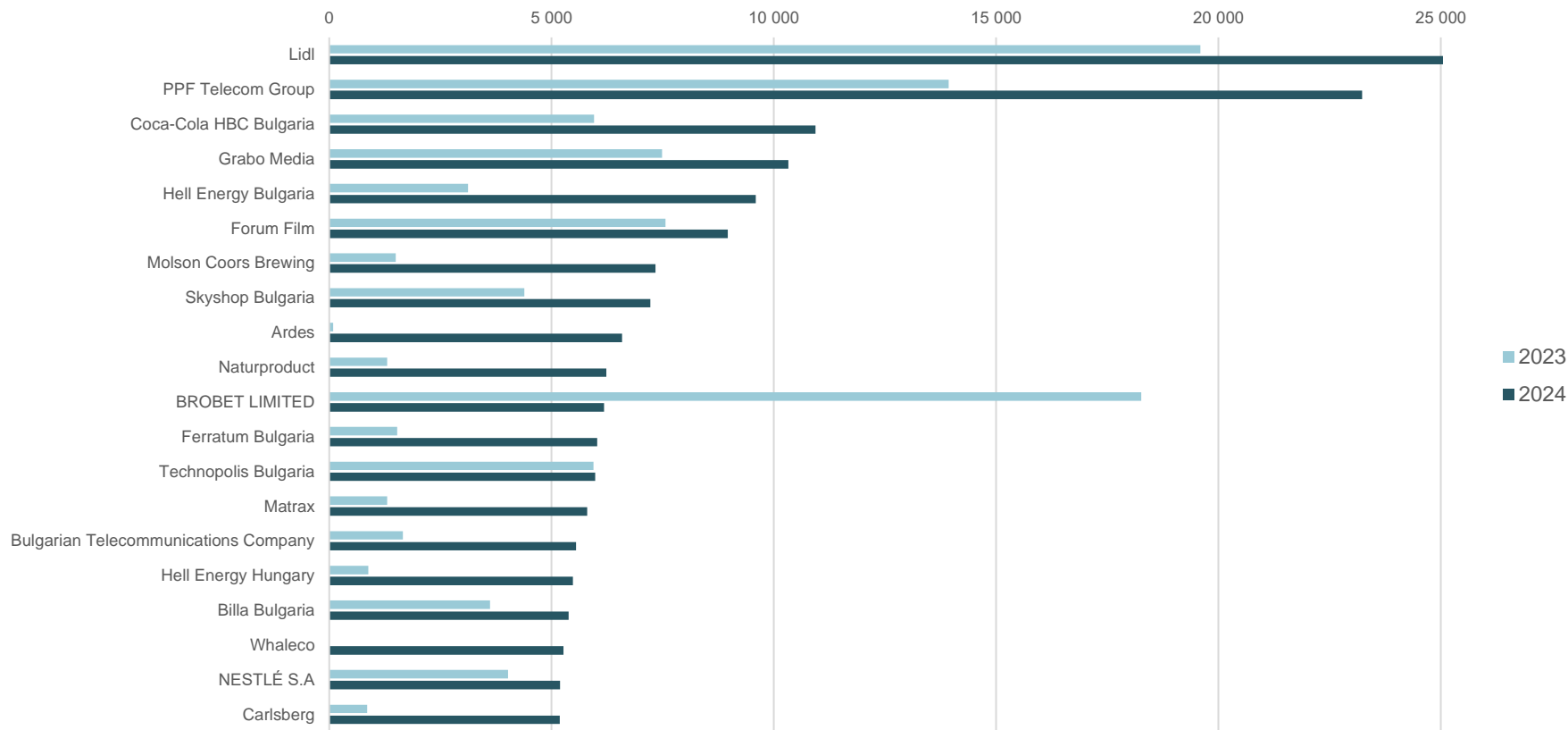


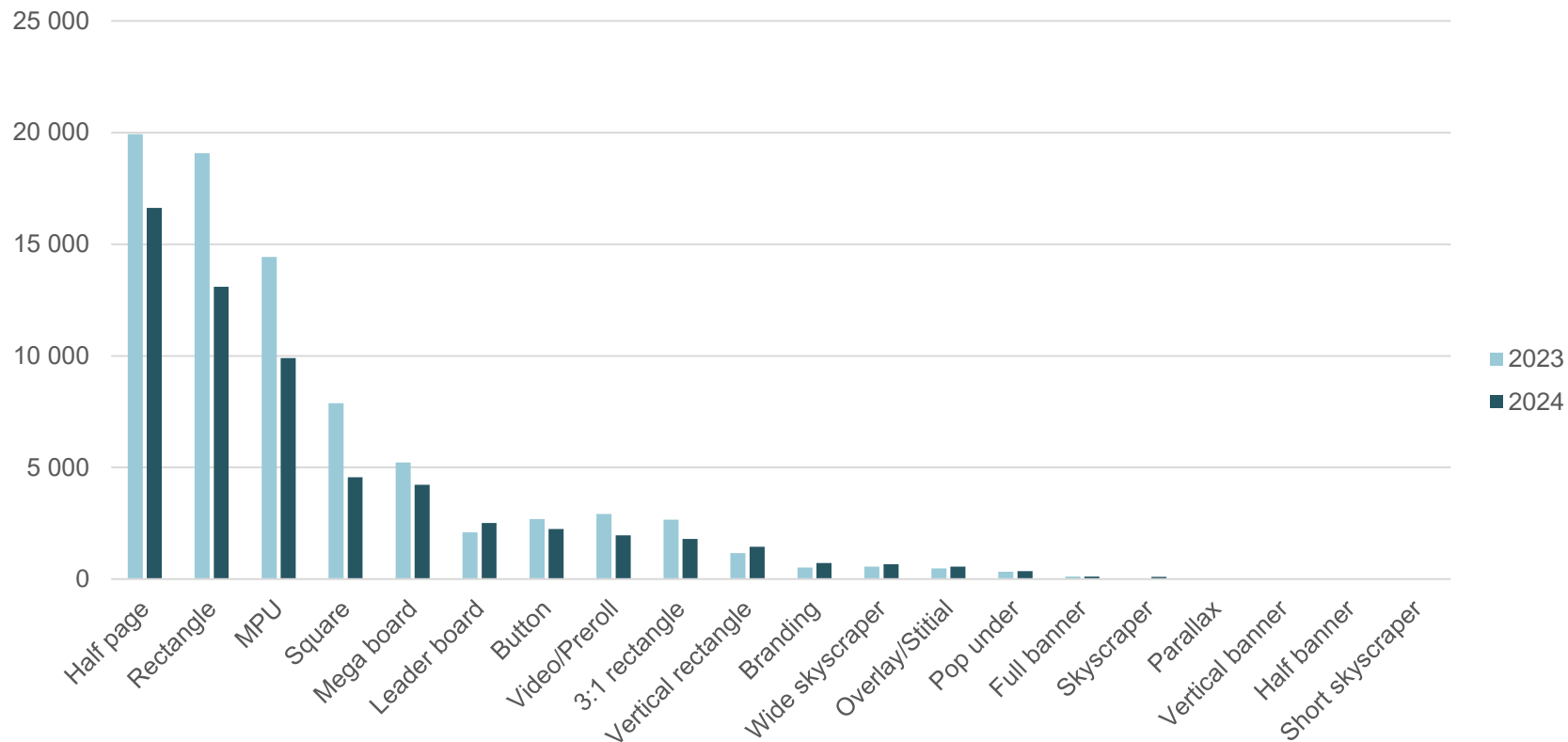




- RETAIL AND ONLINE STORES
- DRINKS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- TRANSPORT, AUTOMOBILISM, FUELS
- CULTURE, EDUCATION, PUBLISHING, EVENTS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- TELECOMMUNICAITONS
- FINANCIAL SERVICES
- TOURISM
- SPORTS, GAMES, LEISURE ACTIVITIES









Banner Monitoring

02

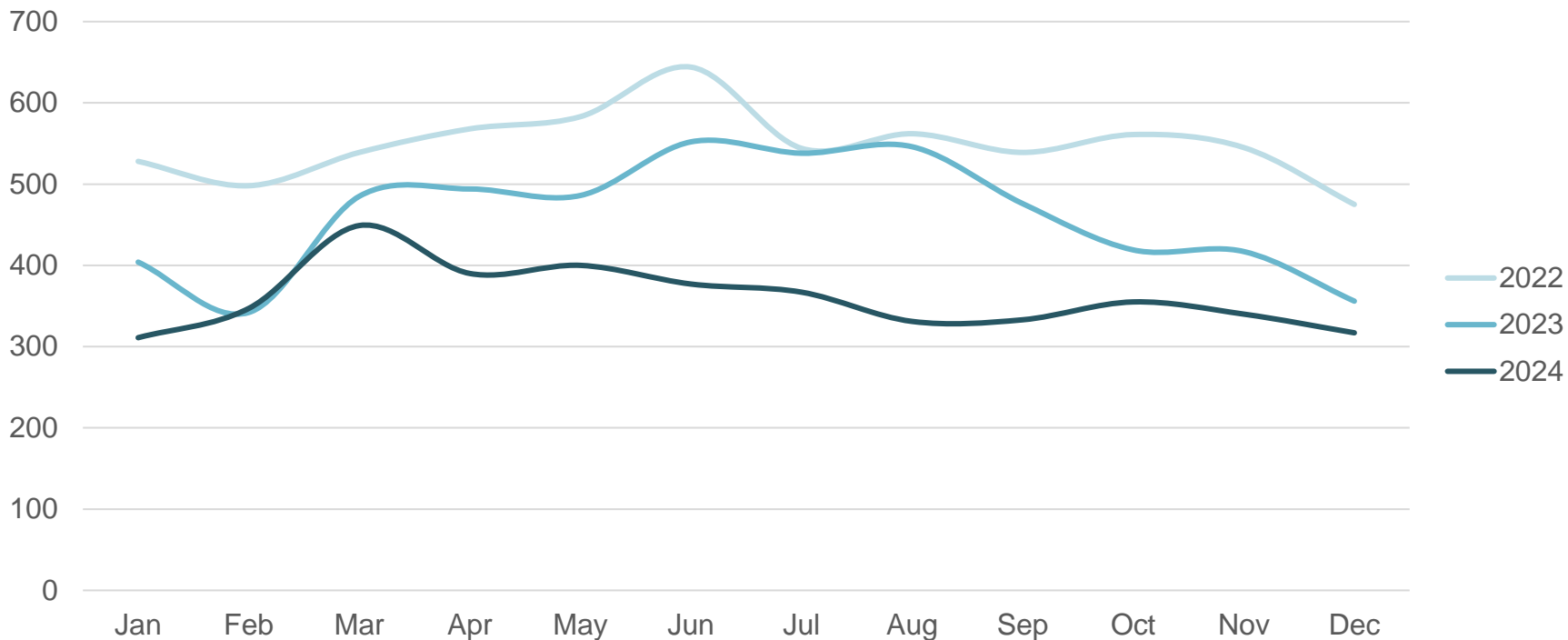
**Overview by TOP 10
sectors**

Sector

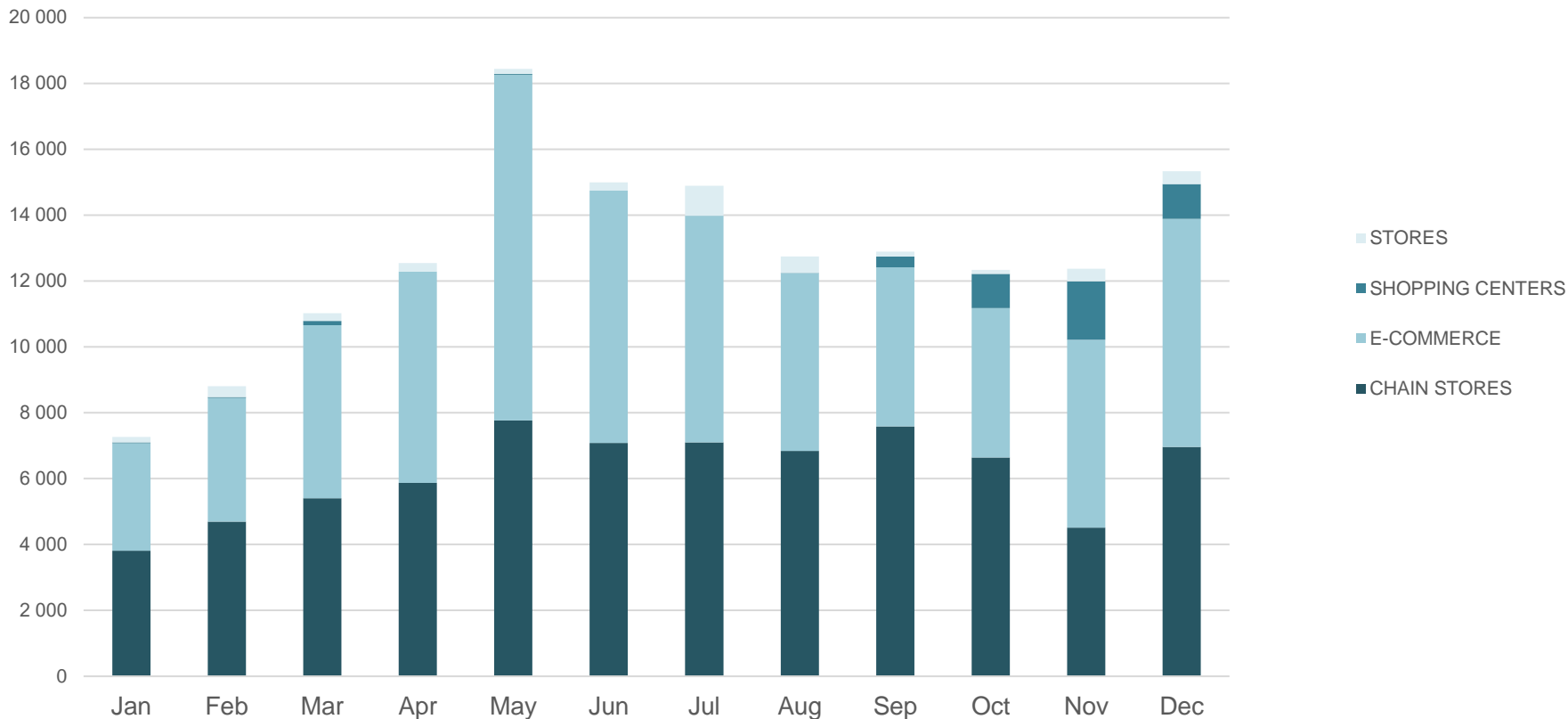
RETAIL AND ONLINE
STORES



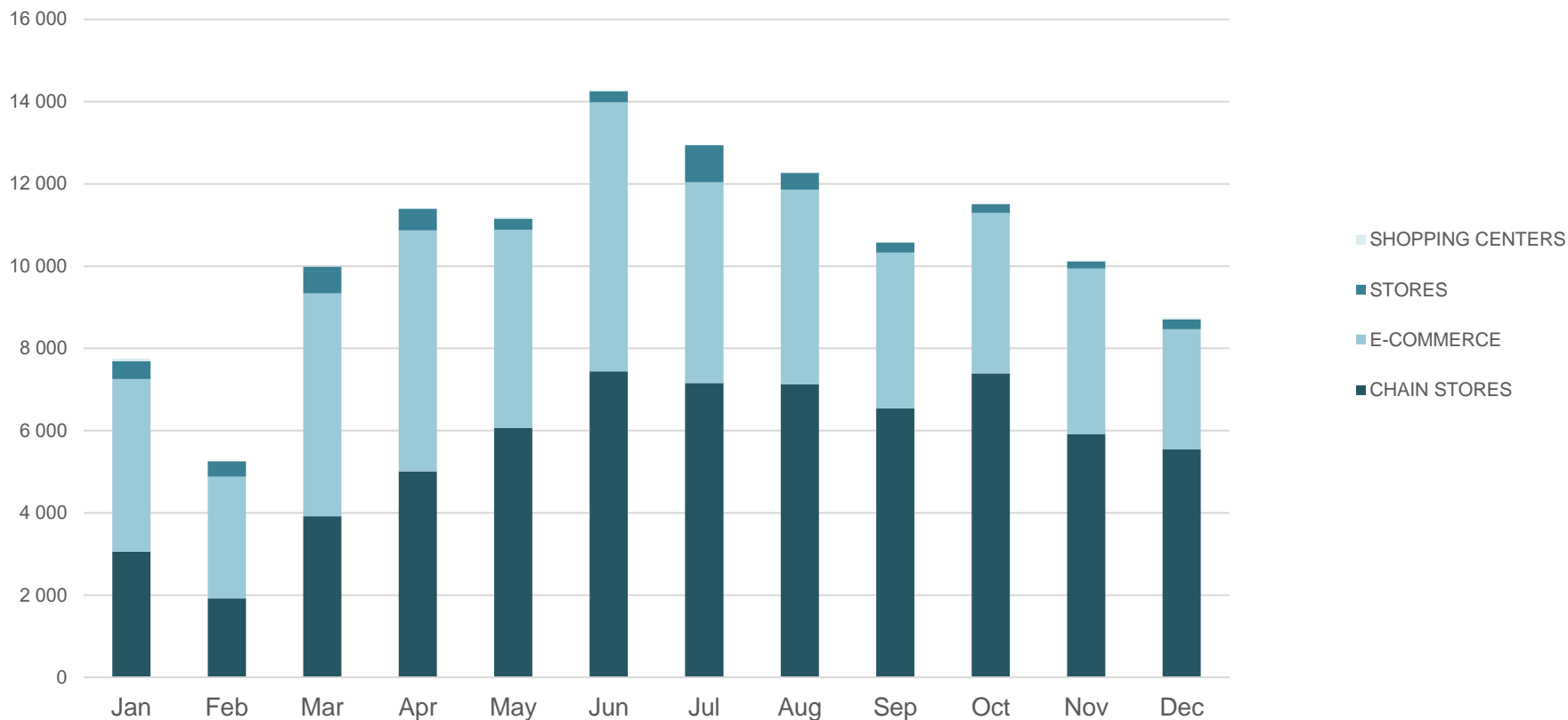
SEASONALITY by number of campaigns - 2022 - 2024



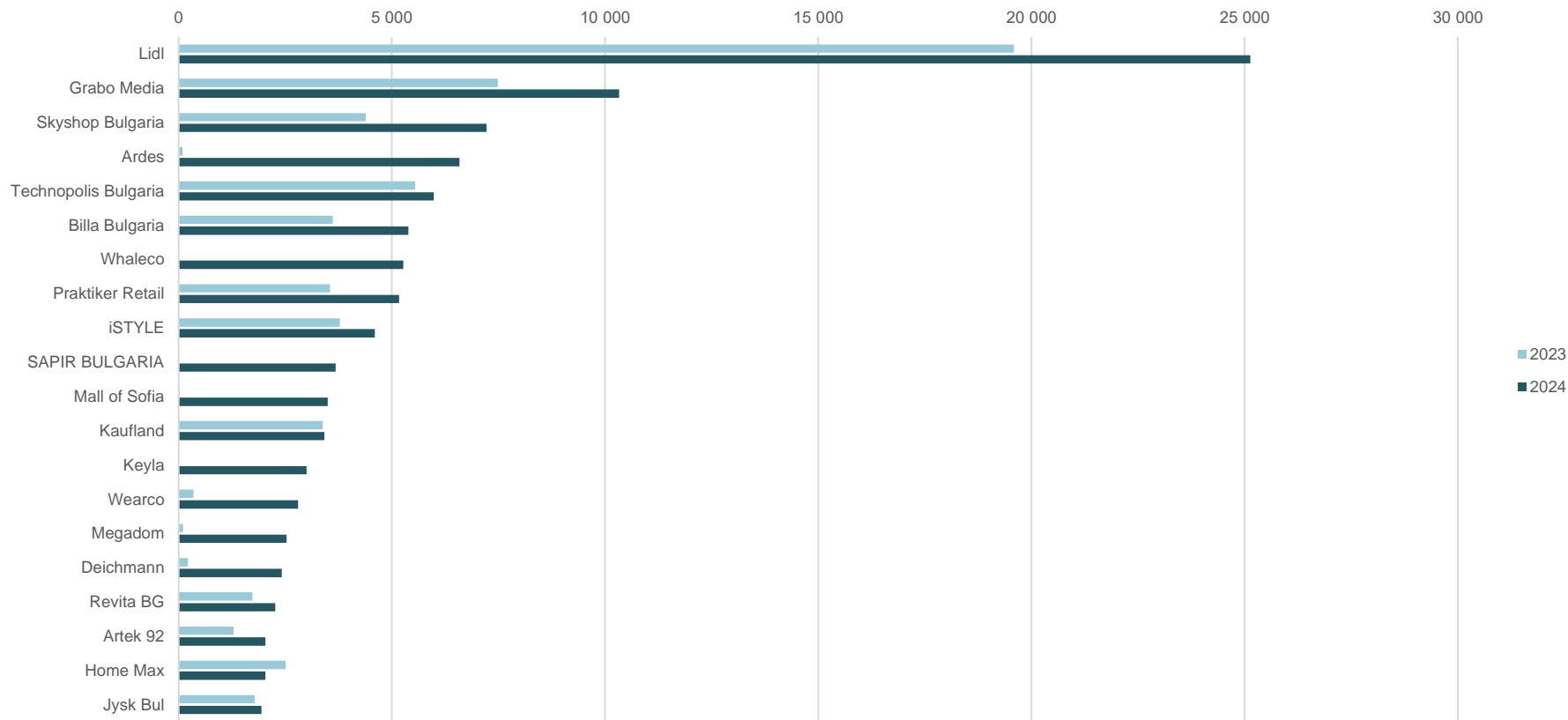
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024



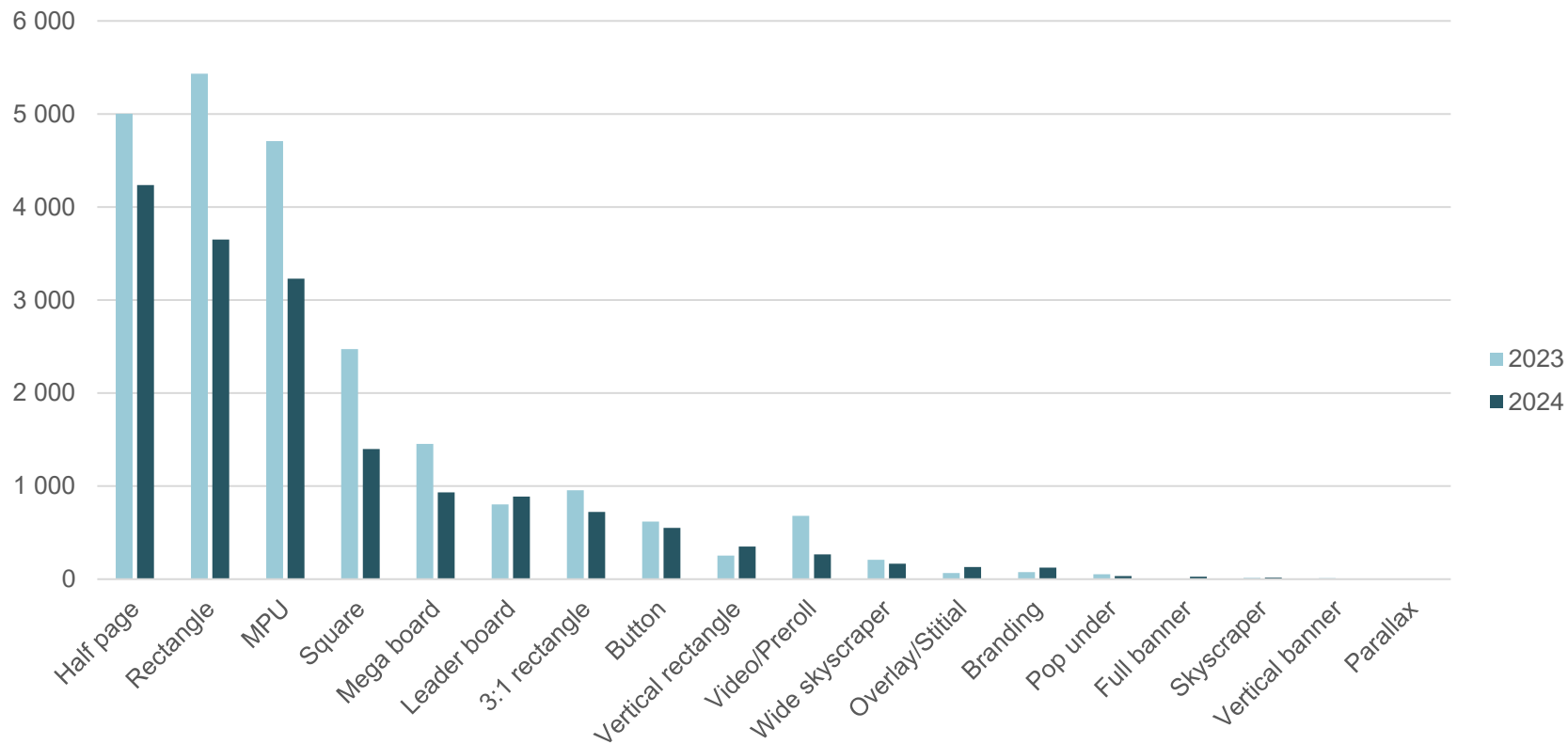
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



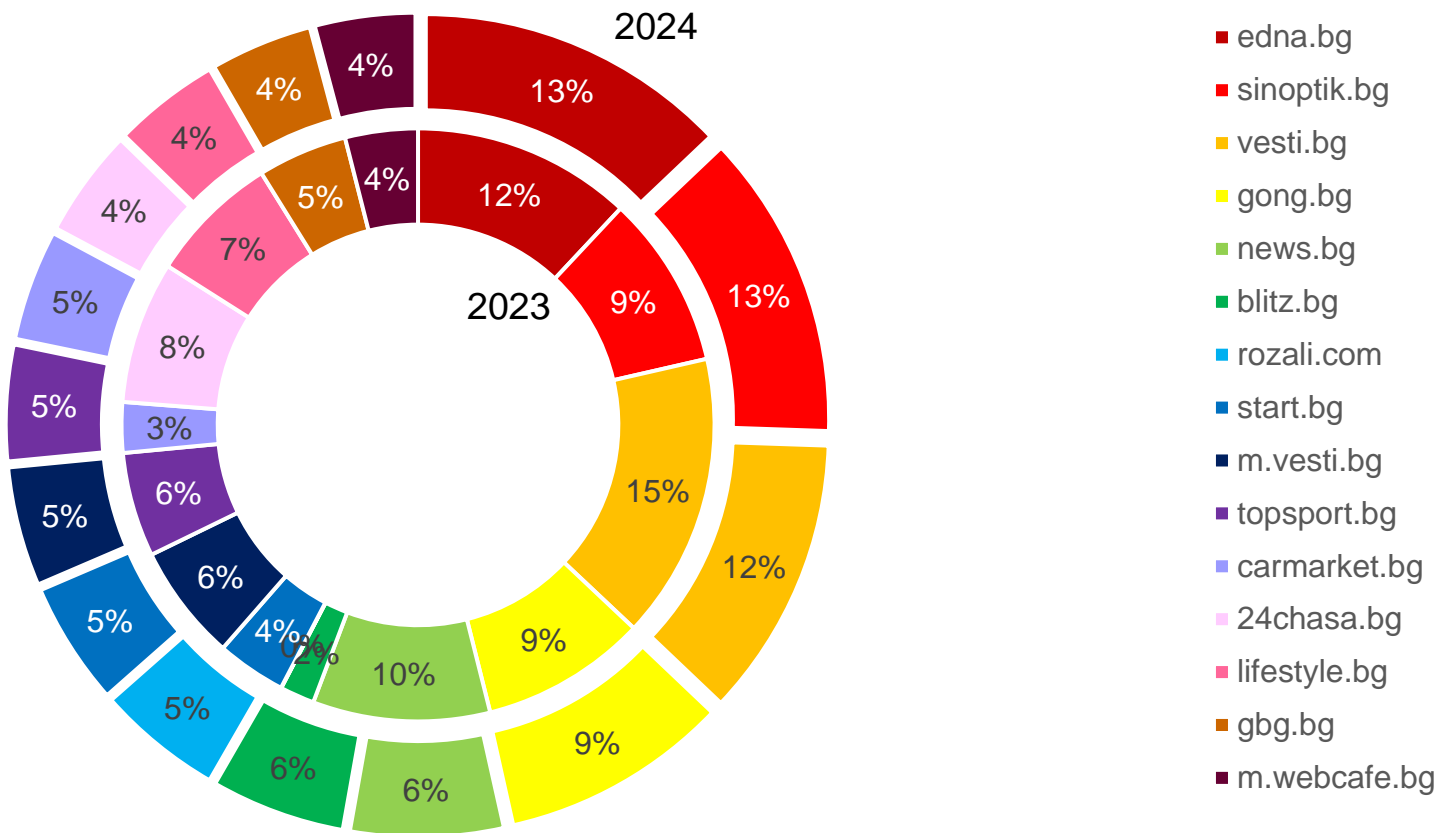
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024

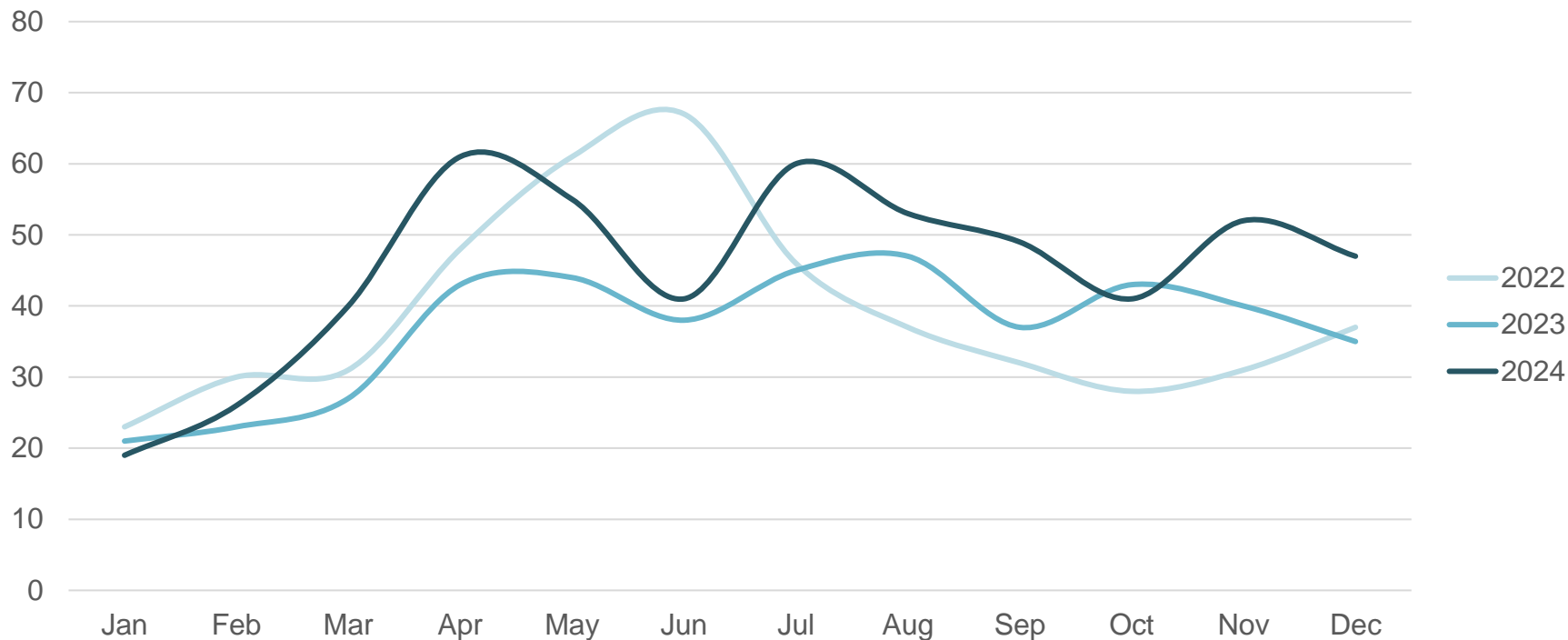


Sector

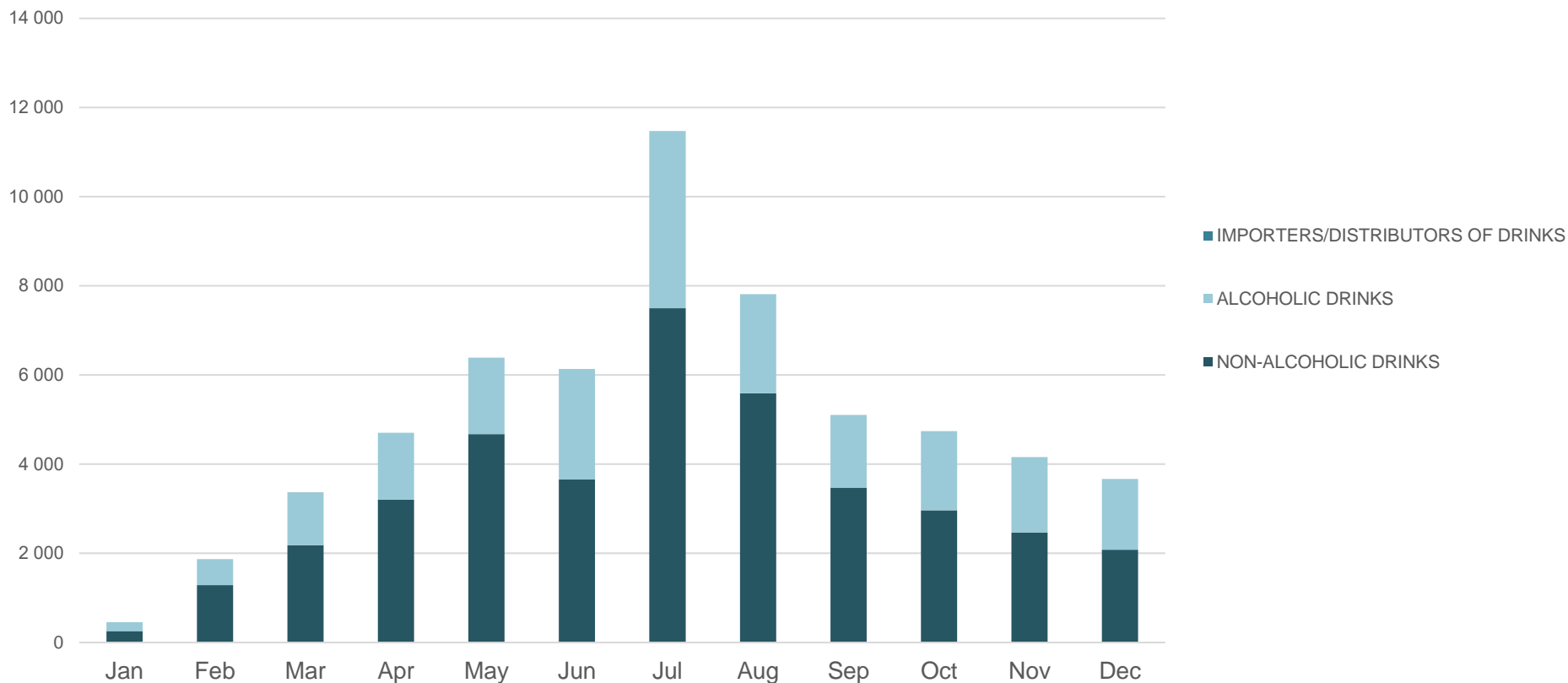
DRINKS



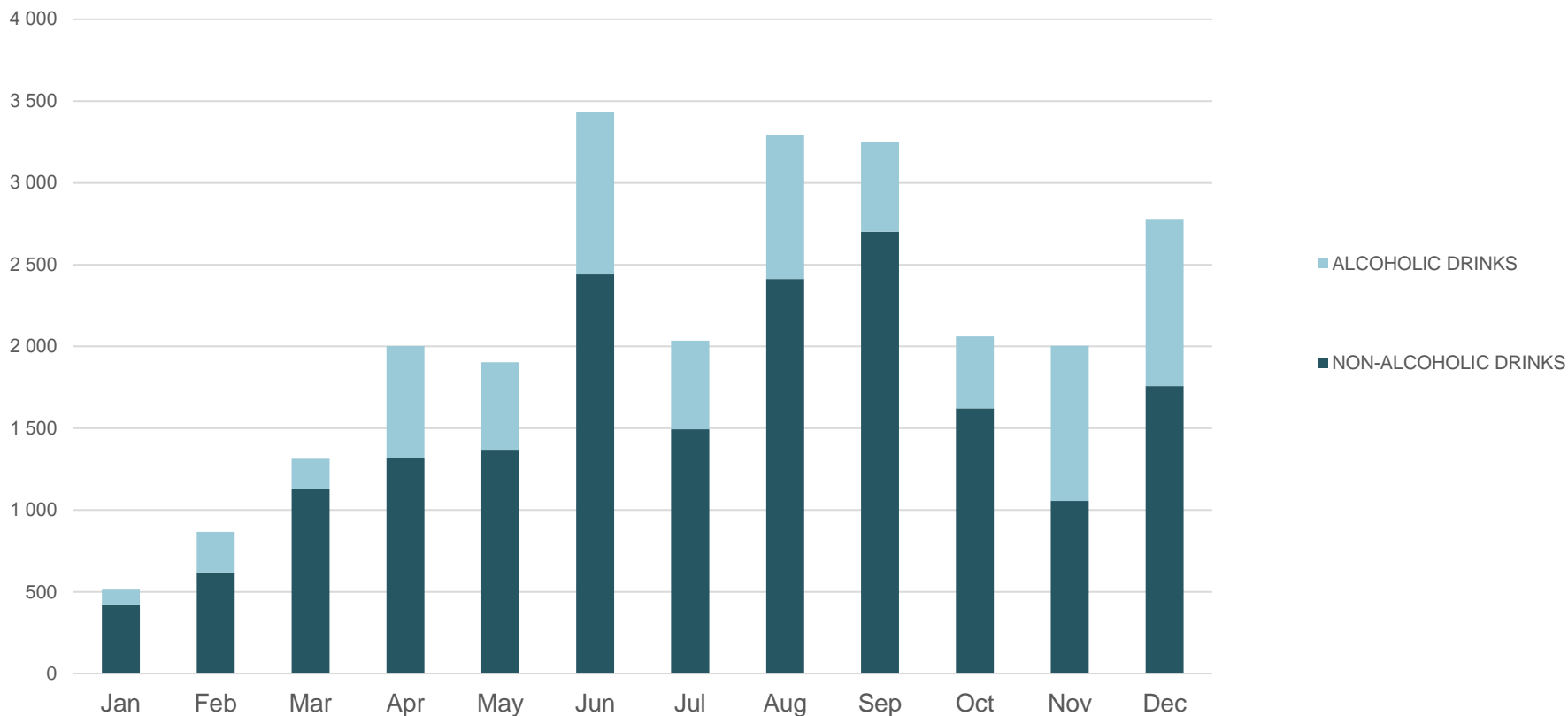
SEASONALITY by number of campaigns - 2022 - 2024



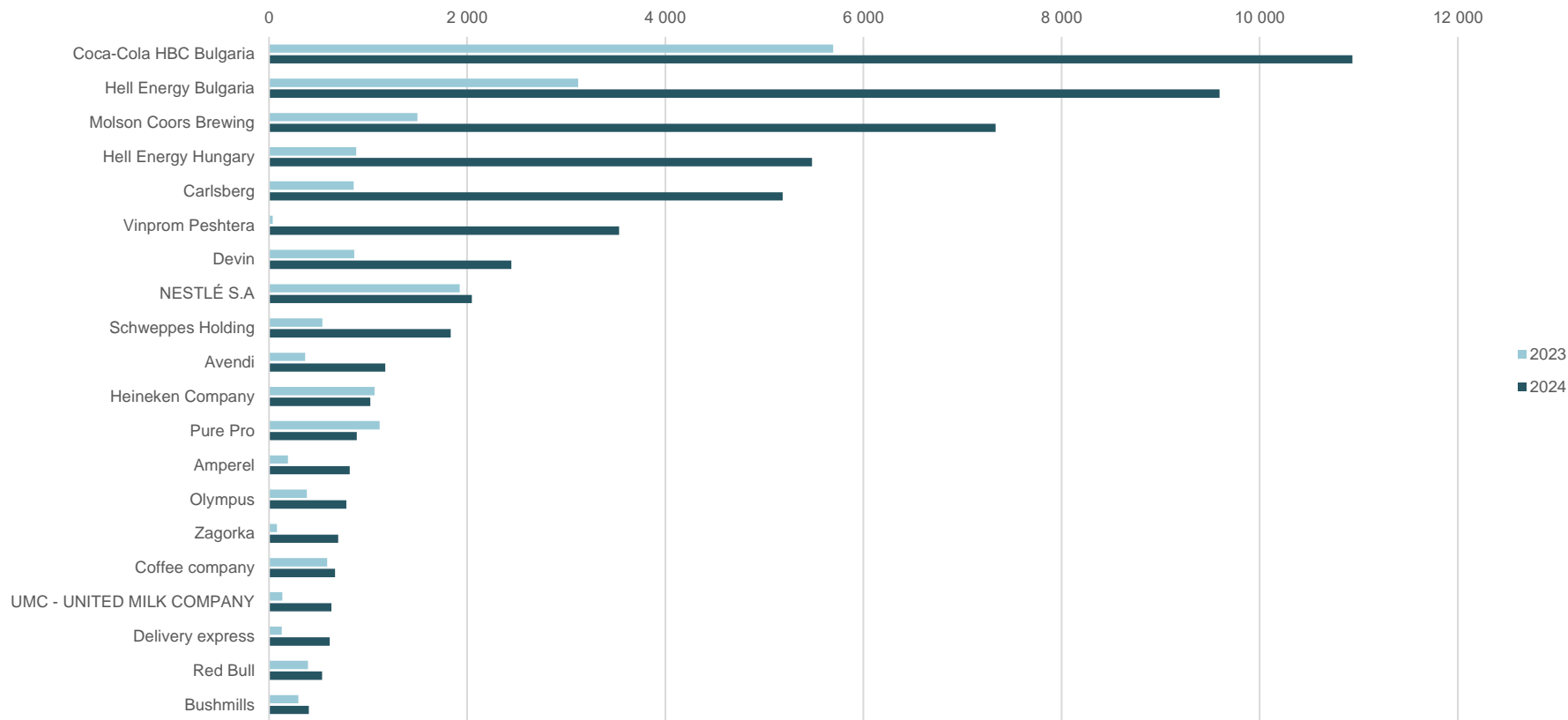
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024



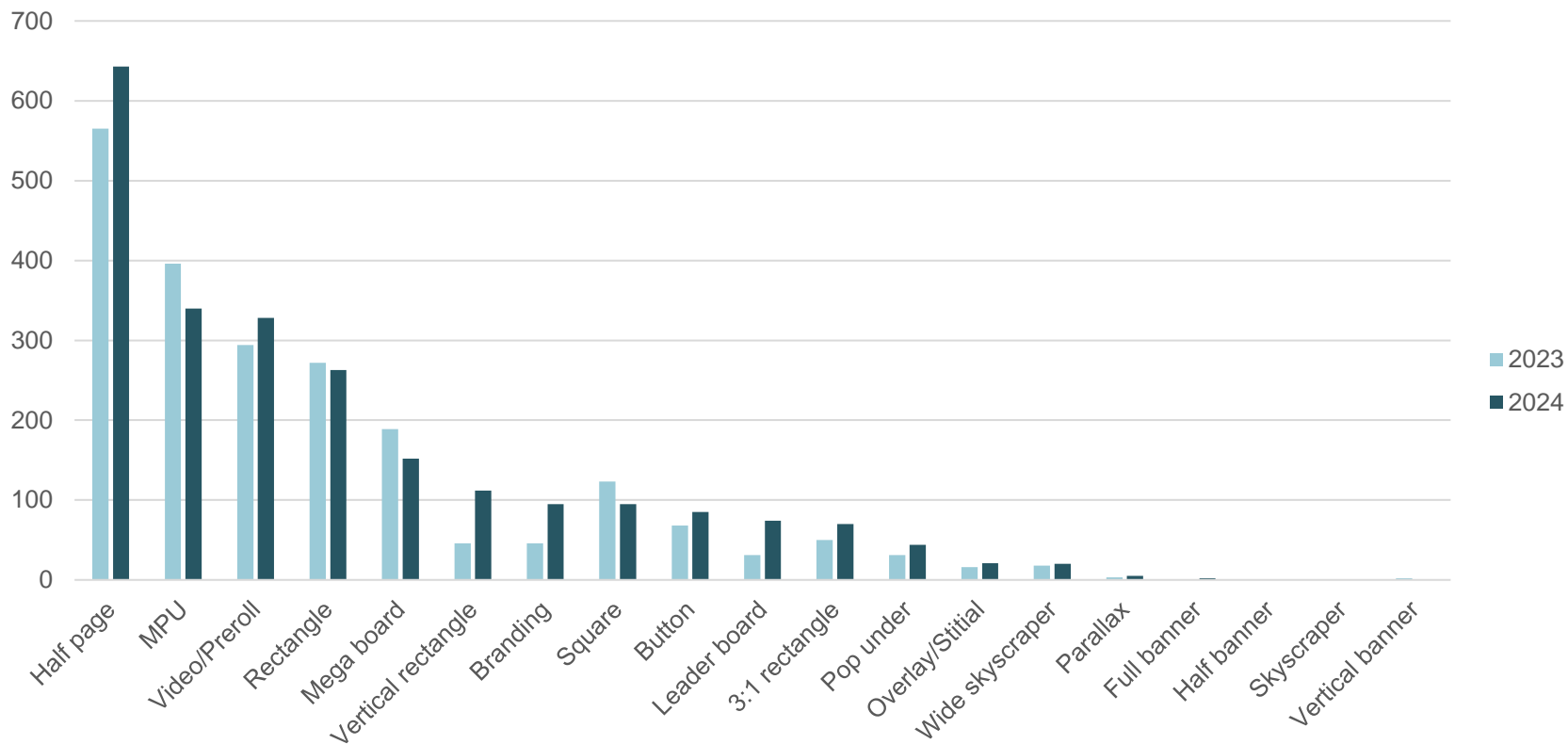
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



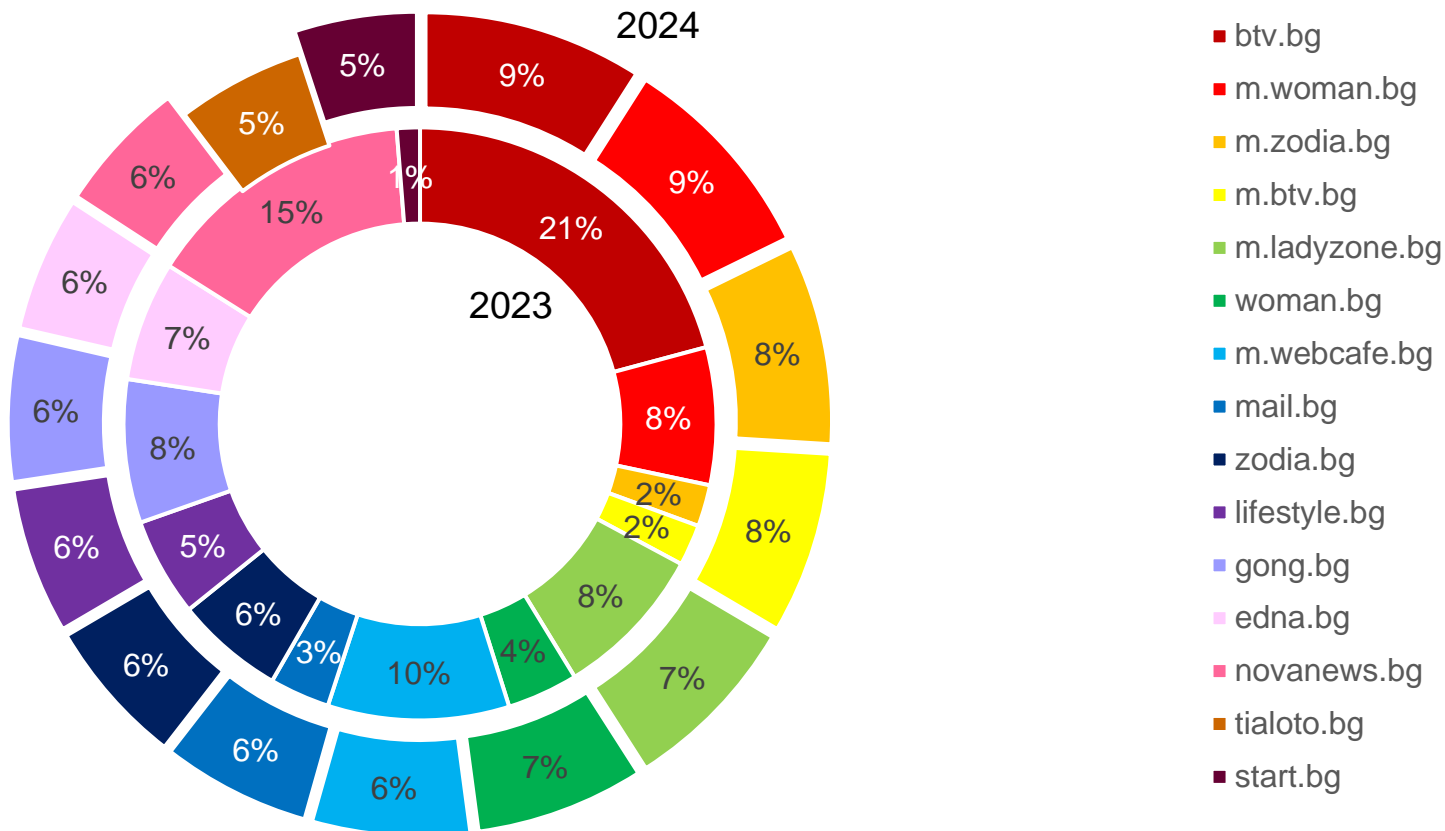
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024

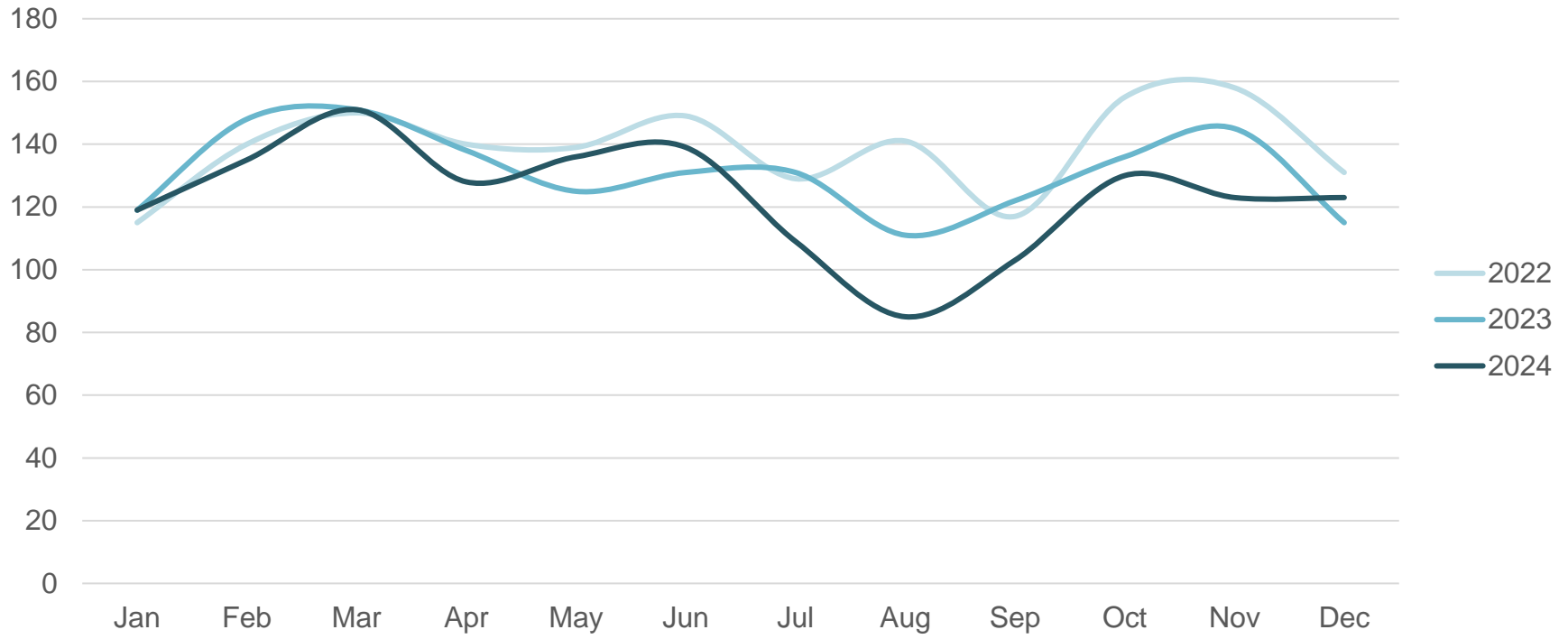


Sector

PHARMACY, MEDICAL
SERVICES AND
PRODUCTS

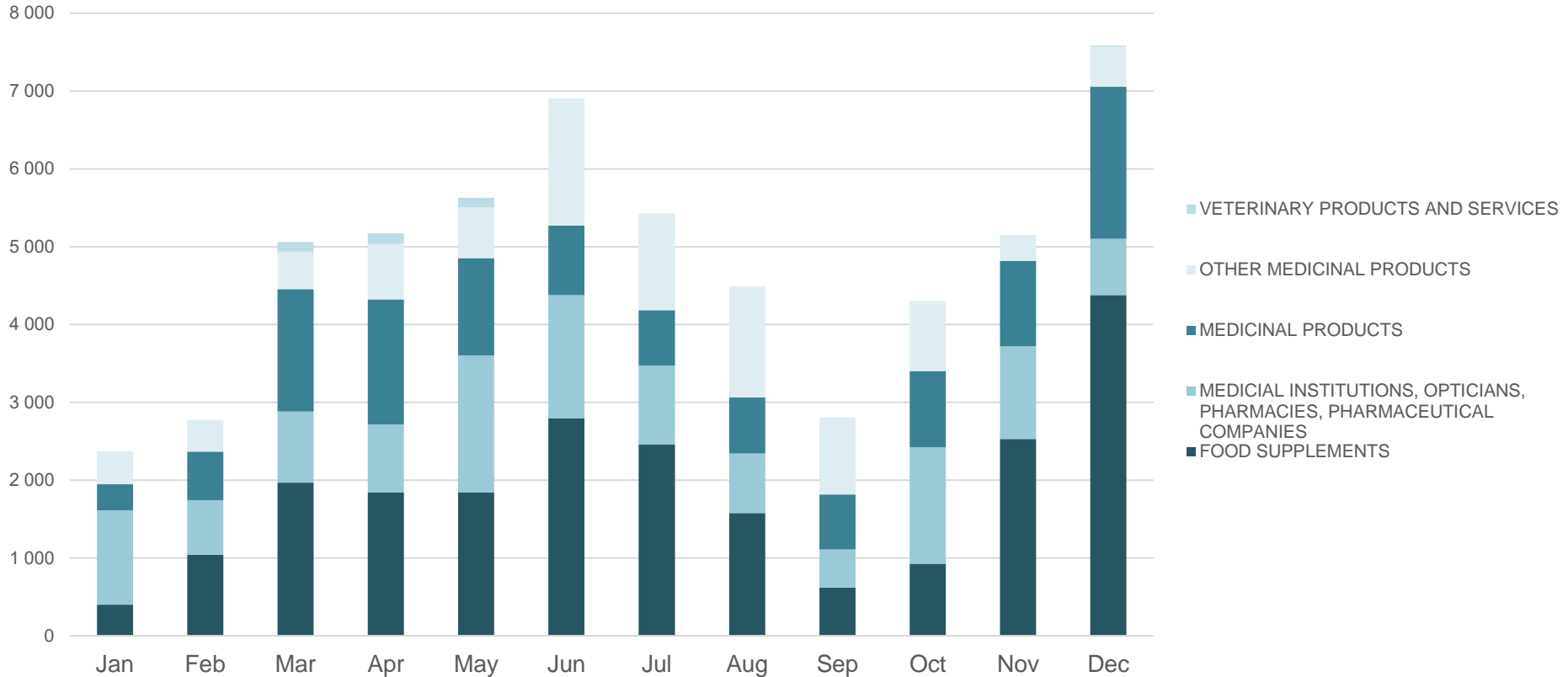


PHARMACY, MEDICAL SERVICES AND PRODUCTS SEASONALITY by number of campaigns - 2022 - 2024



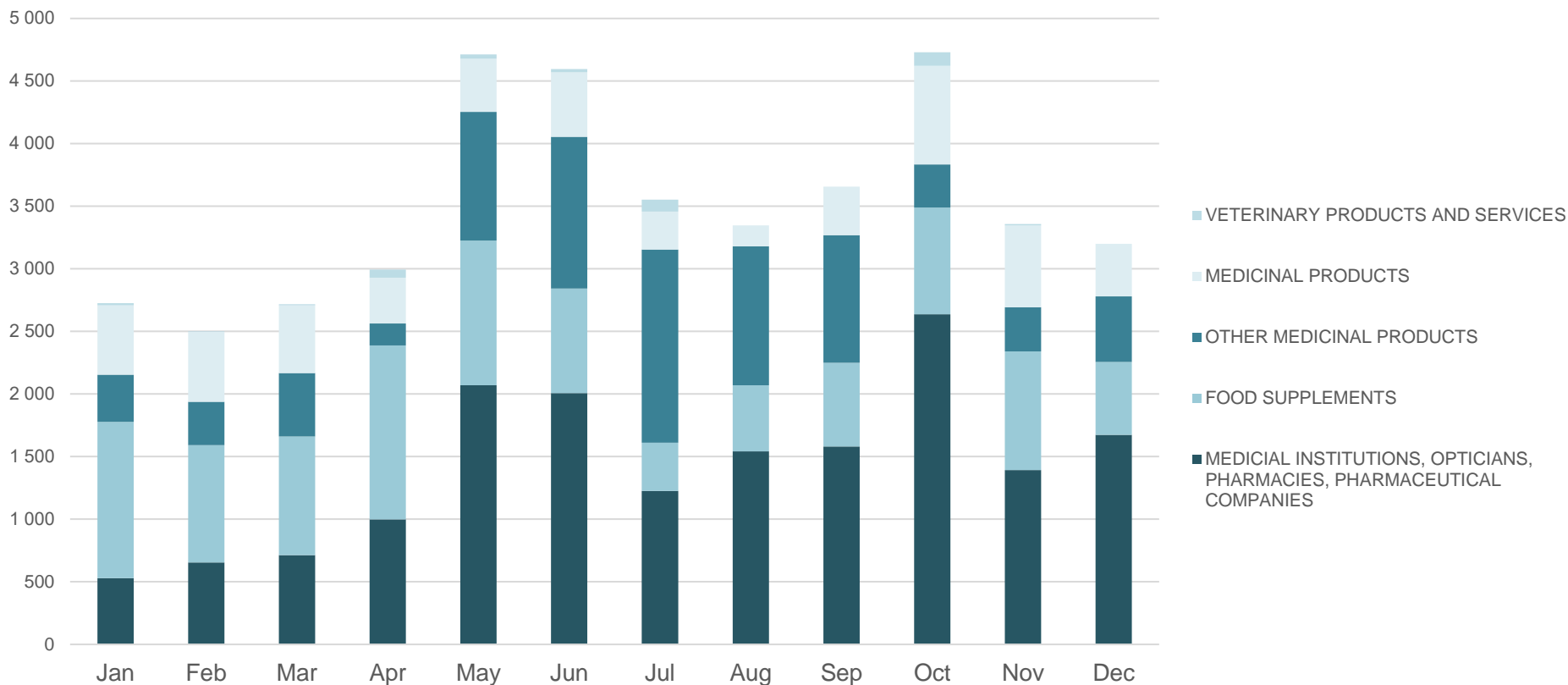
PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024



PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023

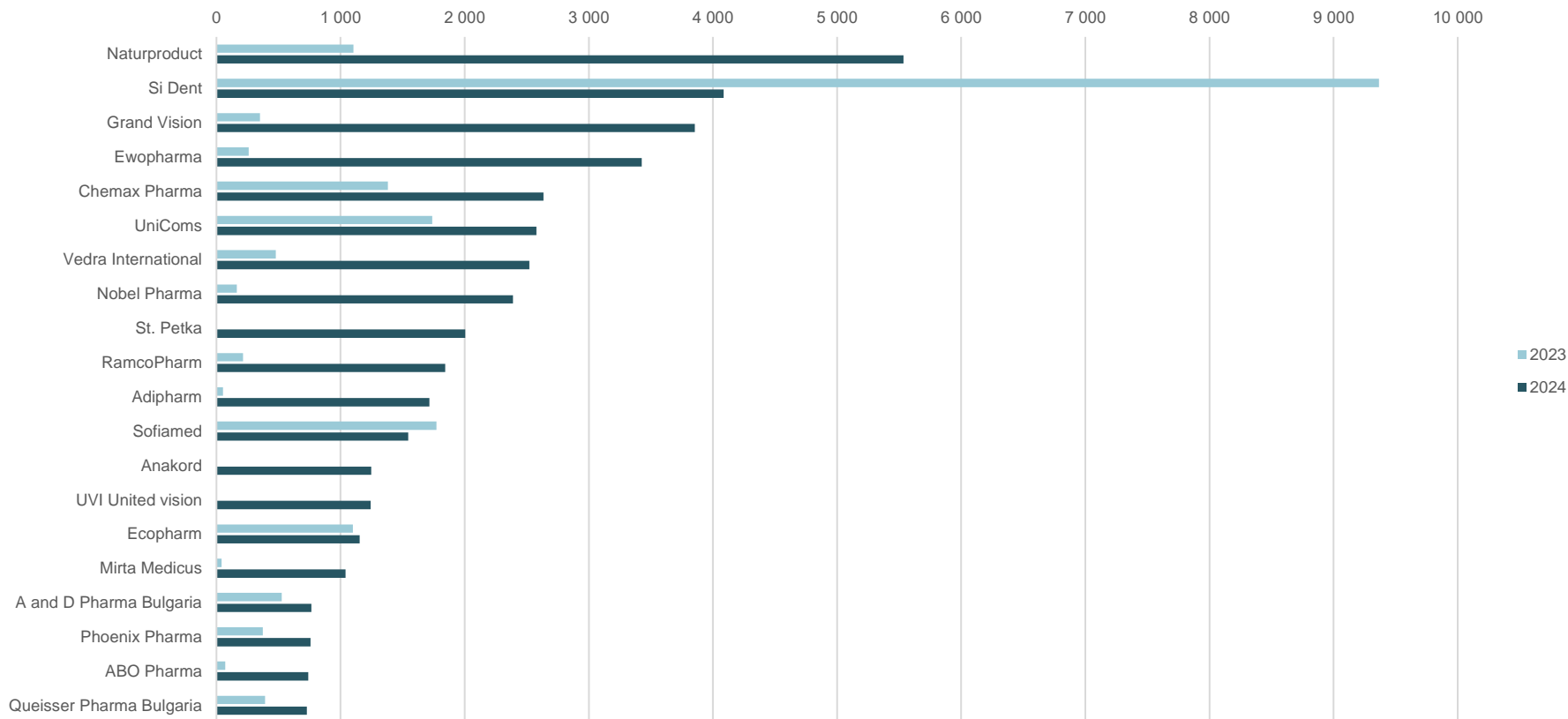




Banner Monitoring

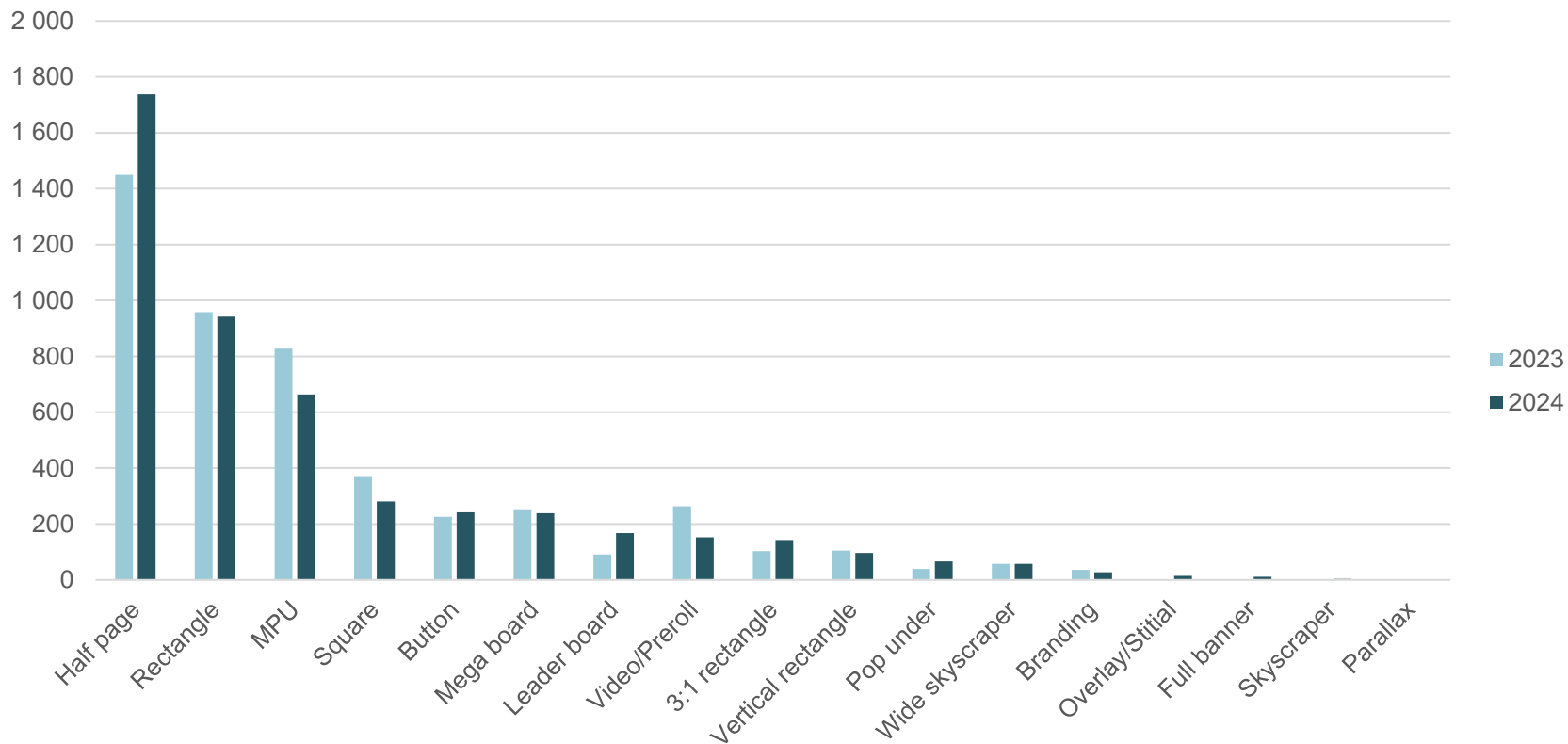
PHARMACY, MEDICAL SERVICES AND PRODUCTS

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



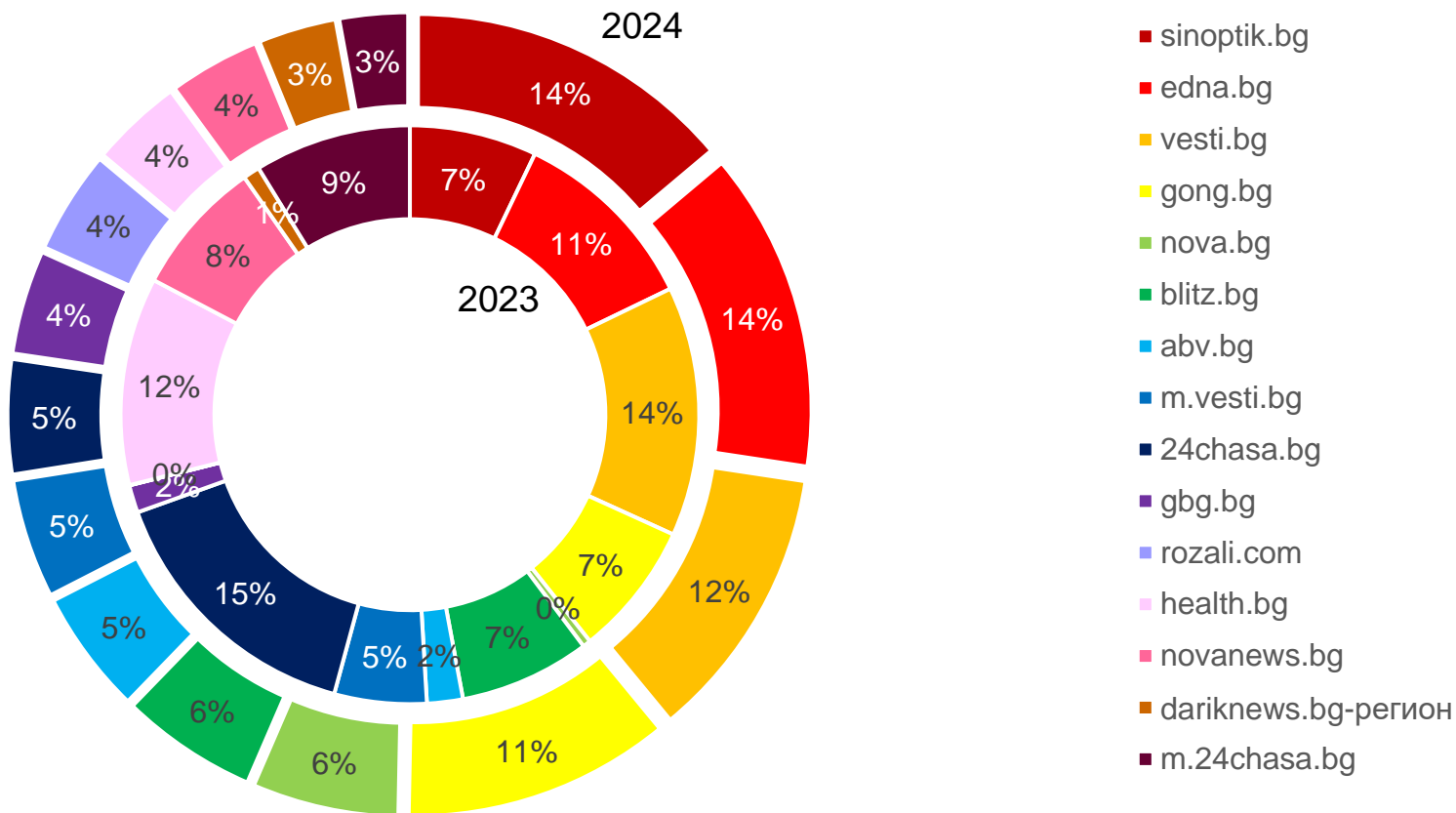
PHARMACY, MEDICAL SERVICES AND PRODUCTS

BANNER FORMATS by number of creatives – 2023 & 2024



PHARMACY, MEDICAL SERVICES AND PRODUCTS

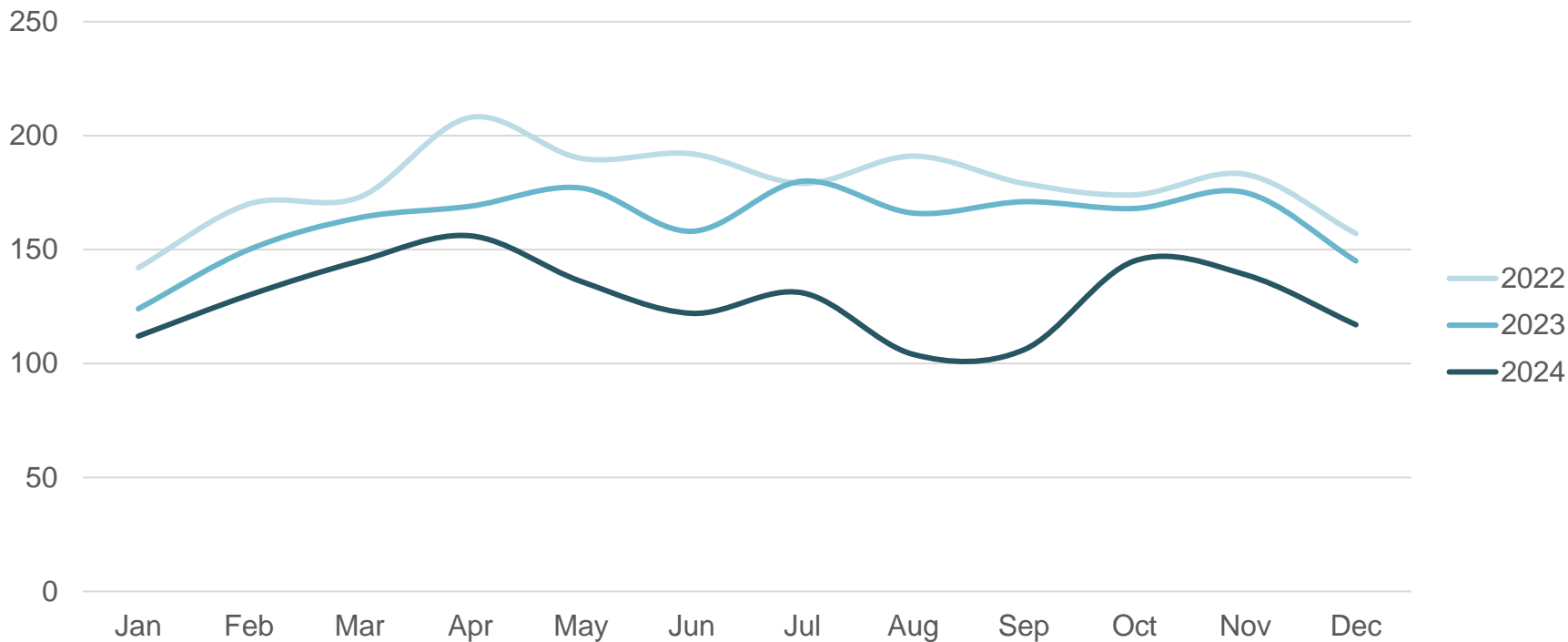
TOP 15 WEBSITES by campaigns strength – 2023 & 2024

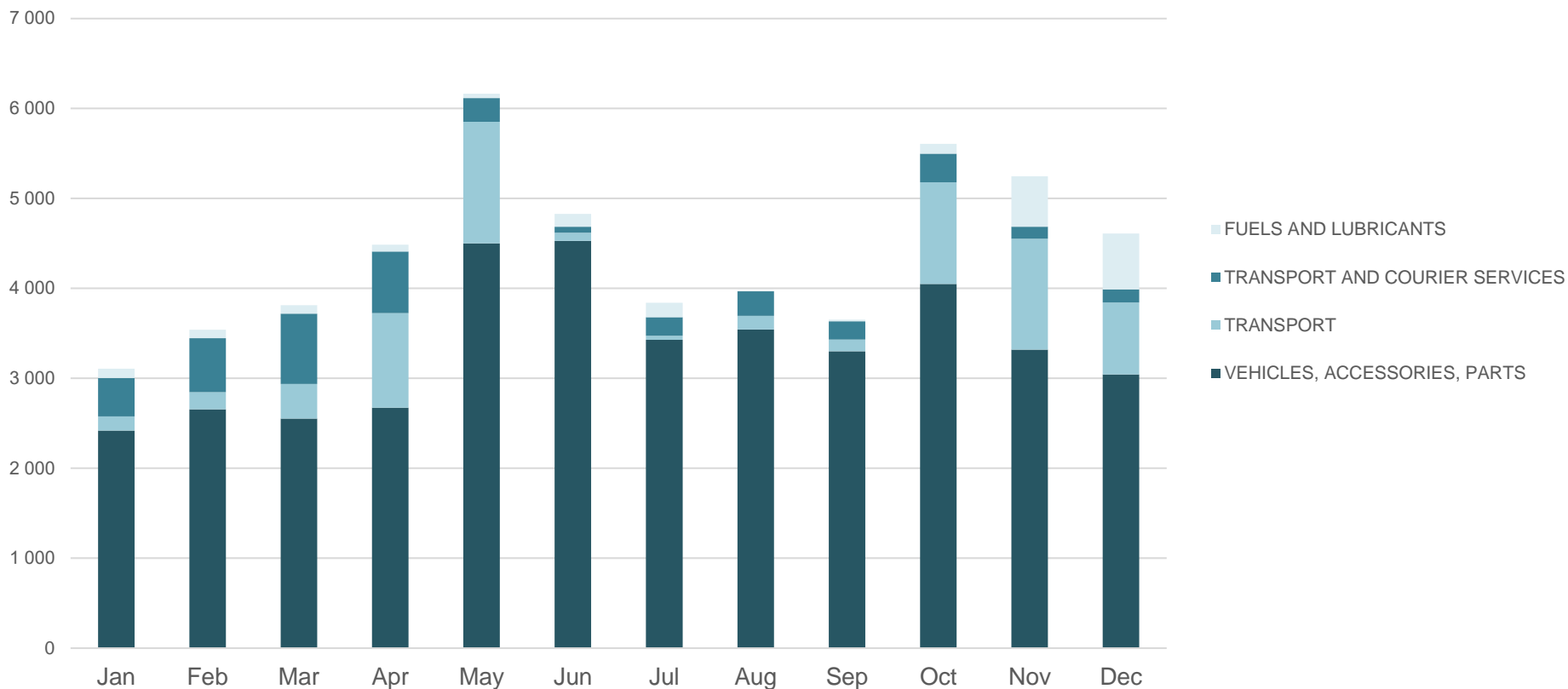


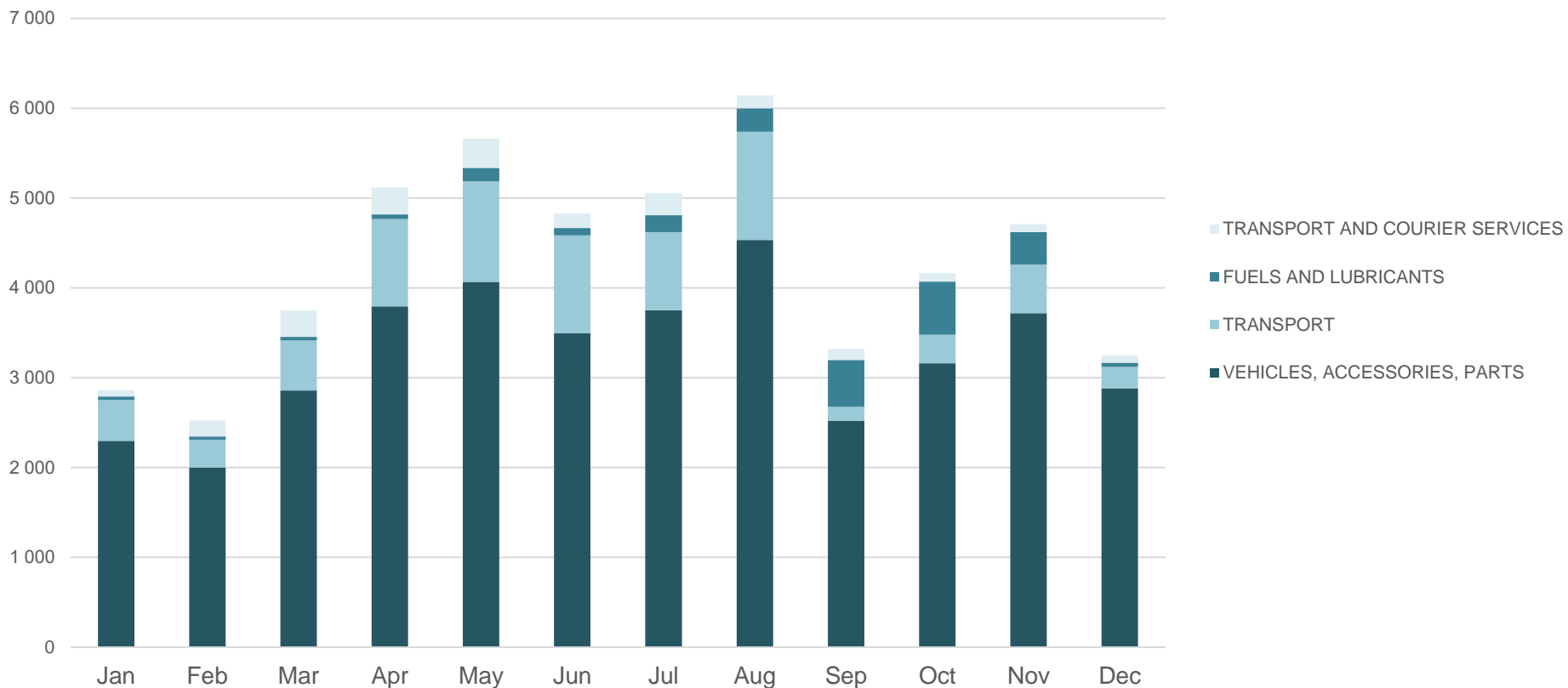
Sector

TRANSPORT.
AUTOMOBILISM. FUELS

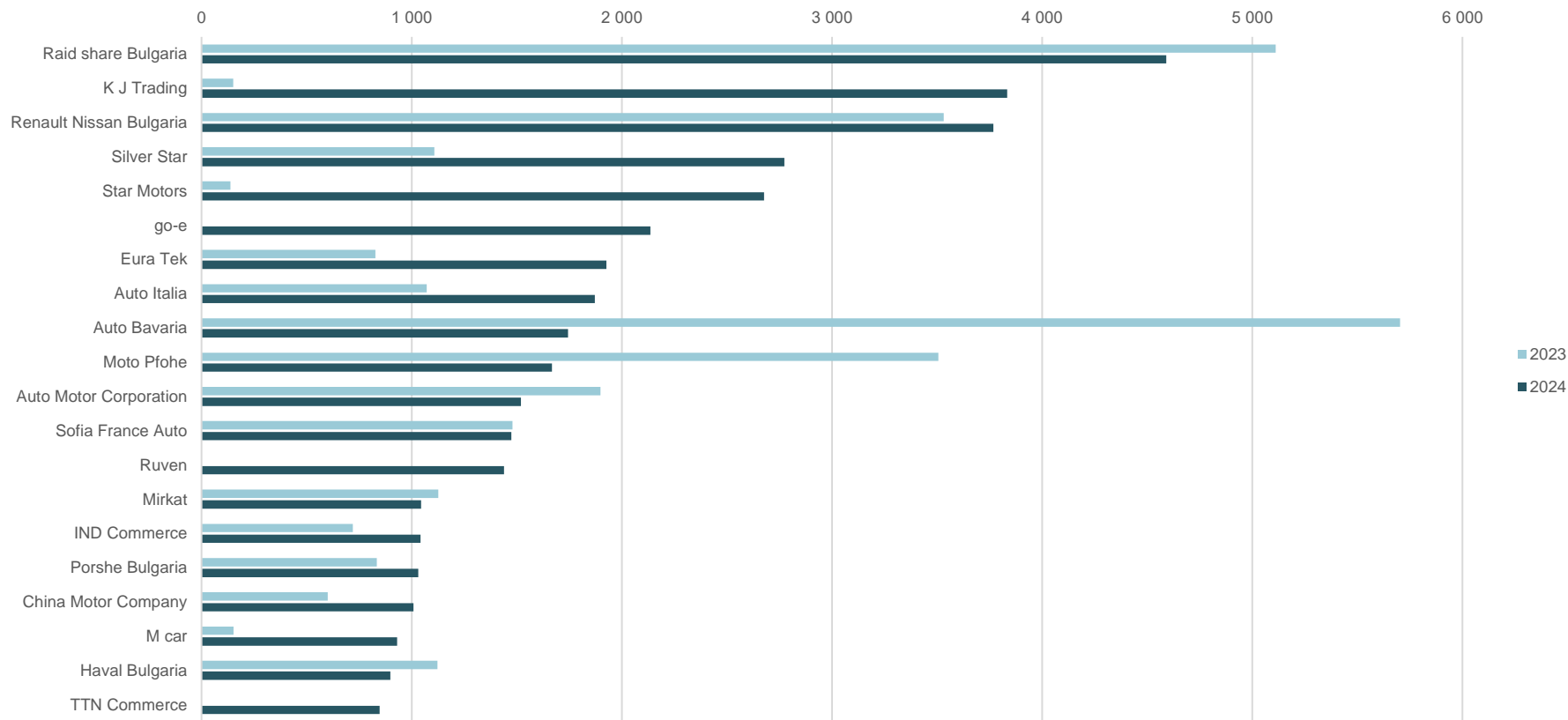




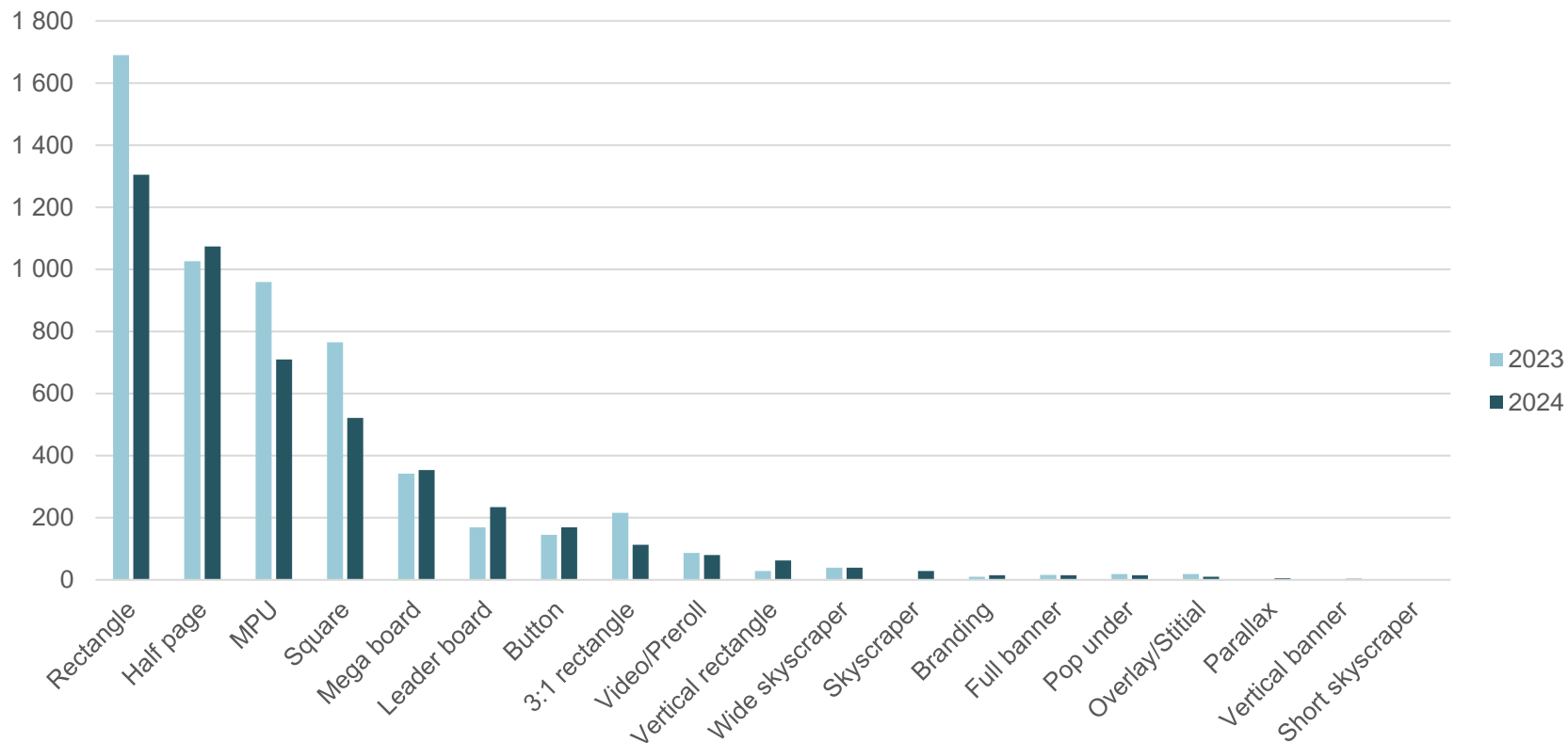




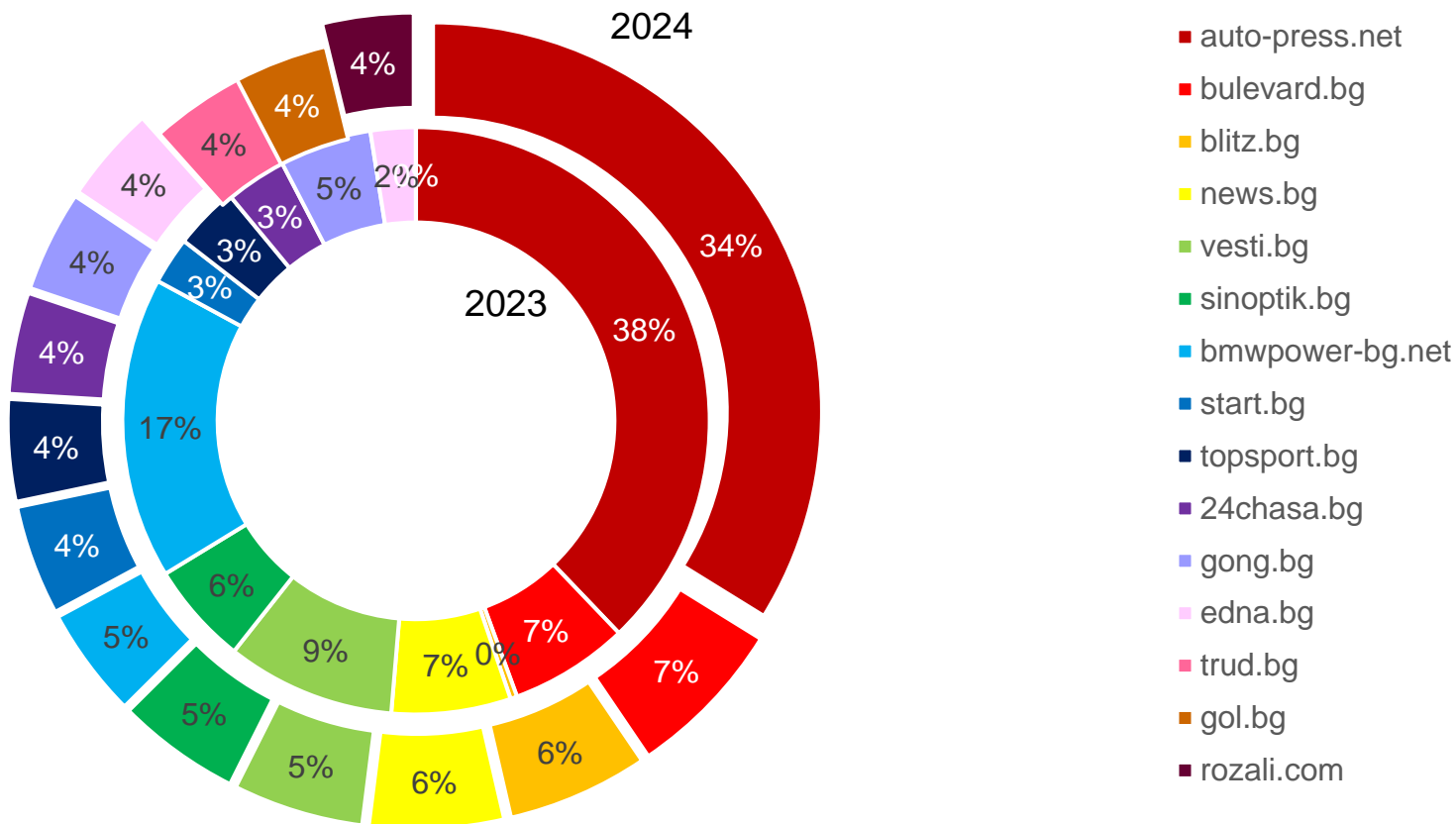
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024



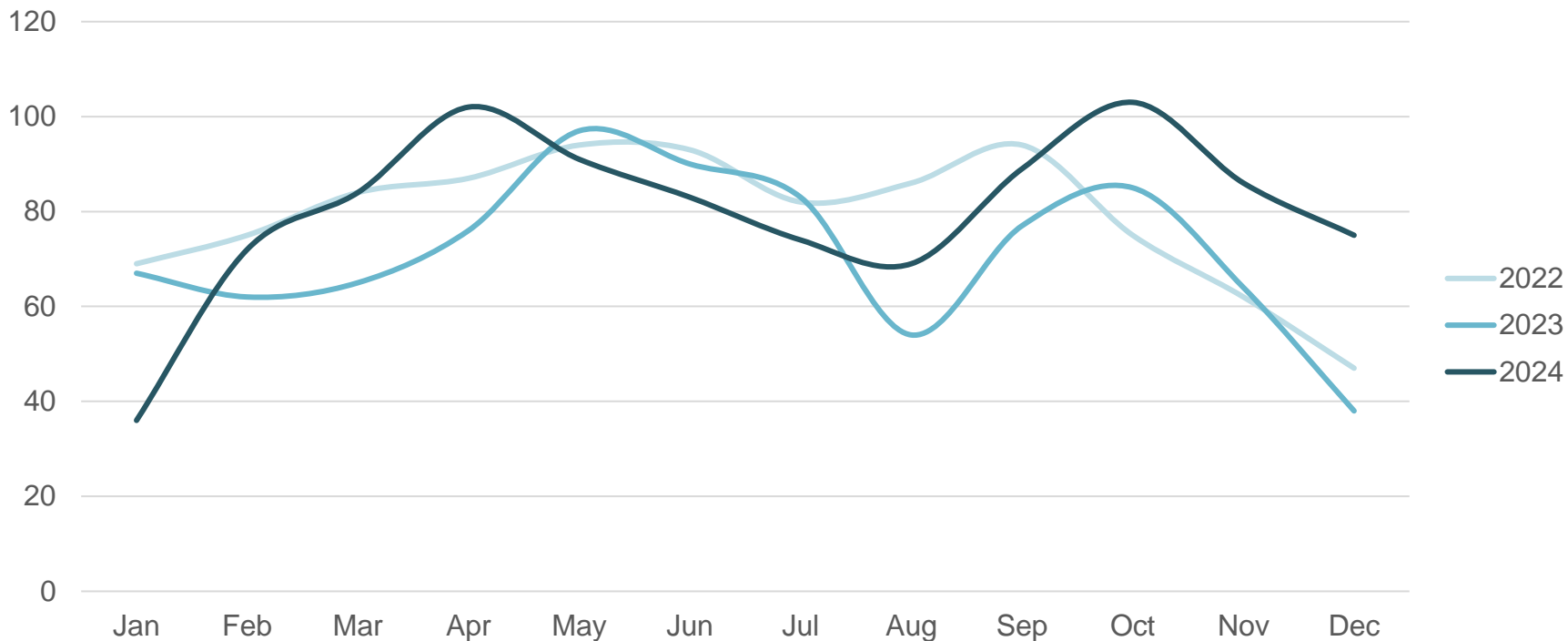
Sector

CULTURE. EDUCATION.
PUBLISHING. EVENTS.



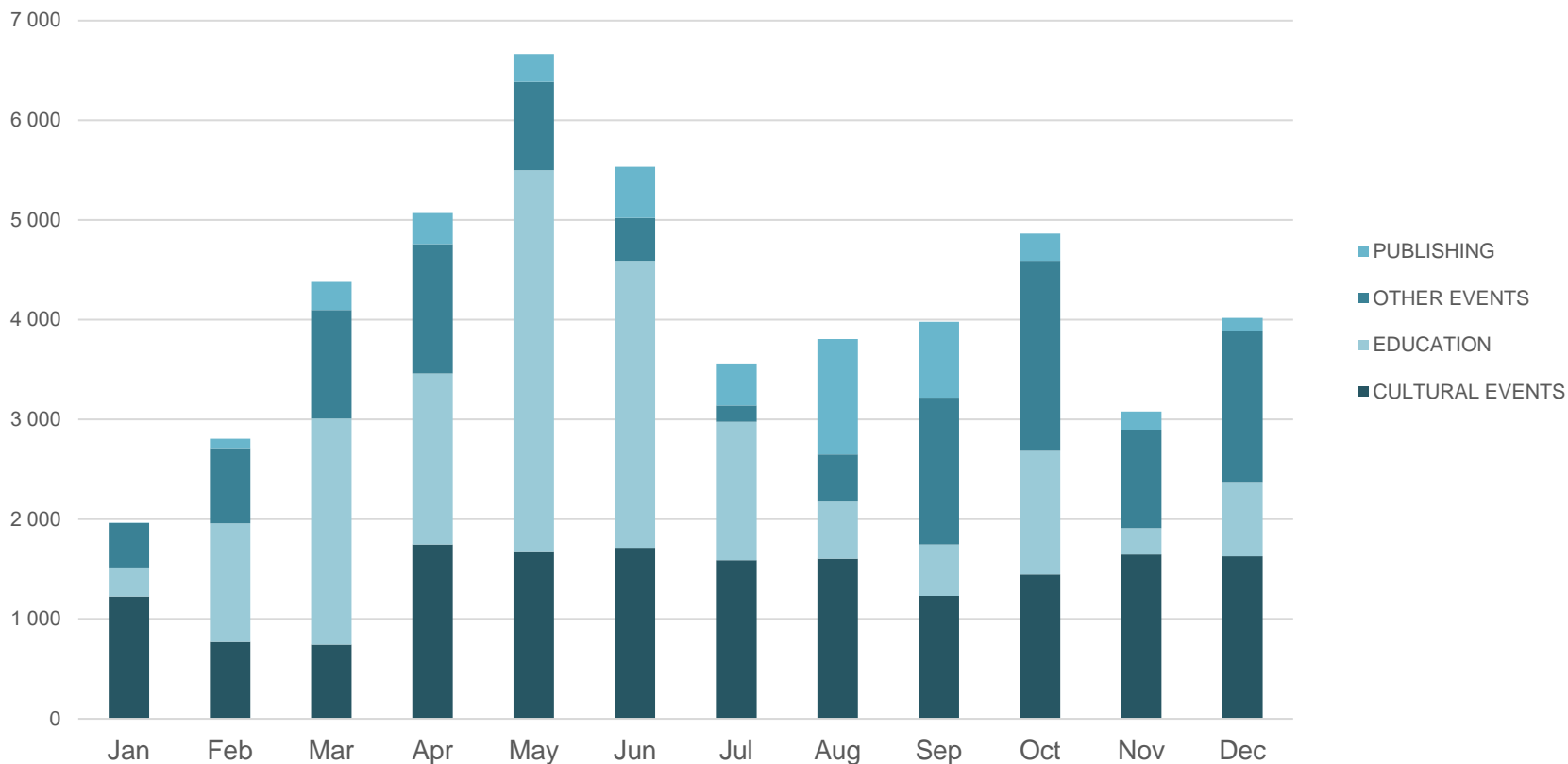
CULTURE. EDUCATION. PUBLISHING. EVENTS.

SEASONALITY by number of campaigns - 2022 - 2024



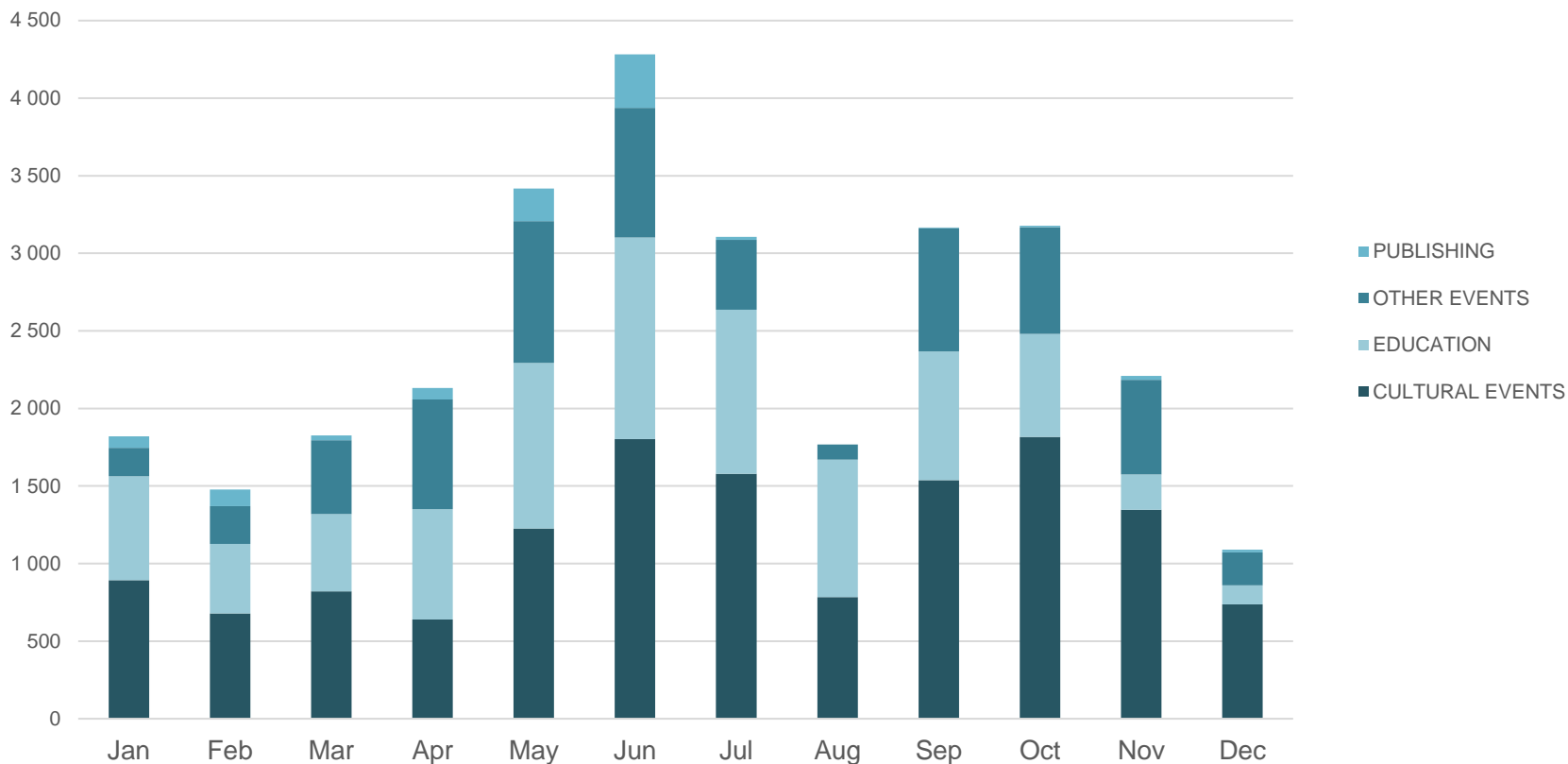
CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

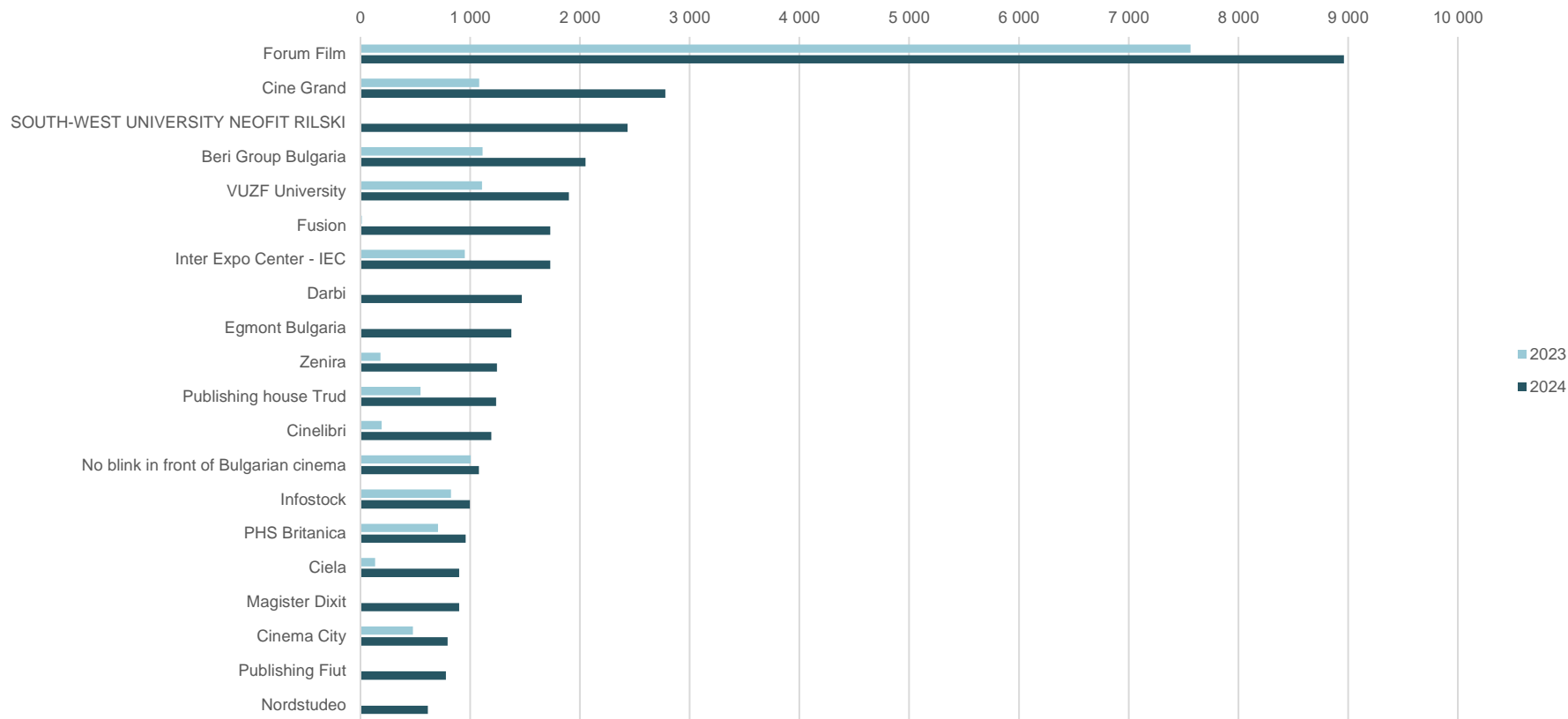


CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023

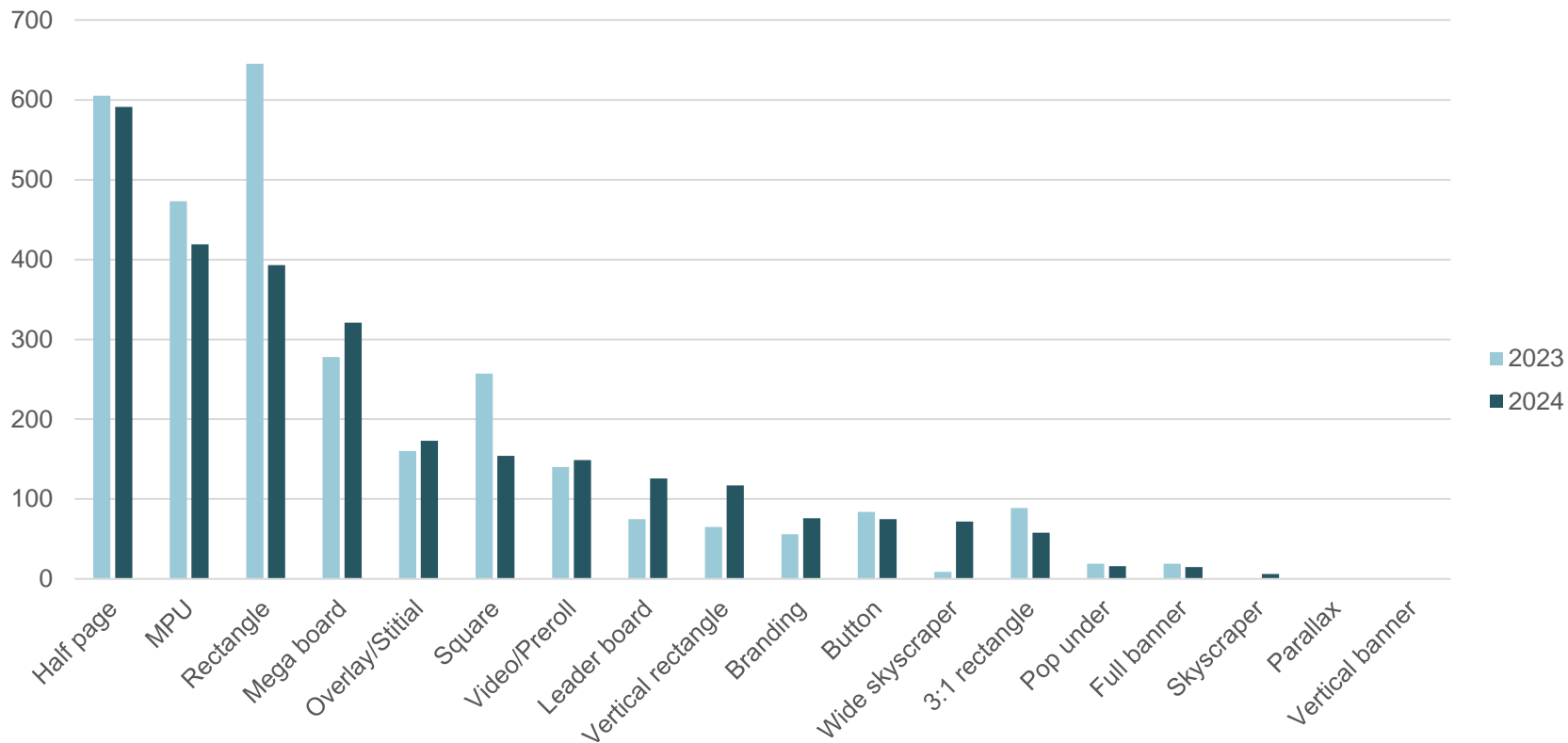


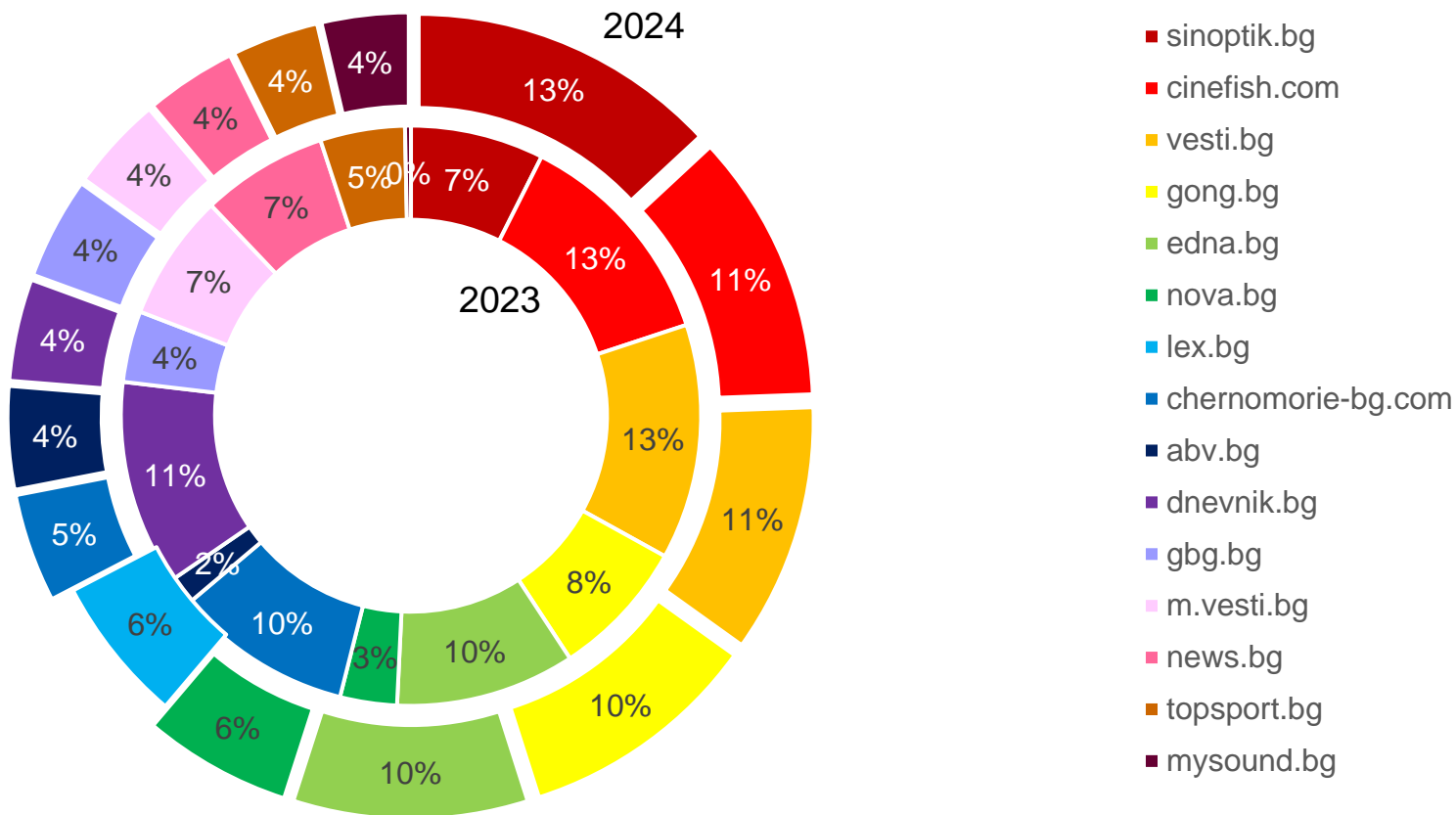
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



CULTURE. EDUCATION. PUBLISHING. EVENTS.

BANNER FORMATS by number of creatives – 2023 & 2024





- sinoptik.bg
- cinefish.com
- vesti.bg
- gong.bg
- edna.bg
- nova.bg
- lex.bg
- chernomorie-bg.com
- abv.bg
- dnevnik.bg
- gbg.bg
- m.vesti.bg
- news.bg
- topsport.bg
- mysound.bg

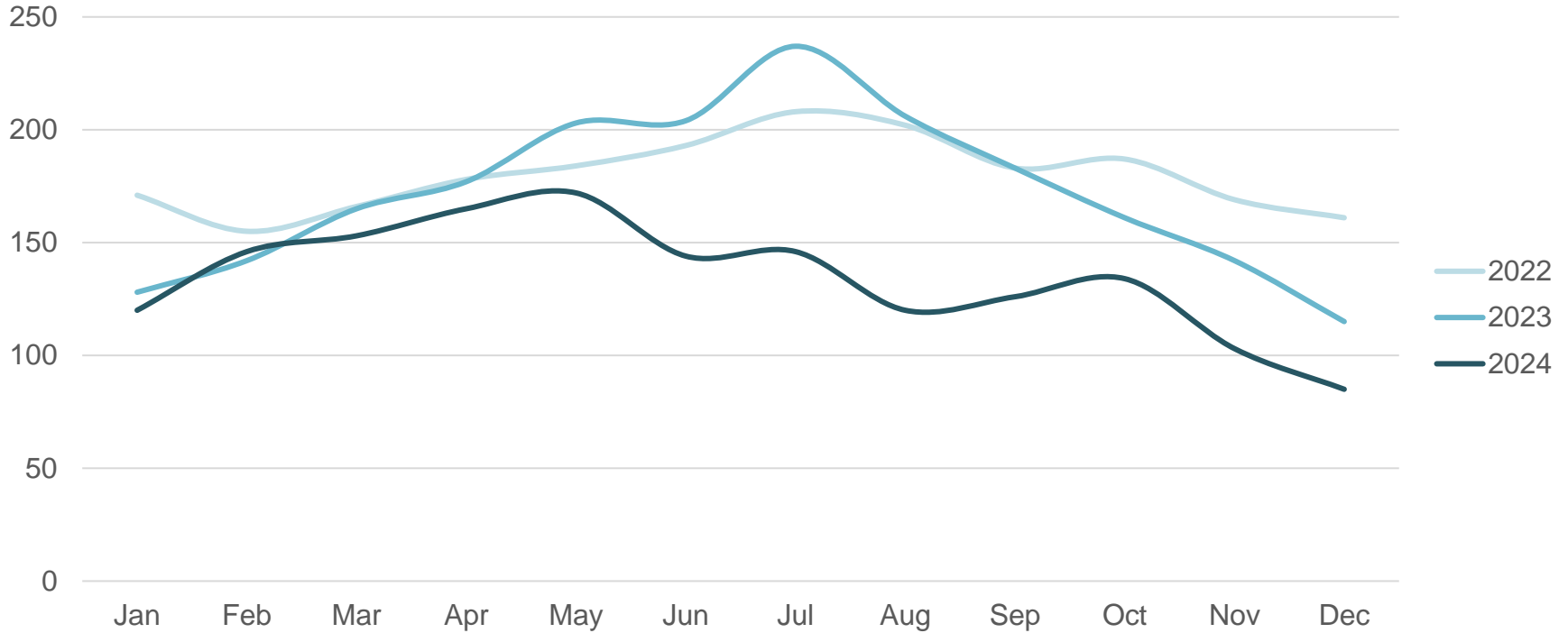
Sector

CONSTRUCTION AND
REPAIRS, HOME
FURNISHINGS



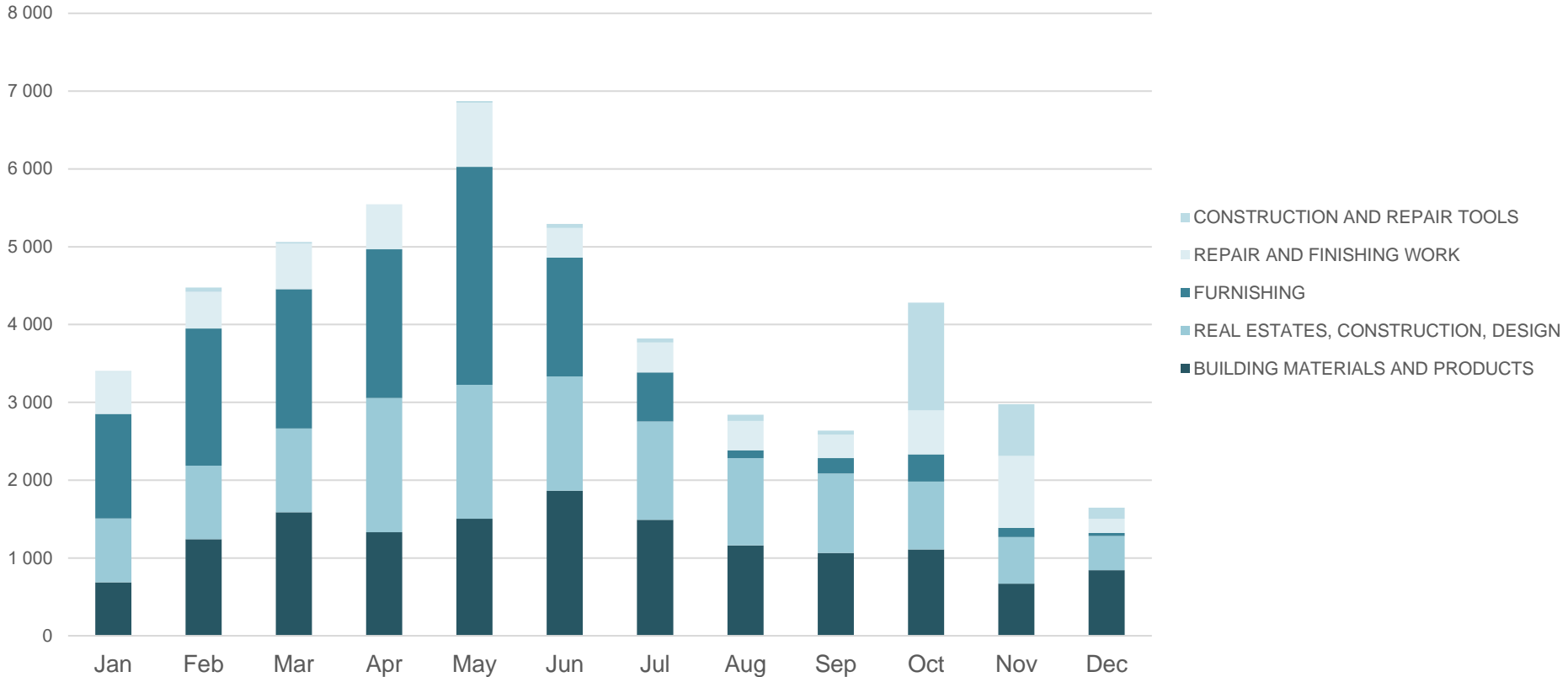
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

SEASONALITY by number of campaigns - 2022 - 2024



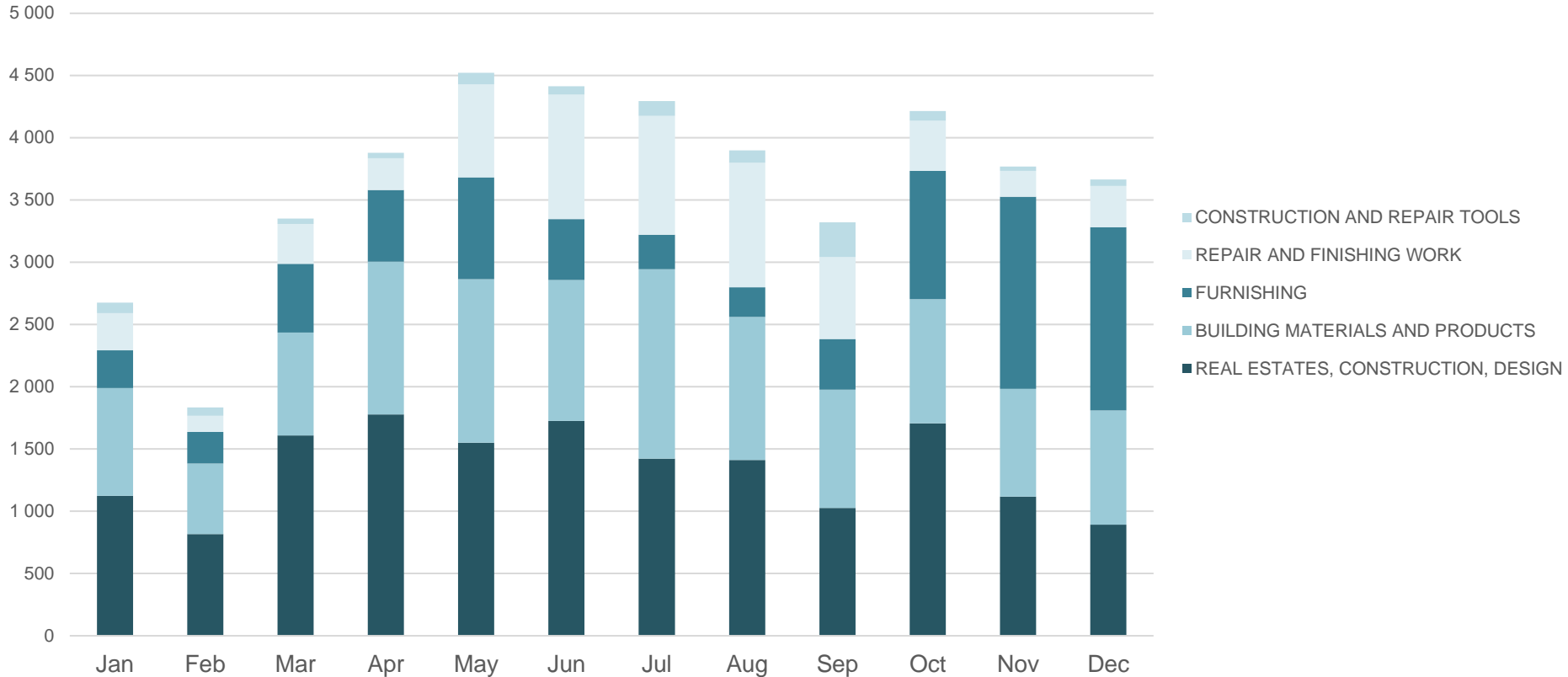
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

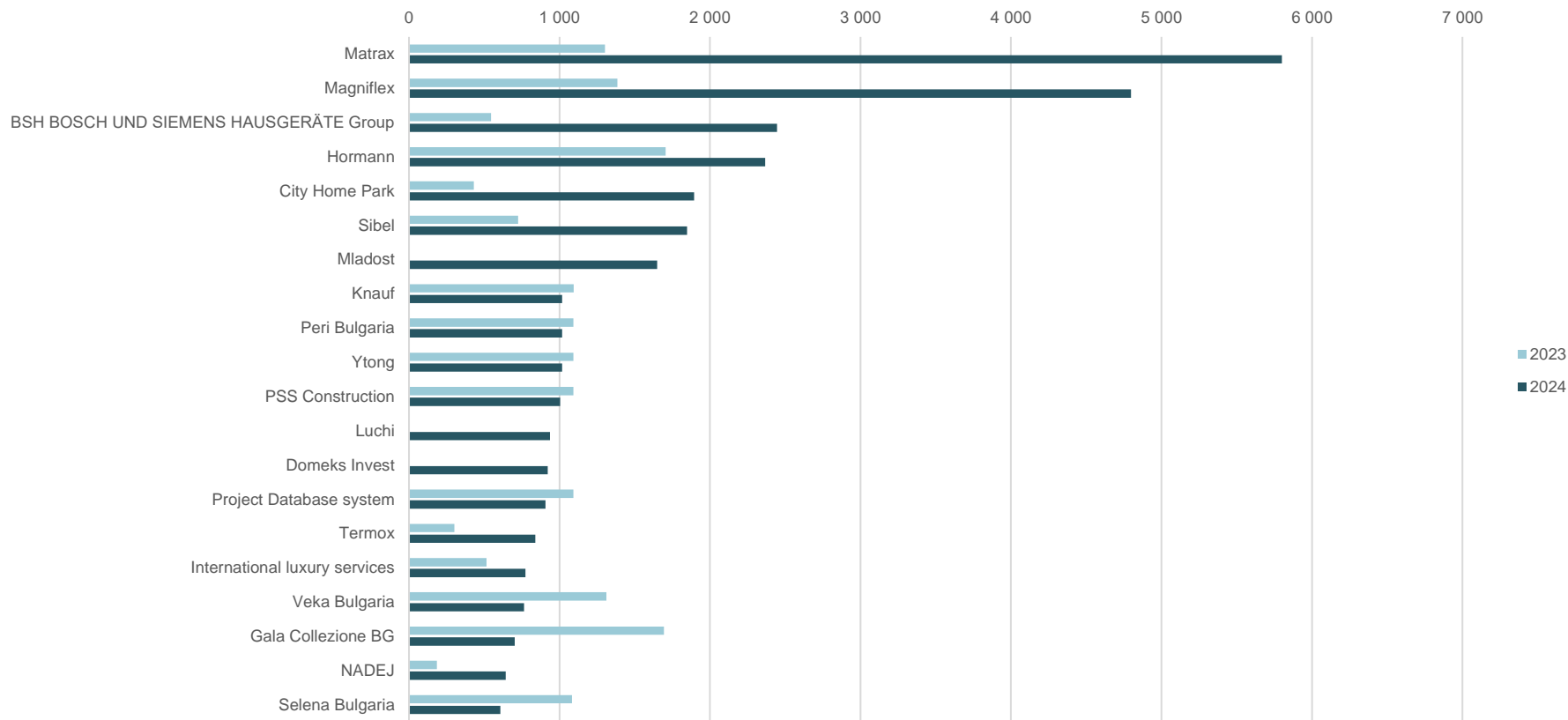
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

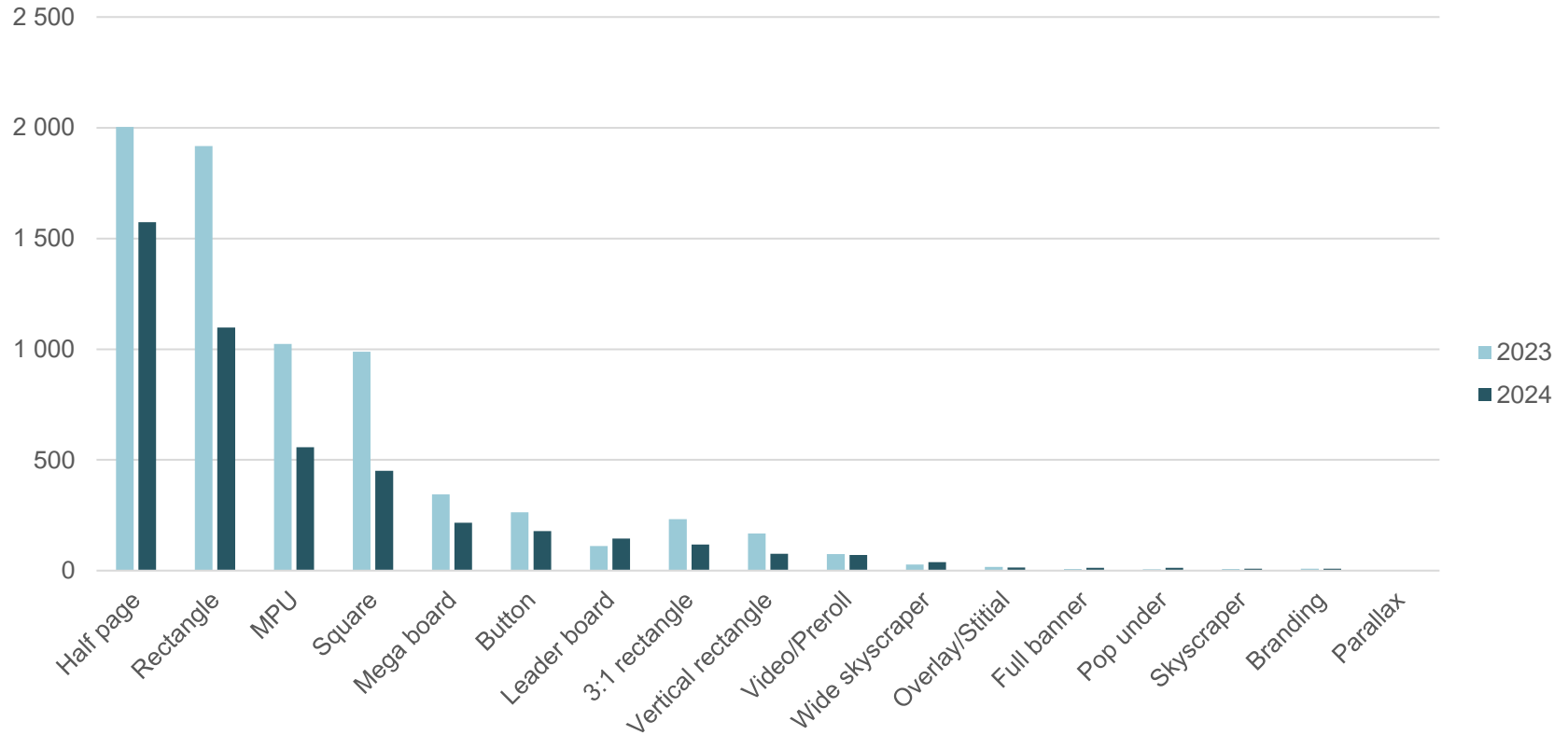
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023





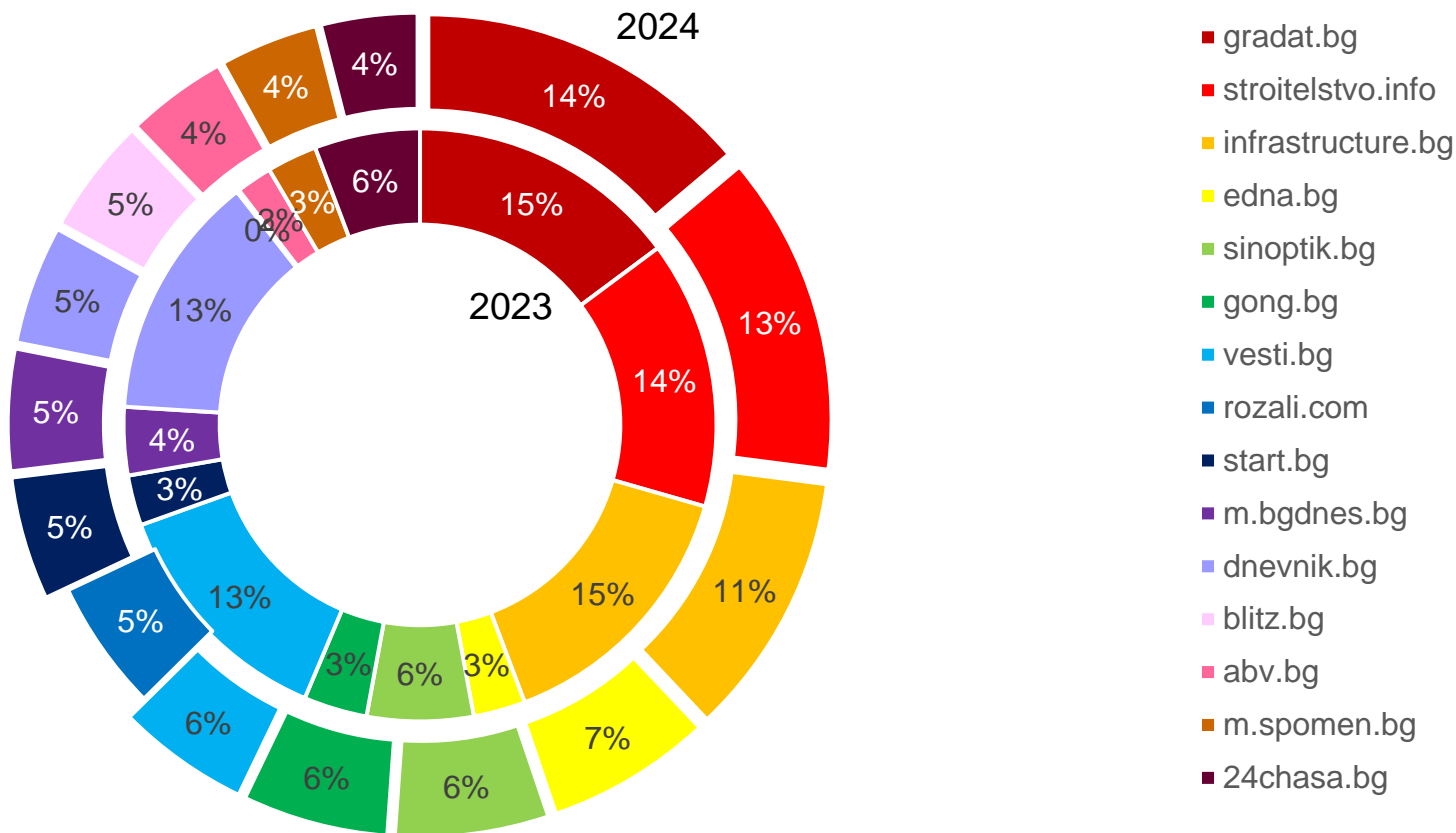
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2023 & 2024



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES by campaigns strength – 2023 & 2024

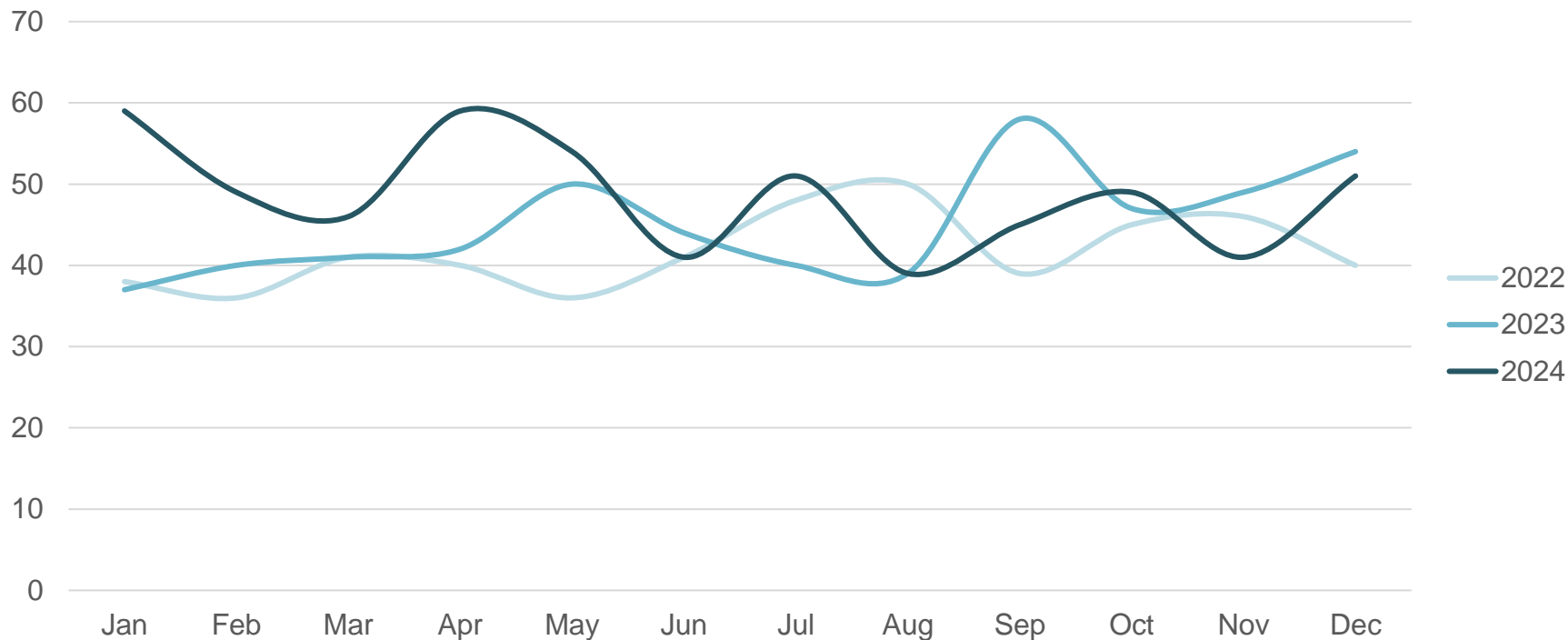


Sector

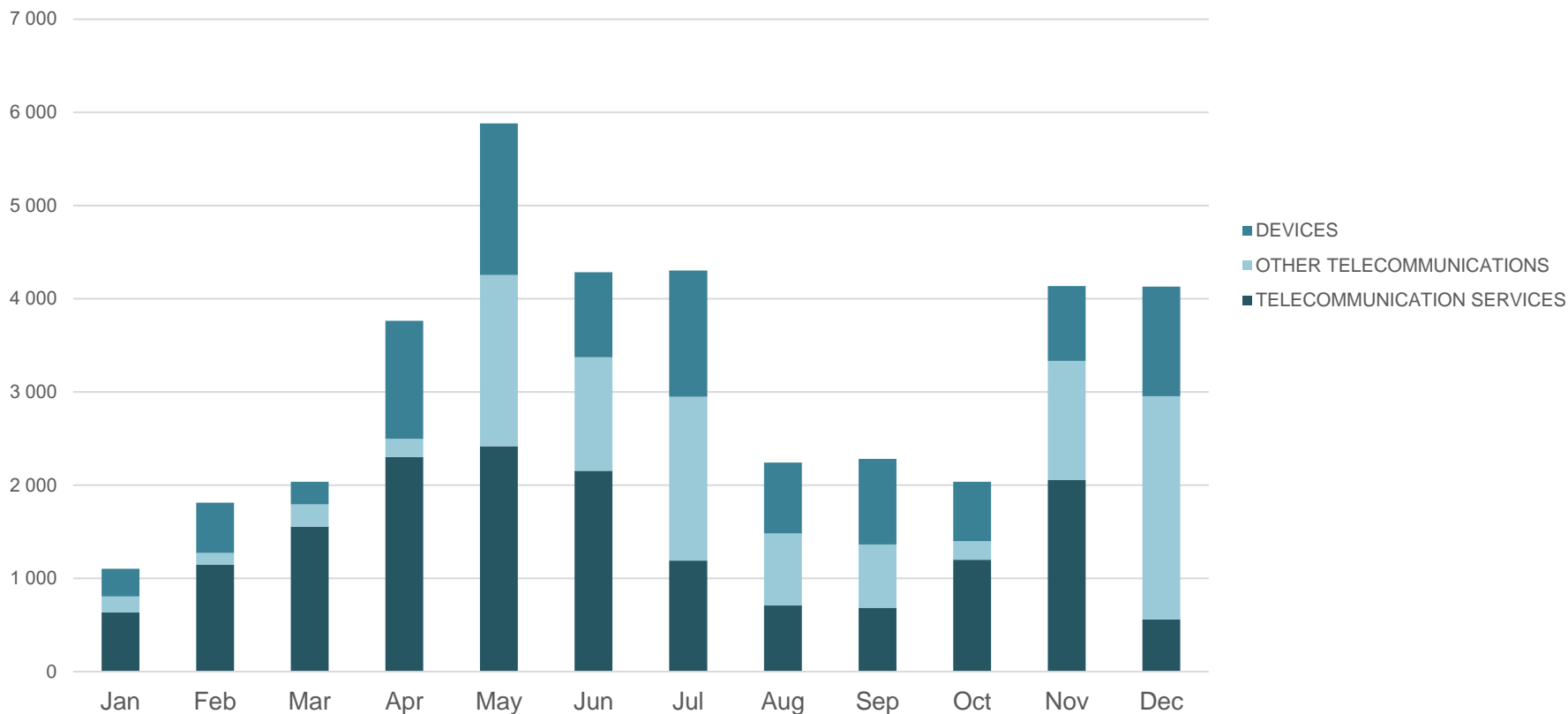
TELECOMMUNICAITONS



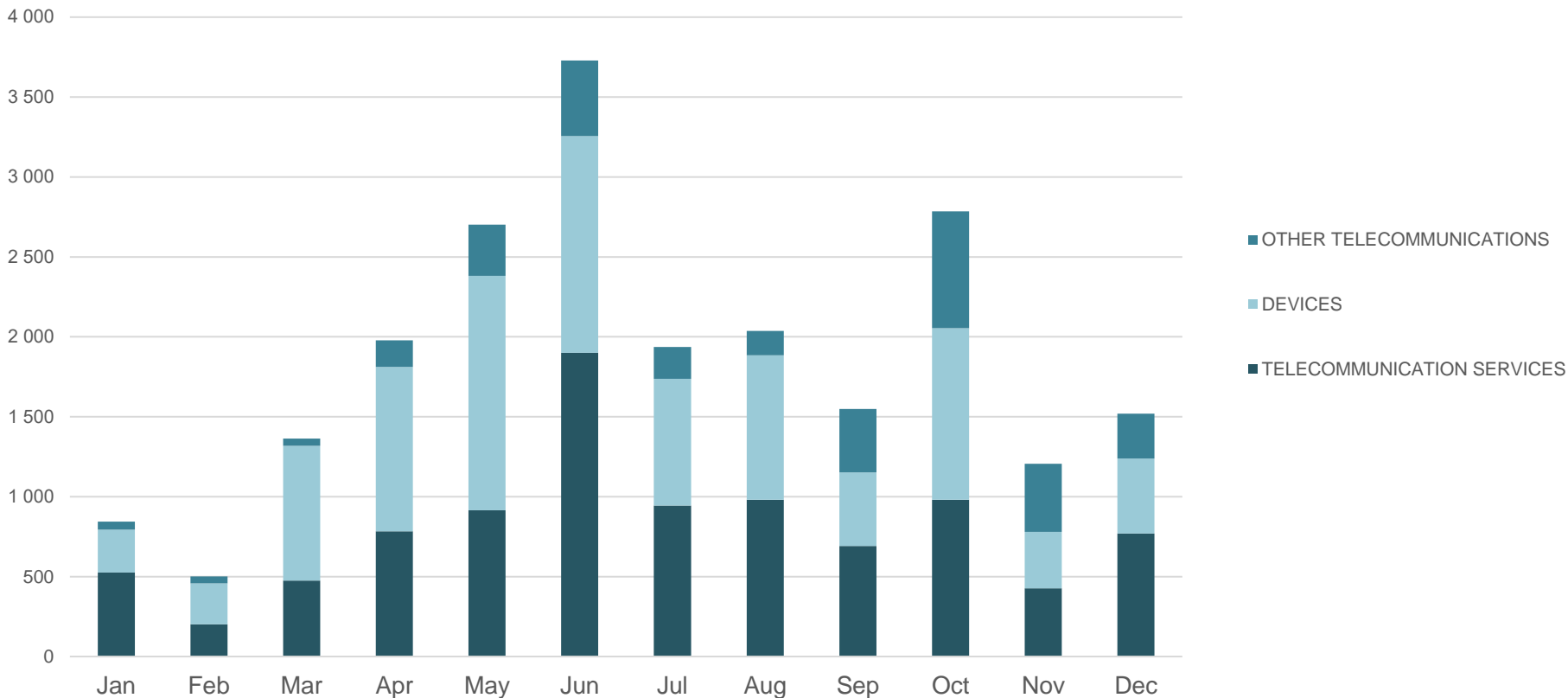
SEASONALITY by number of campaigns - 2022 - 2024



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

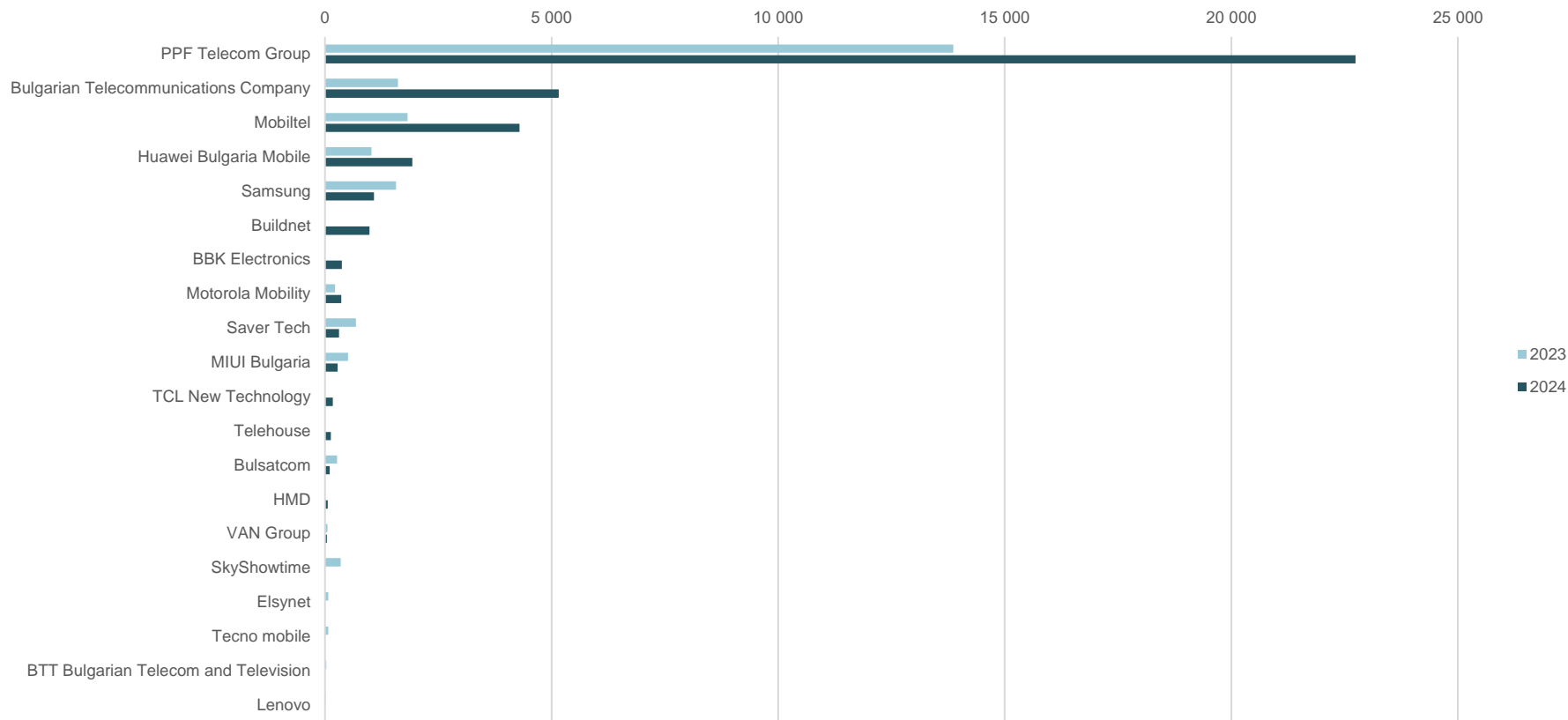


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023

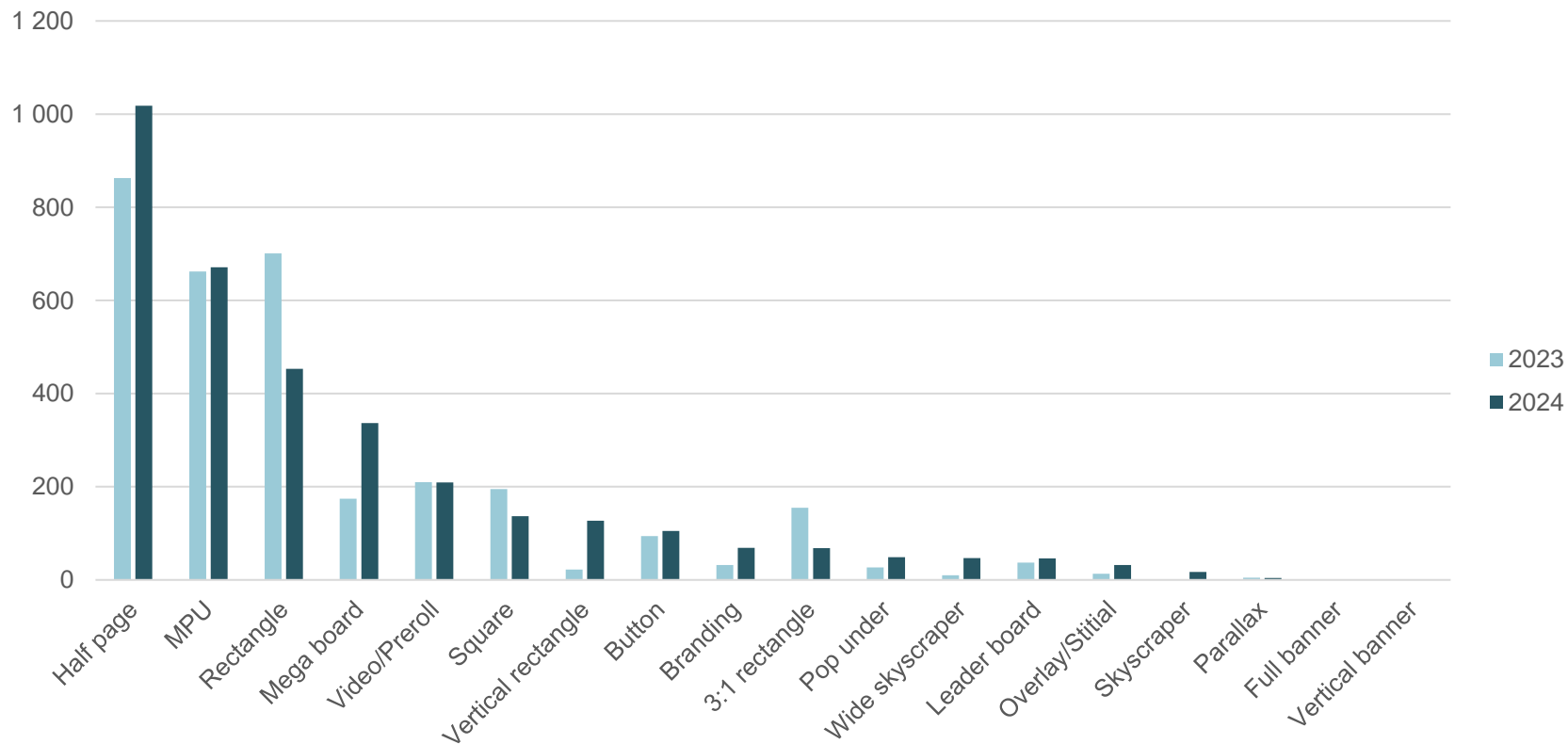




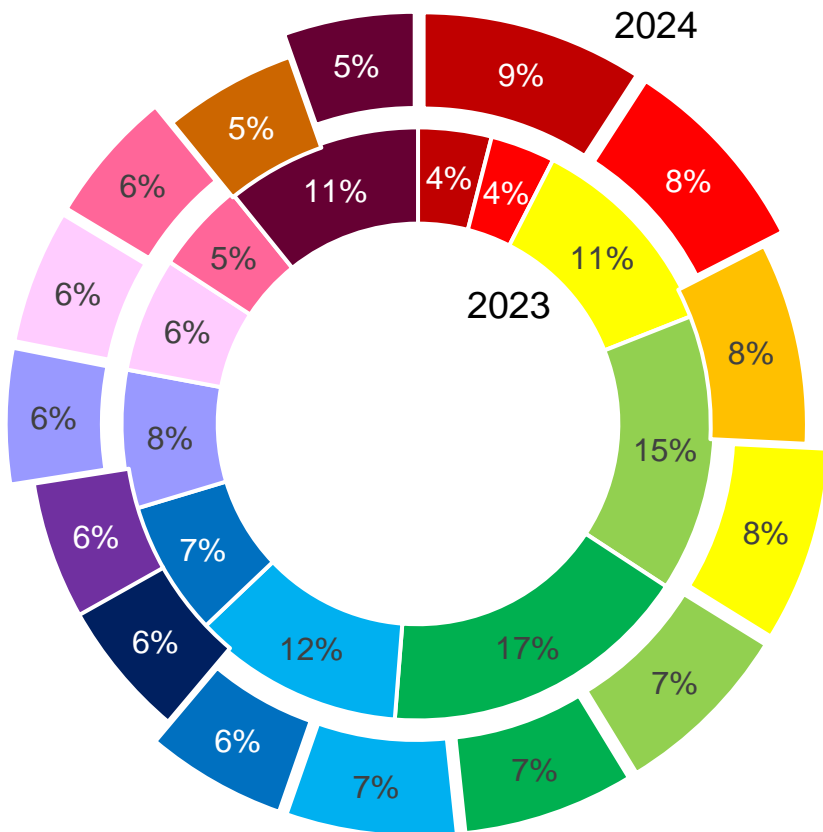
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024



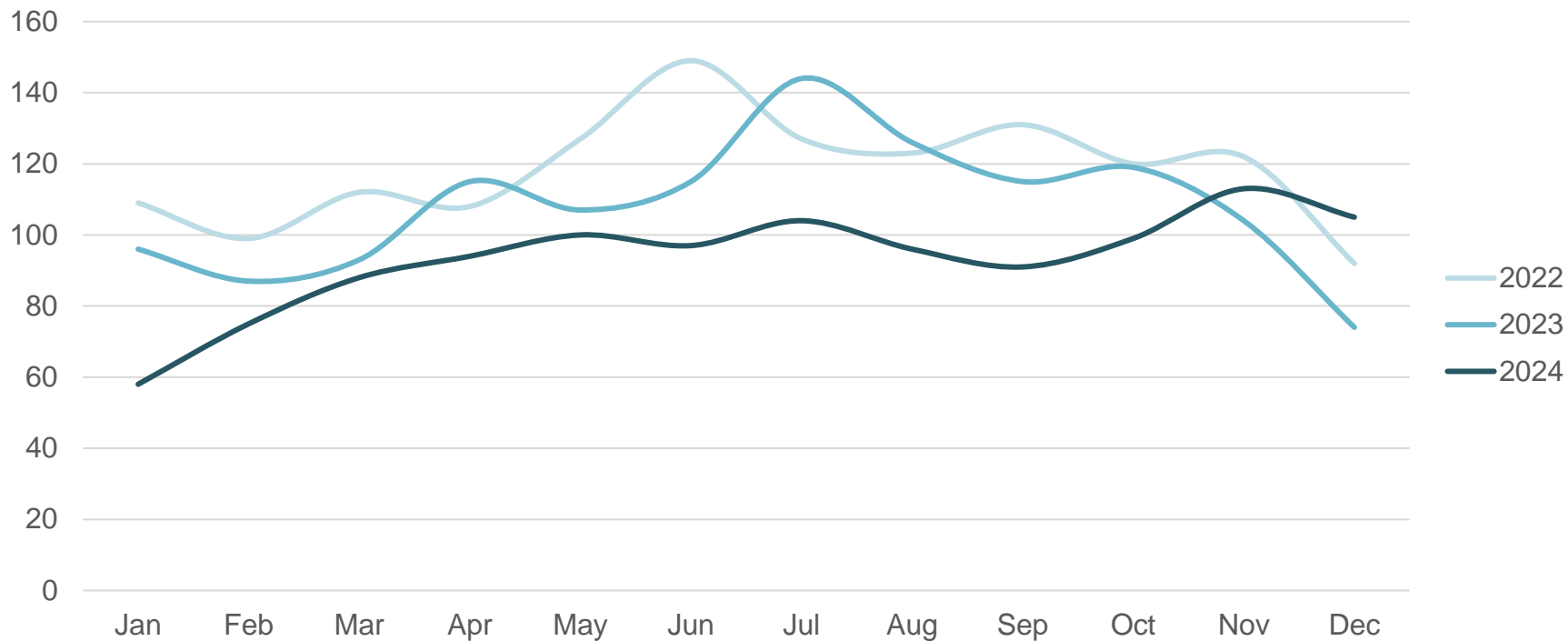
- start.bg
- edna.bg
- rozali.com
- dnesh.bg
- vesti.bg
- news.bg
- sinoptik.bg
- topsport.bg
- tialoto.bg
- gol.bg
- btv.bg
- 24chasa.bg
- actualno.com
- dama.bg
- gong.bg



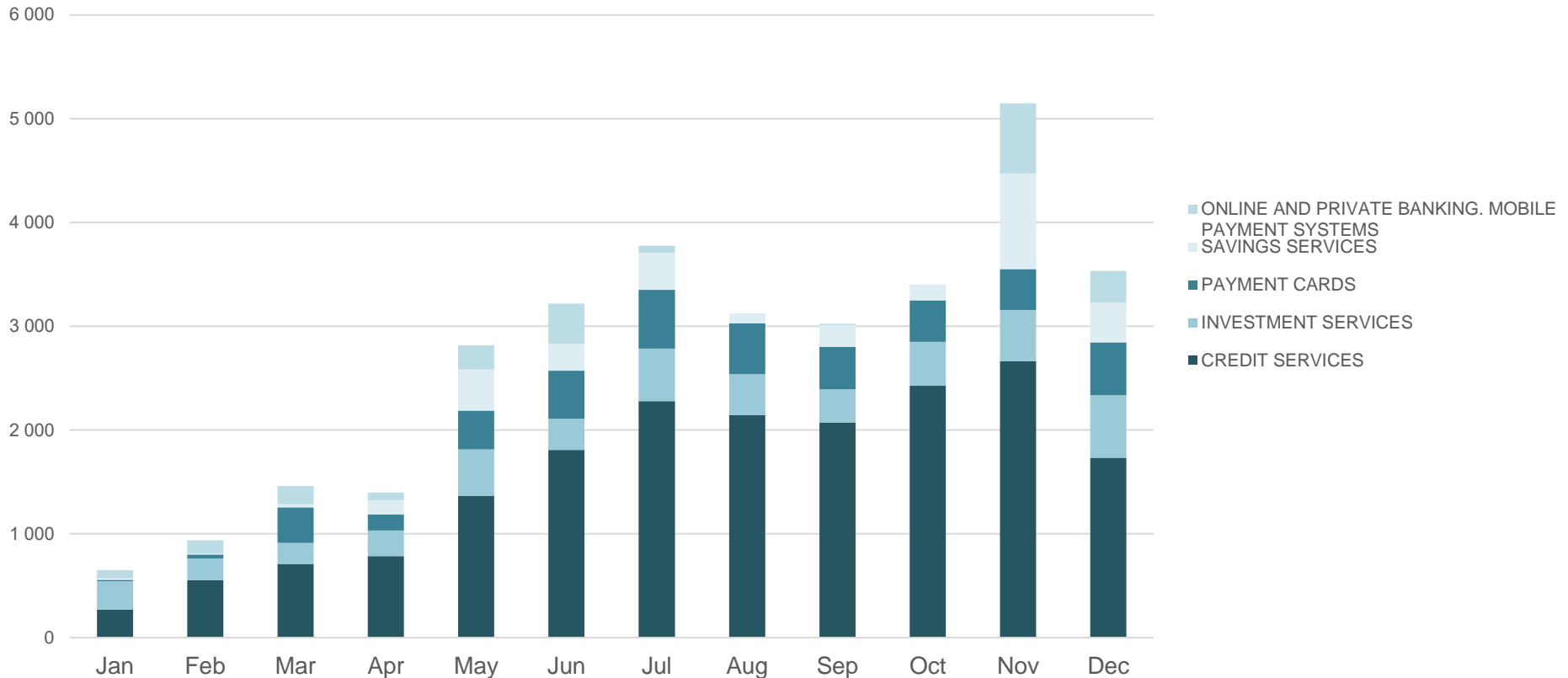
Sector

FINANCIAL SERVICES

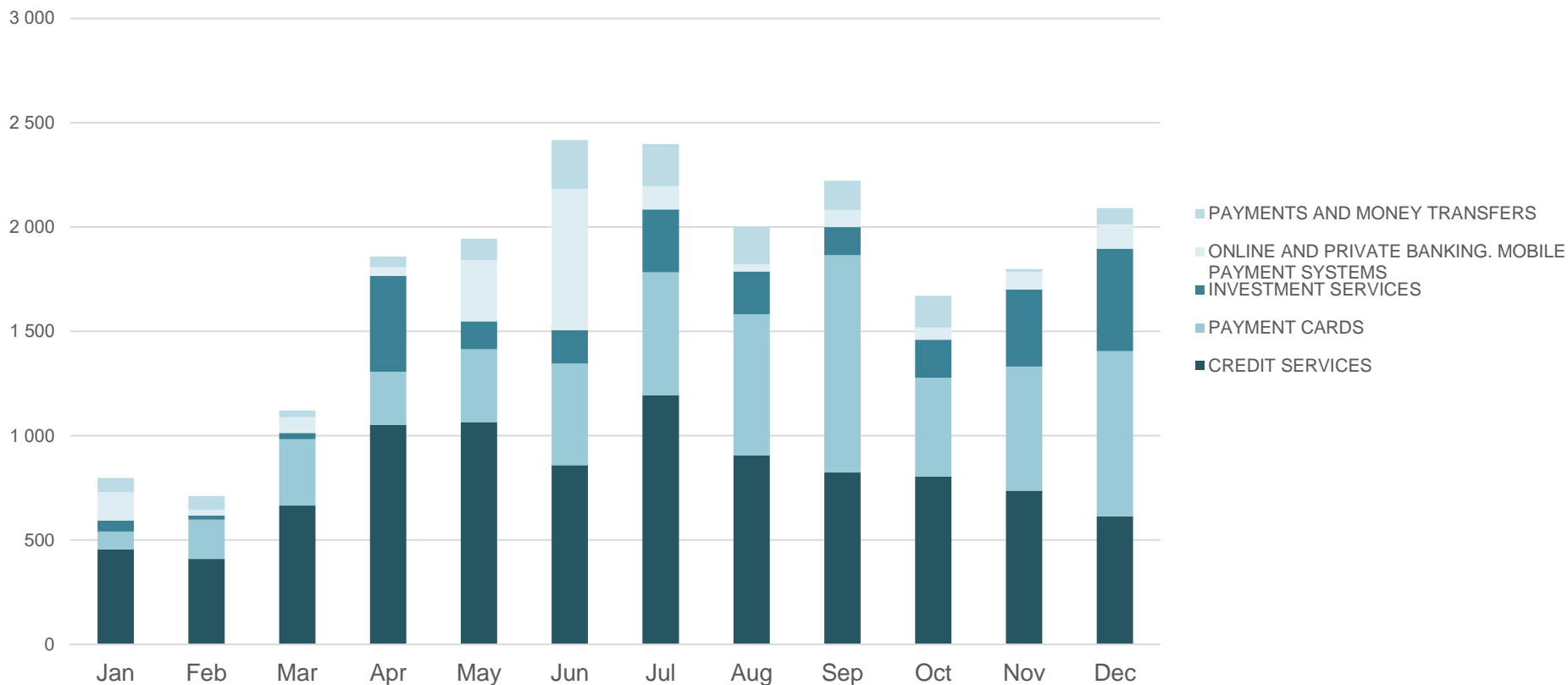
SEASONALITY by number of campaigns - 2022 - 2024



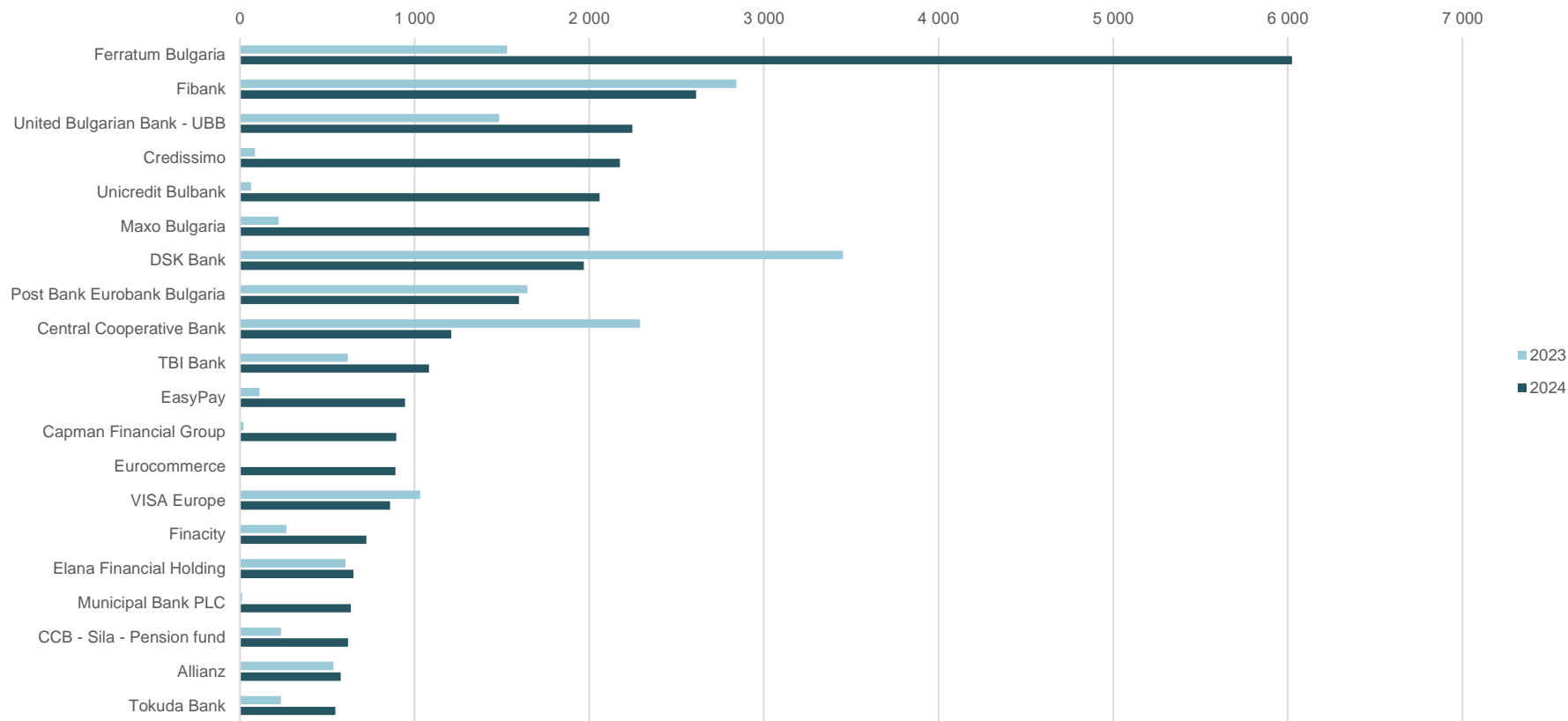
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024



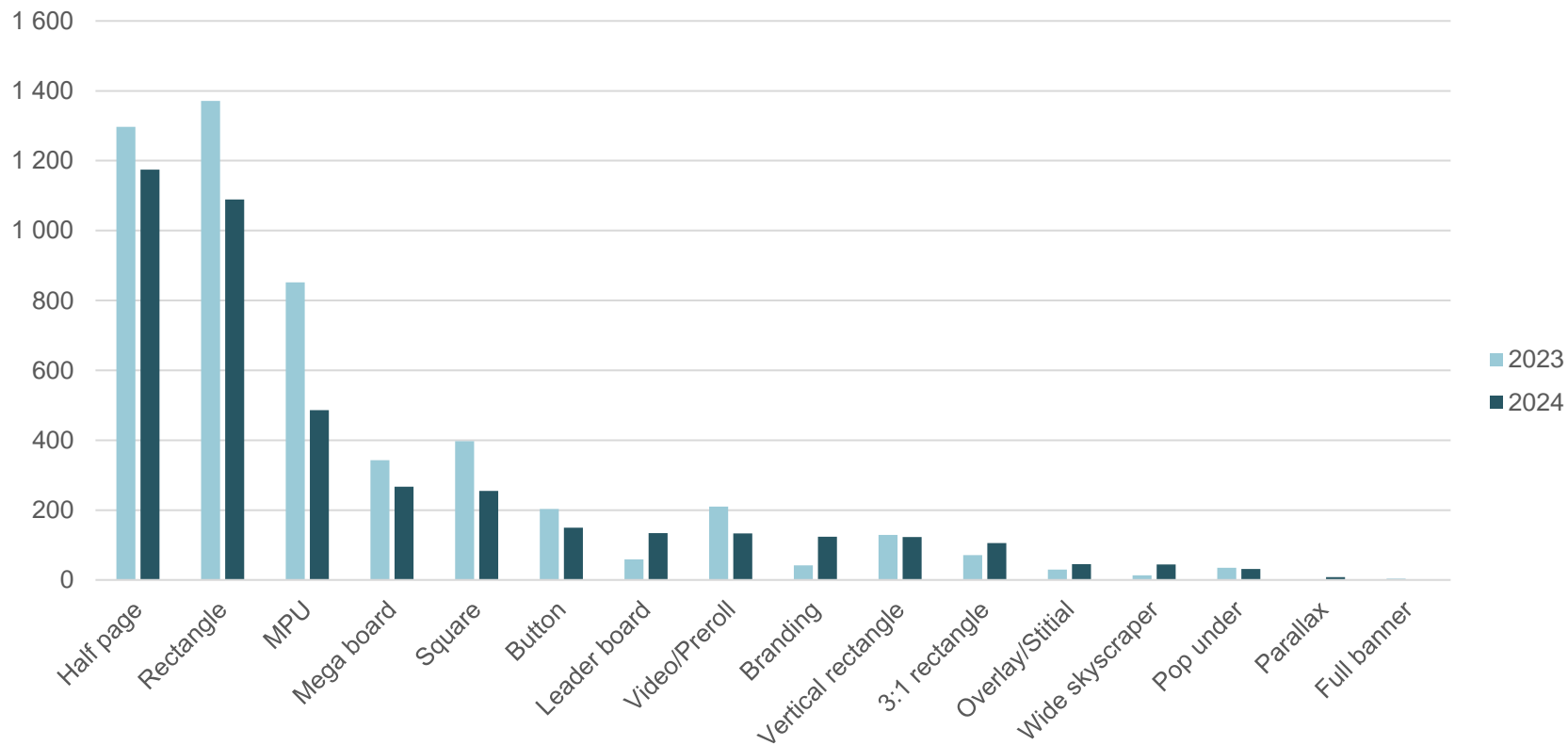
TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



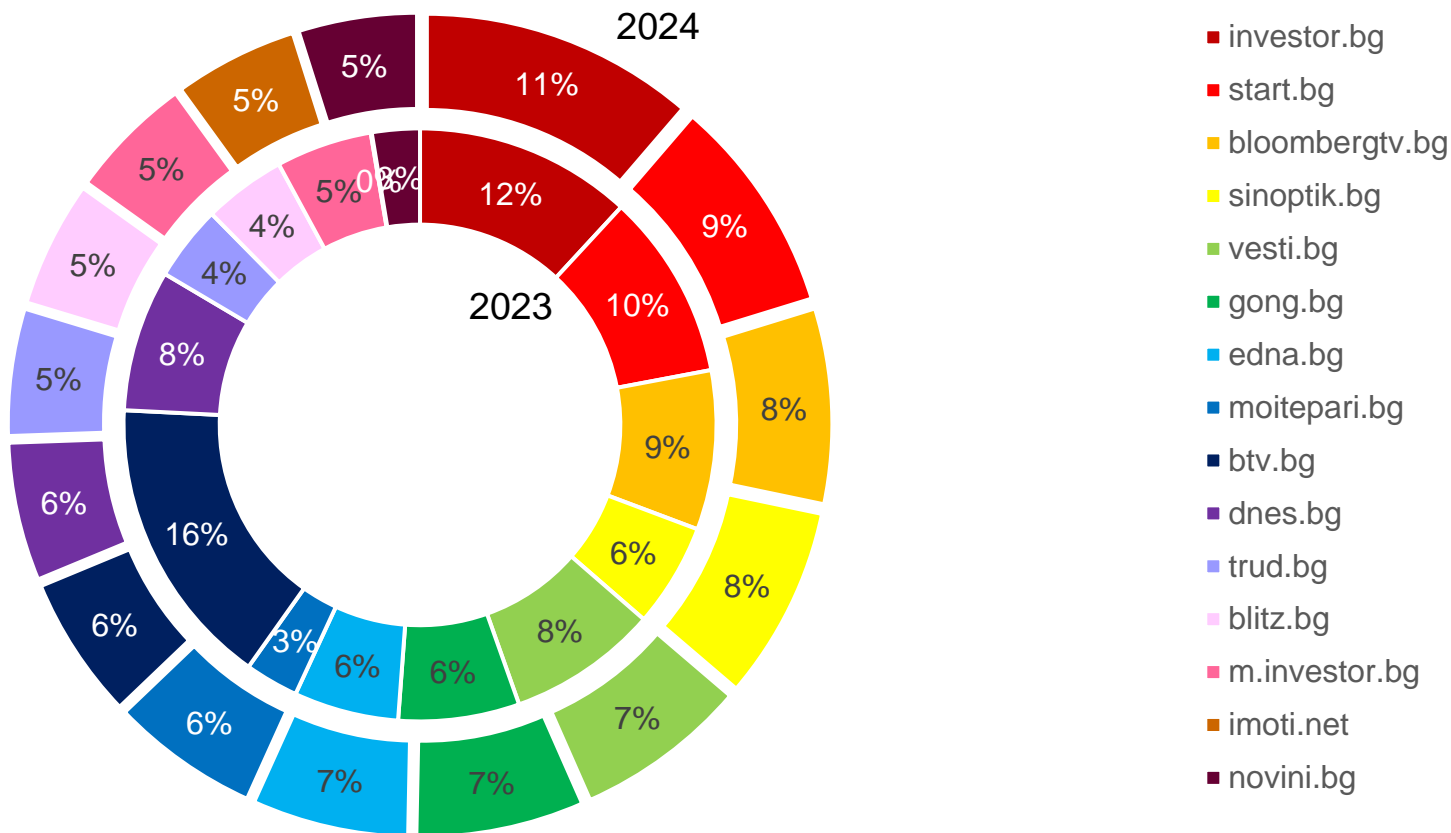
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024

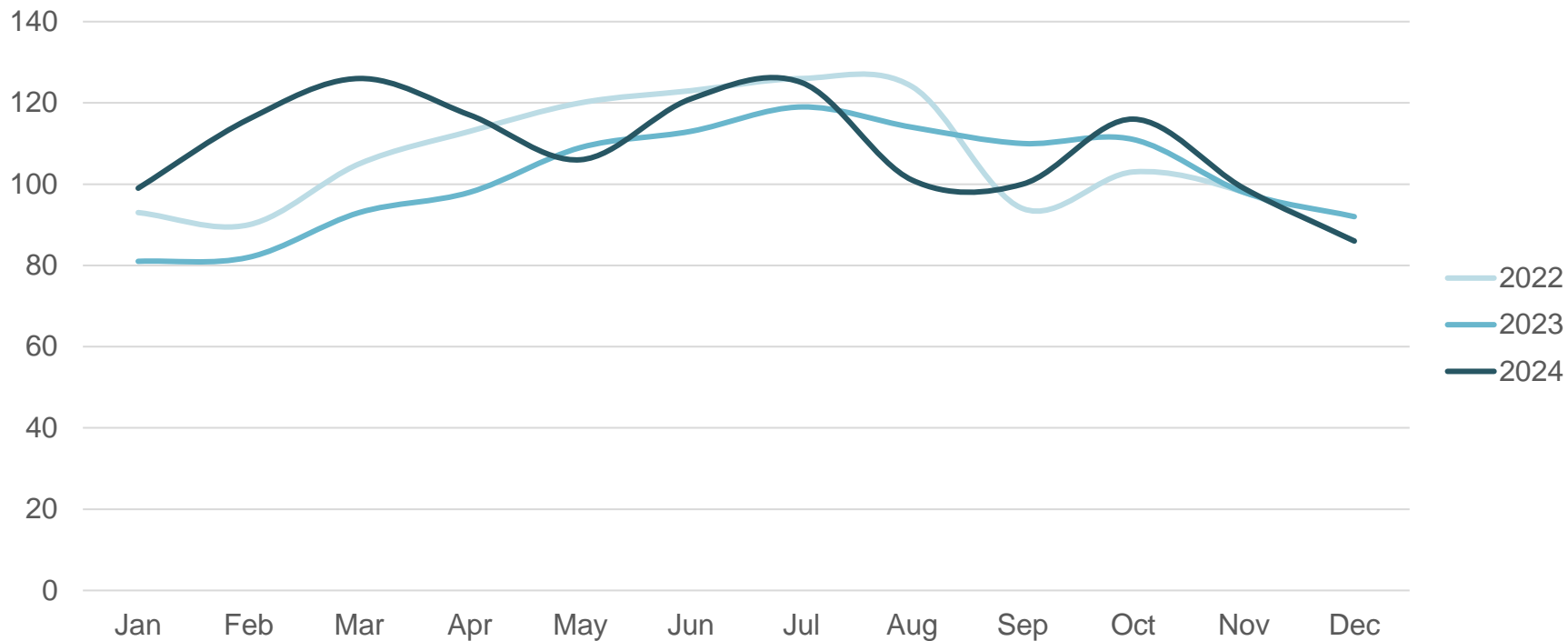


Sector

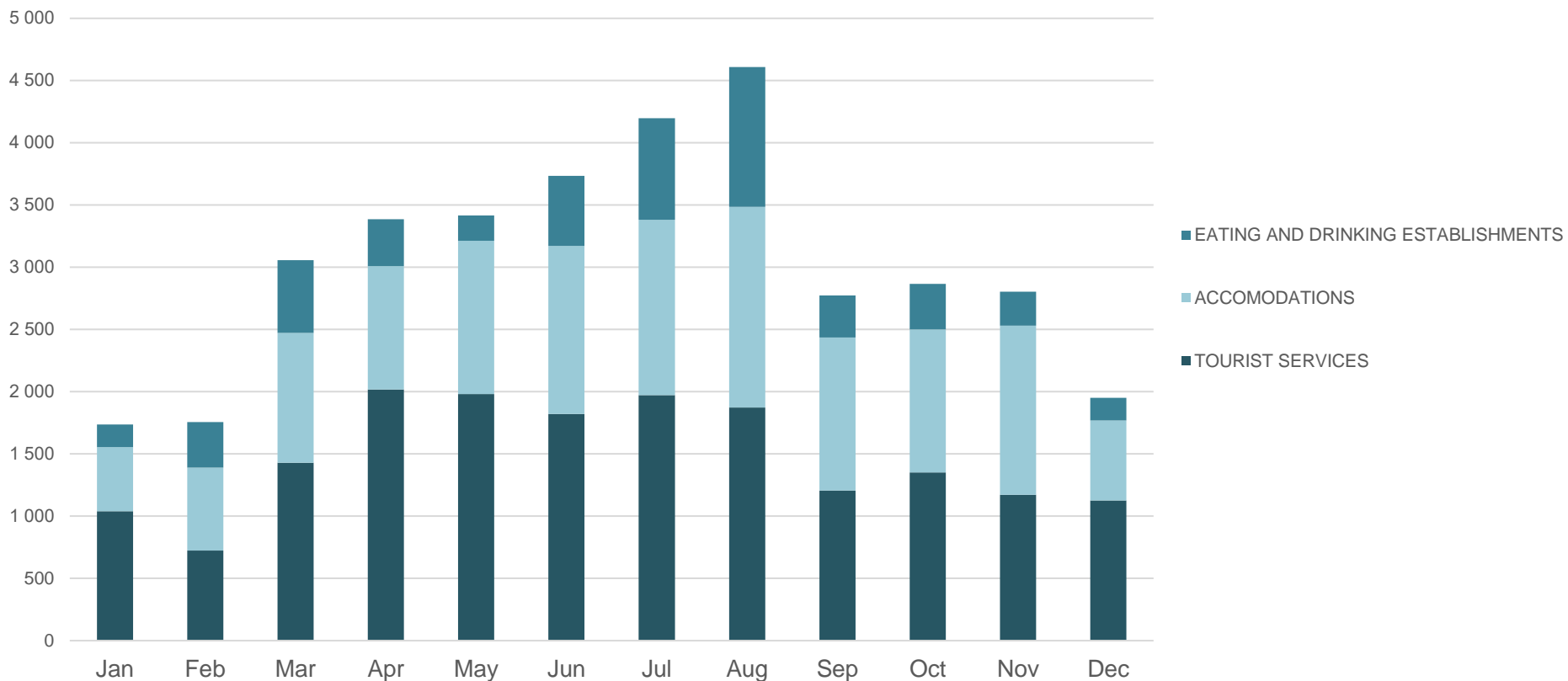
TOURISM



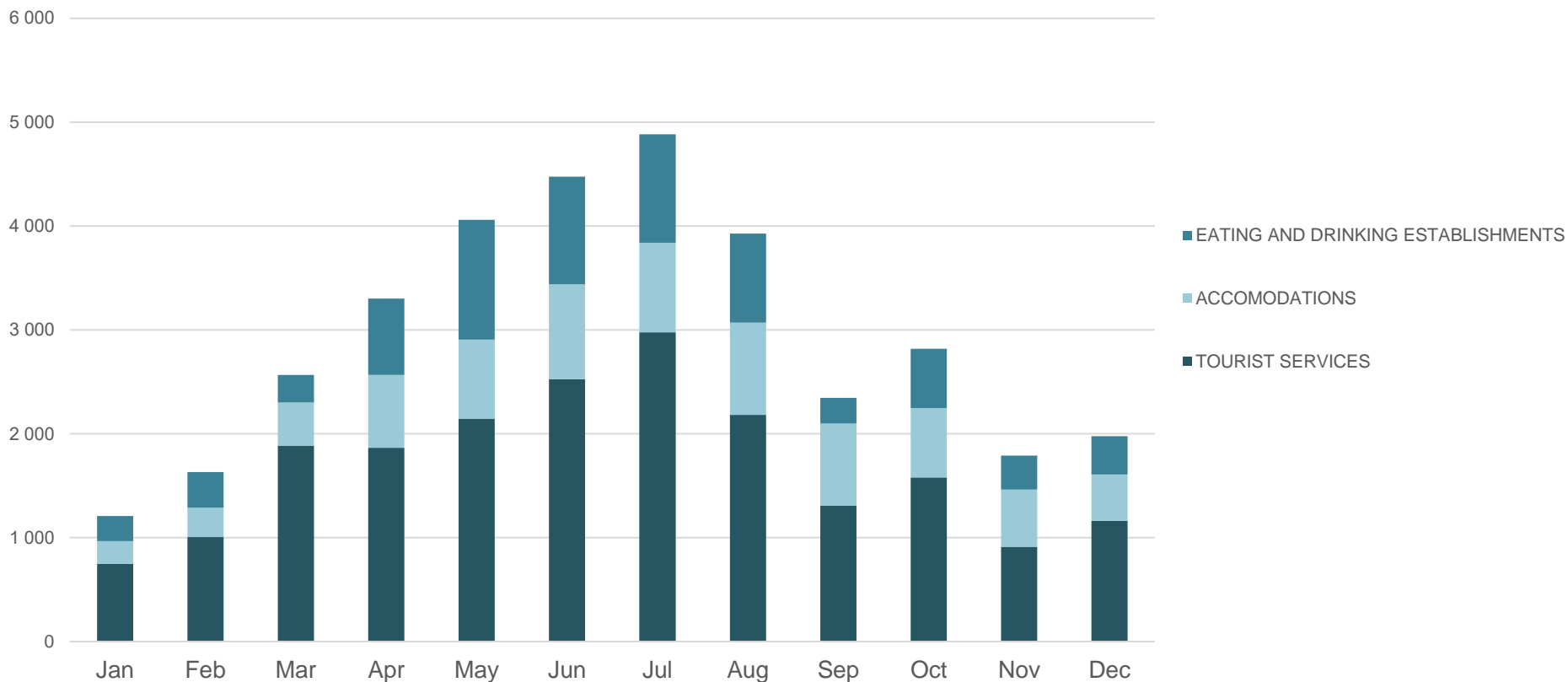
SEASONALITY by number of campaigns - 2022 - 2024



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

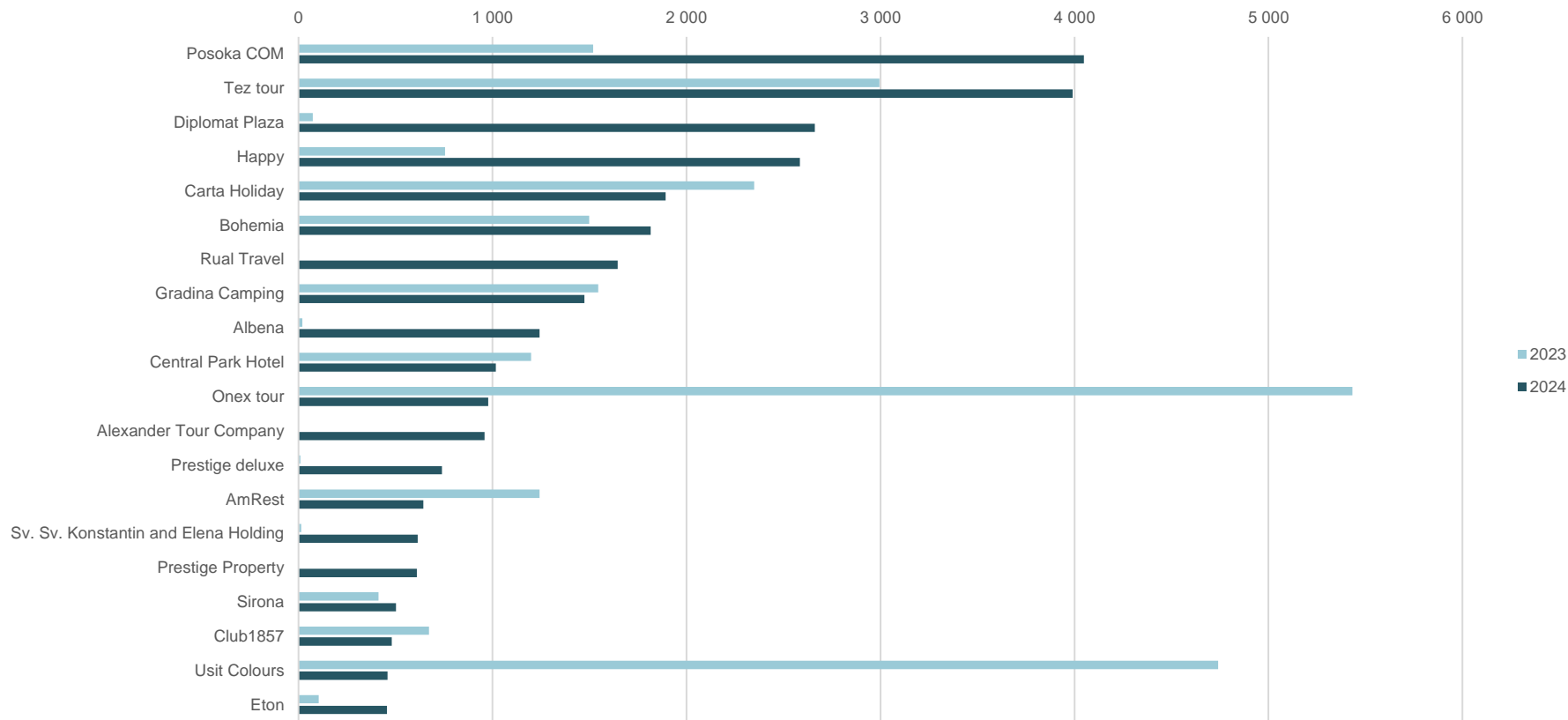


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2023



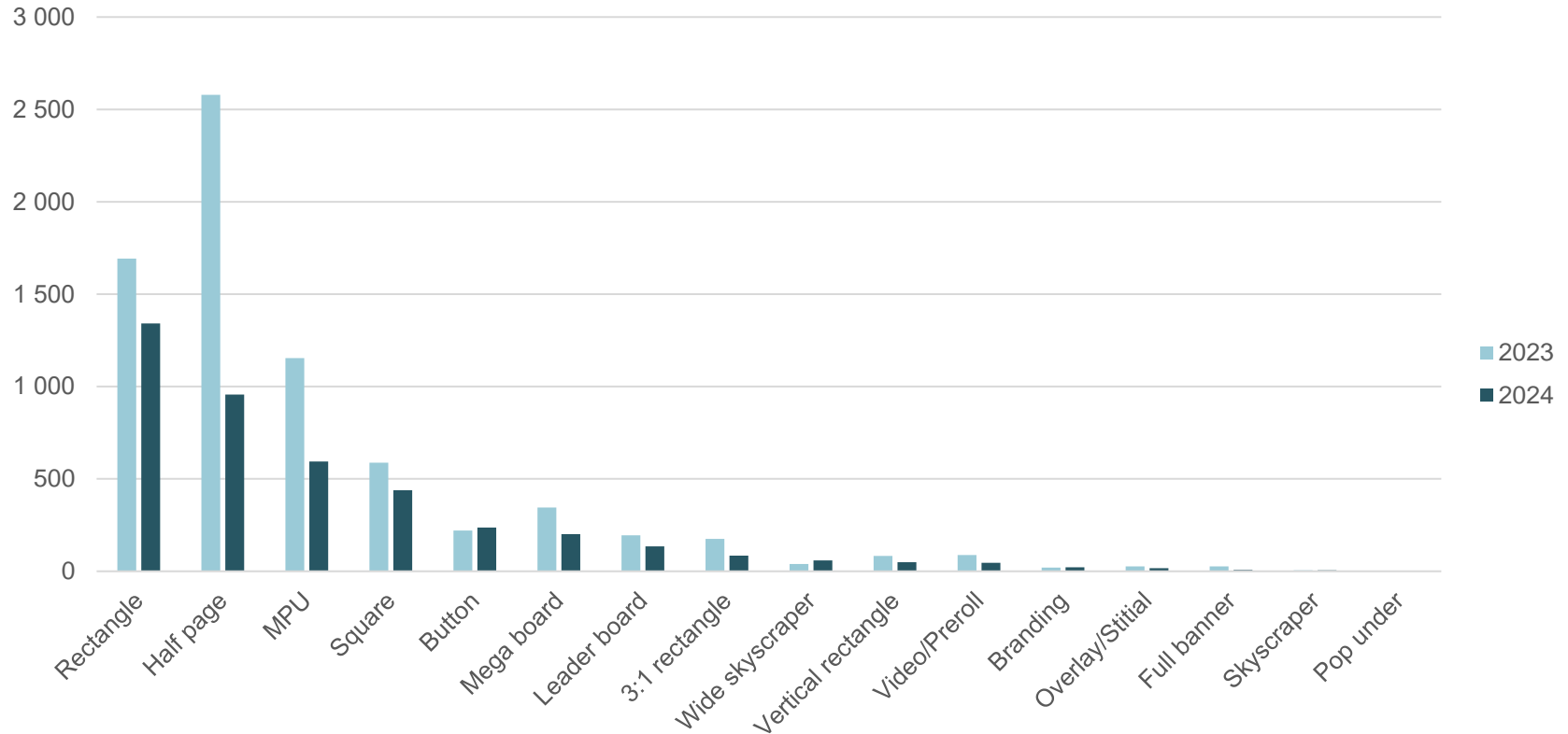


20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024

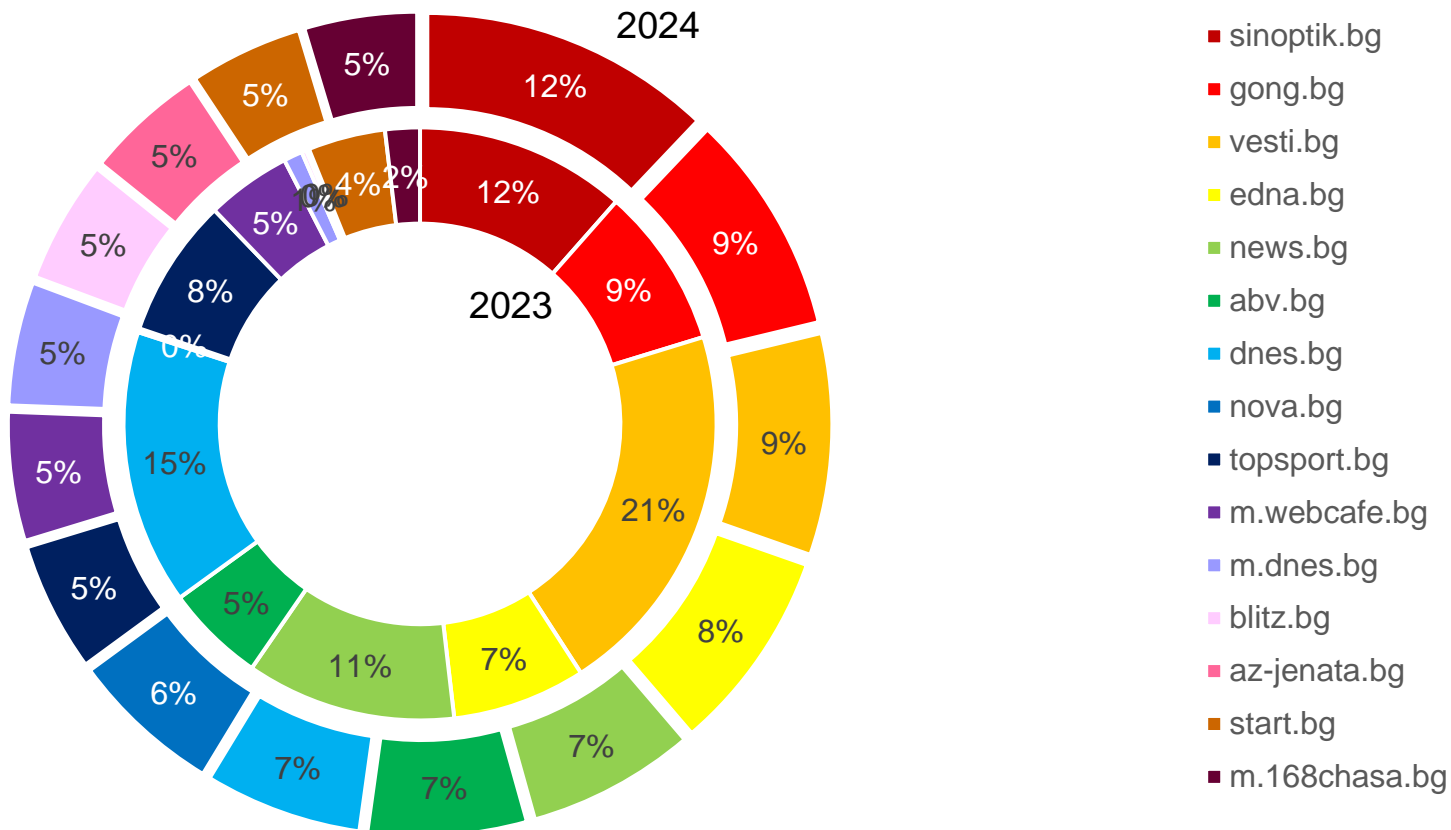




BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024



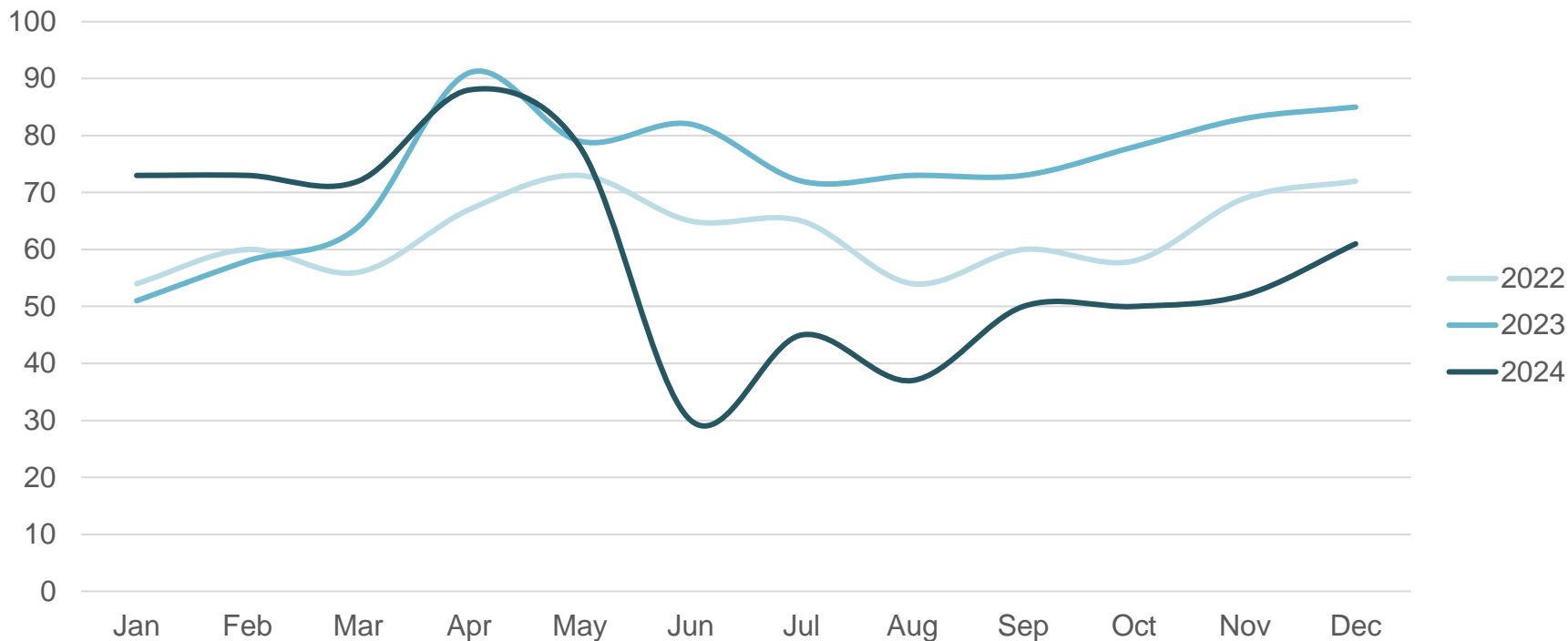
Sector

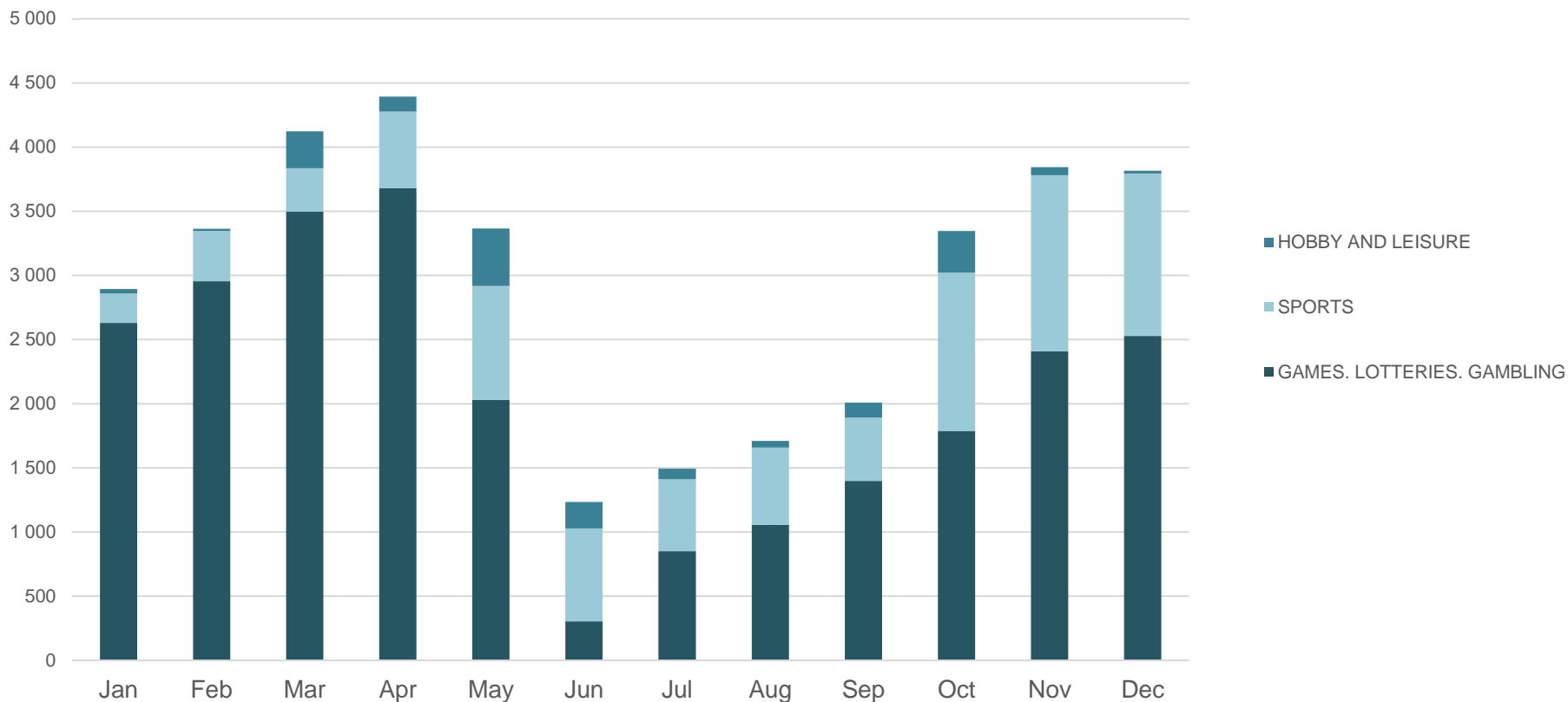
SPORTS. GAMES.
LEISURE ACTIVITIES

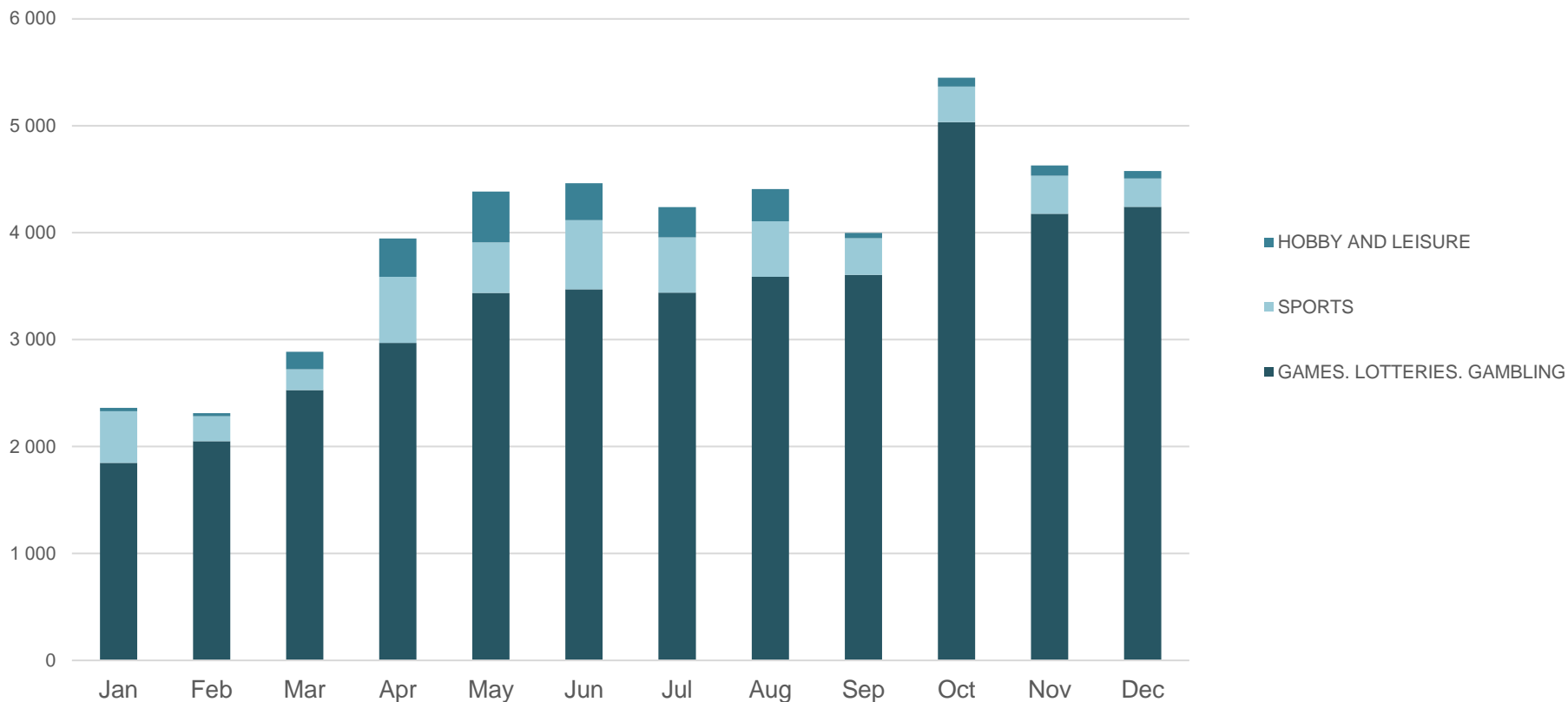


SPORTS. GAMES. LEISURE ACTIVITIES

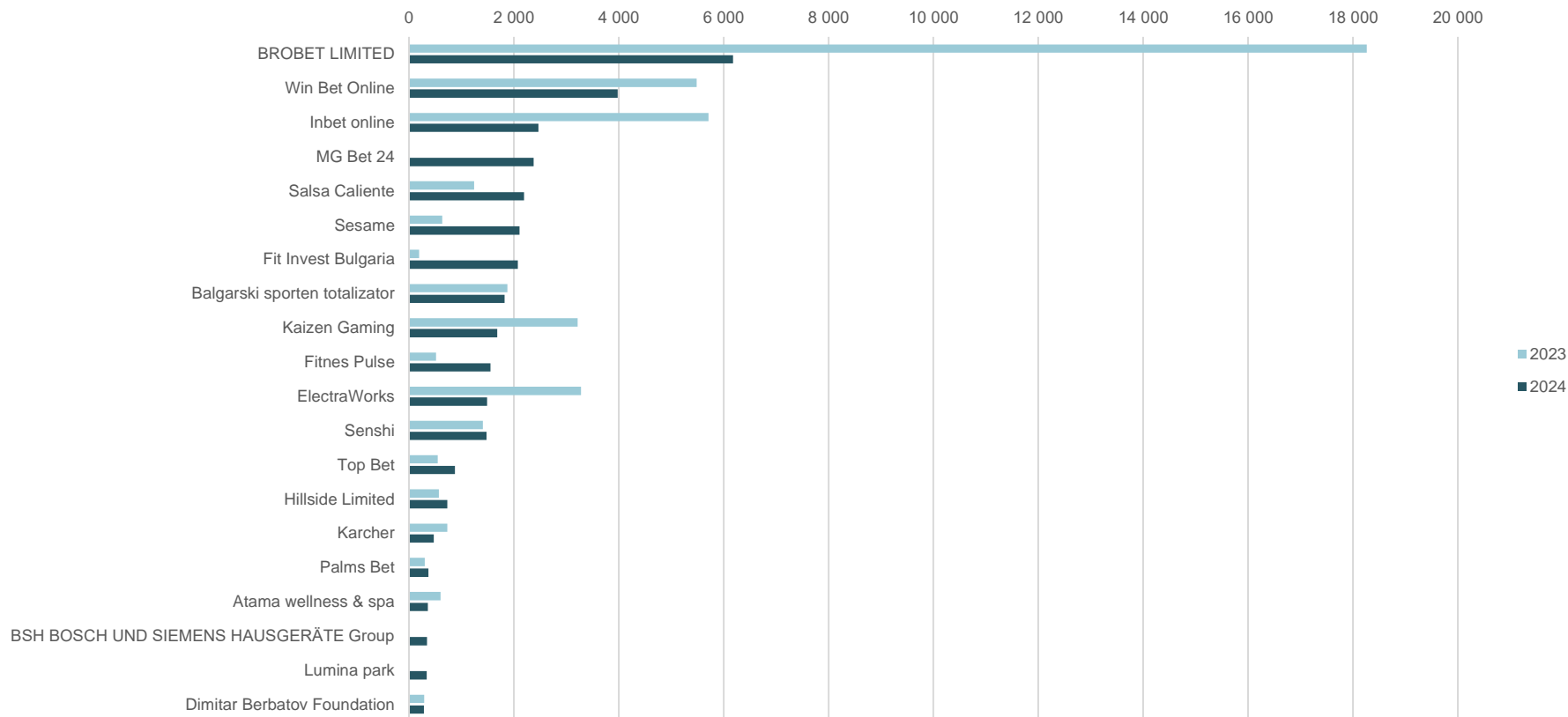
SEASONALITY by number of campaigns – 2022 - 2024



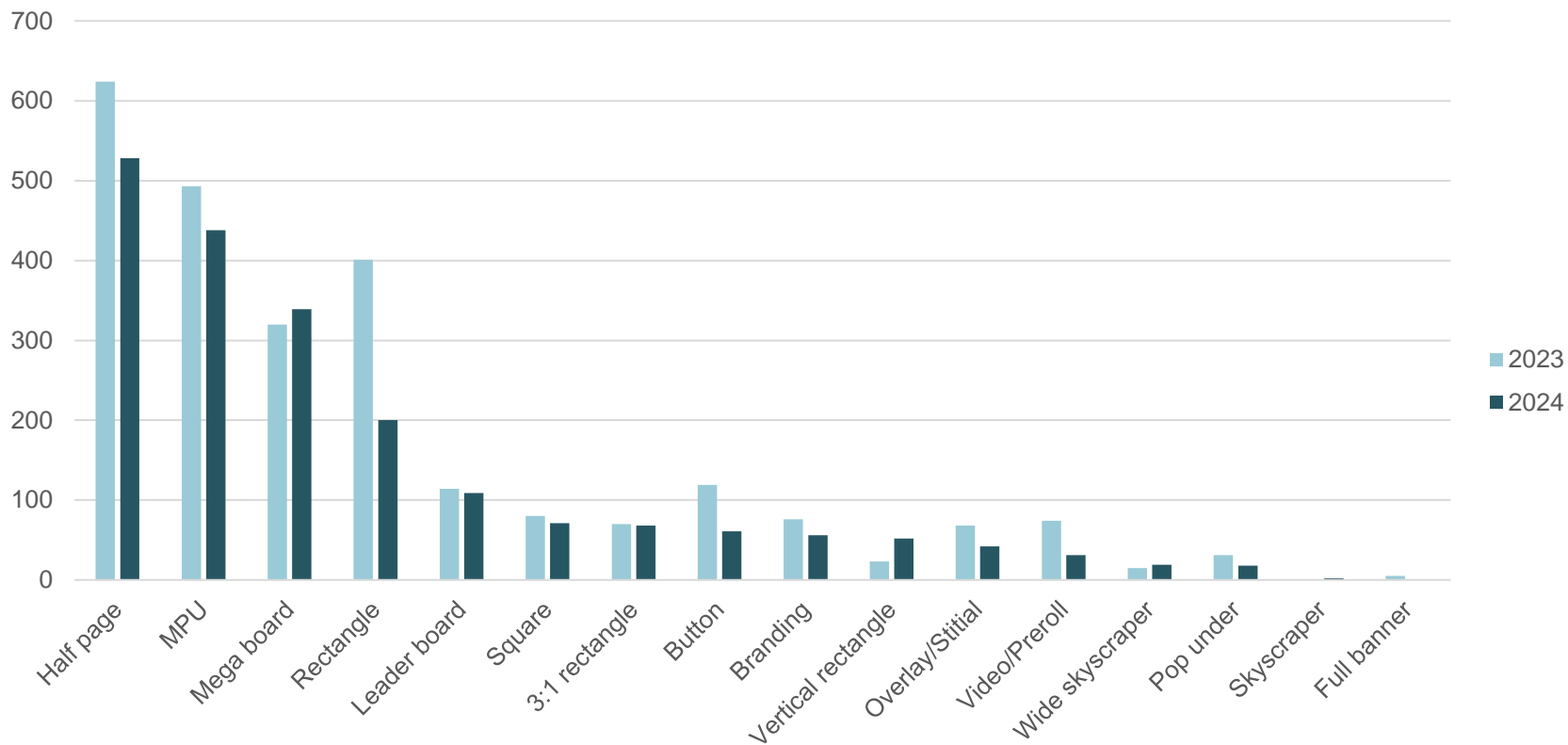




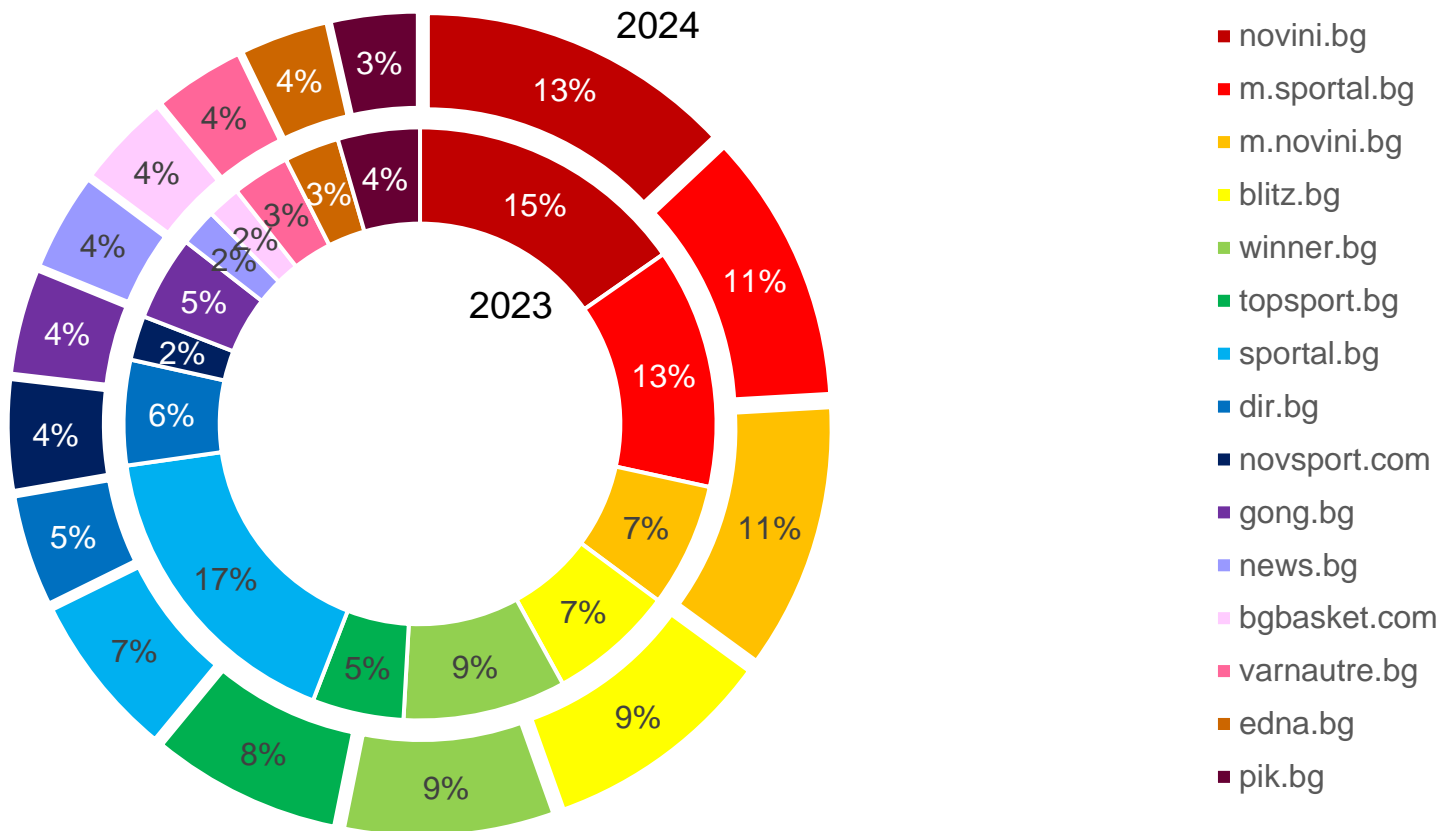
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2023 & 2024



BANNER FORMATS by number of creatives – 2023 & 2024



TOP 15 WEBSITES by campaigns strength – 2023 & 2024





Banner Monitoring

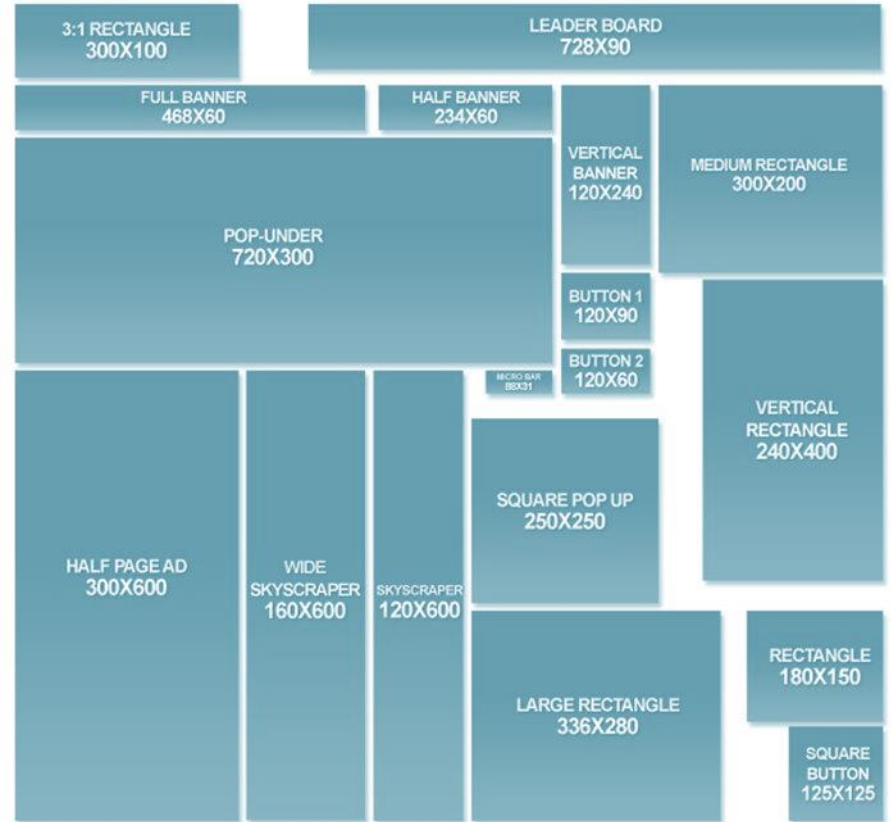


03 Legend

1. Used formats – based on IAB standards (see the chart).

- 300x250 = MPU
- All other sizes are aligned to the closest IAB format

2. Campaigns strength – function that weights campaigns by used sites and days of activity



For more information you can contact us on:

stefan@webnewsagent.com

+ 359 888 510027

bannermonitoring.com

Stefan Stefanov





Thank you!