



Banner Monitoring

Market overview 2025





Banner Monitoring

01

General market overview

02

**Overview by TOP 10
sectors**

03

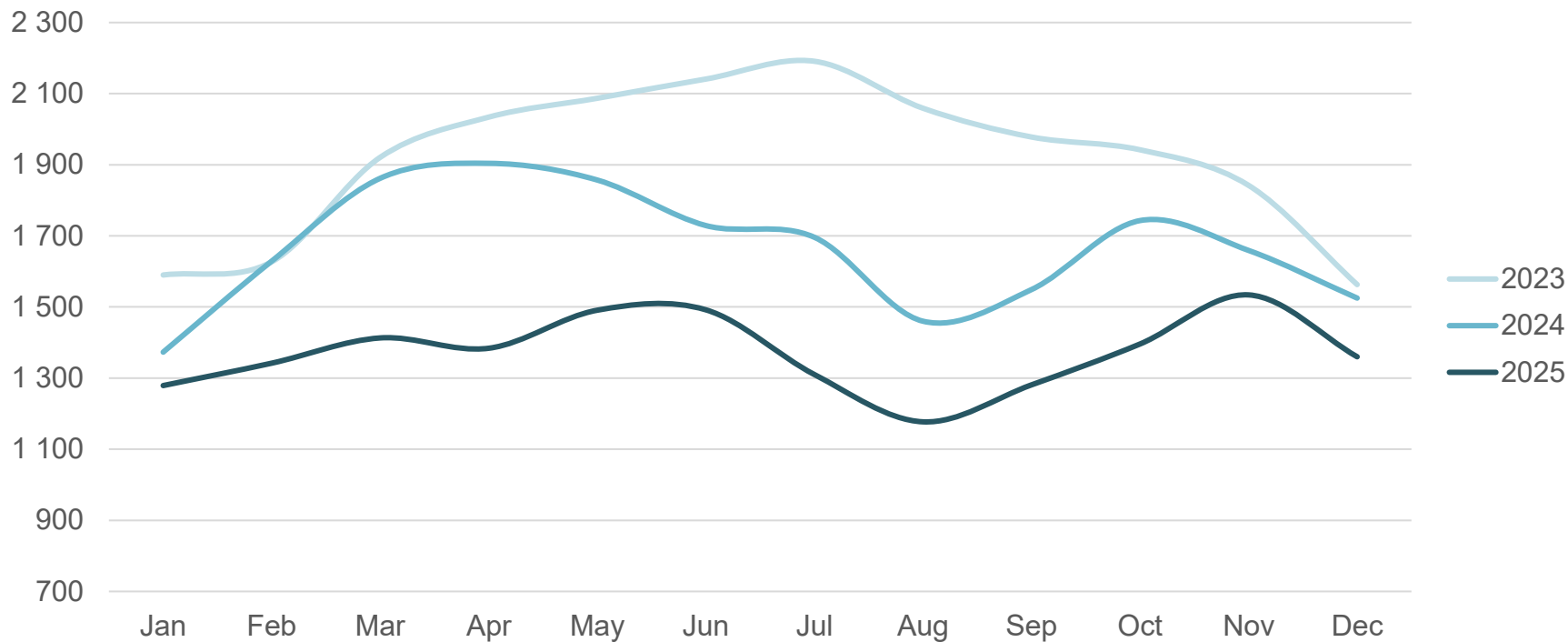
Legend



Banner Monitoring

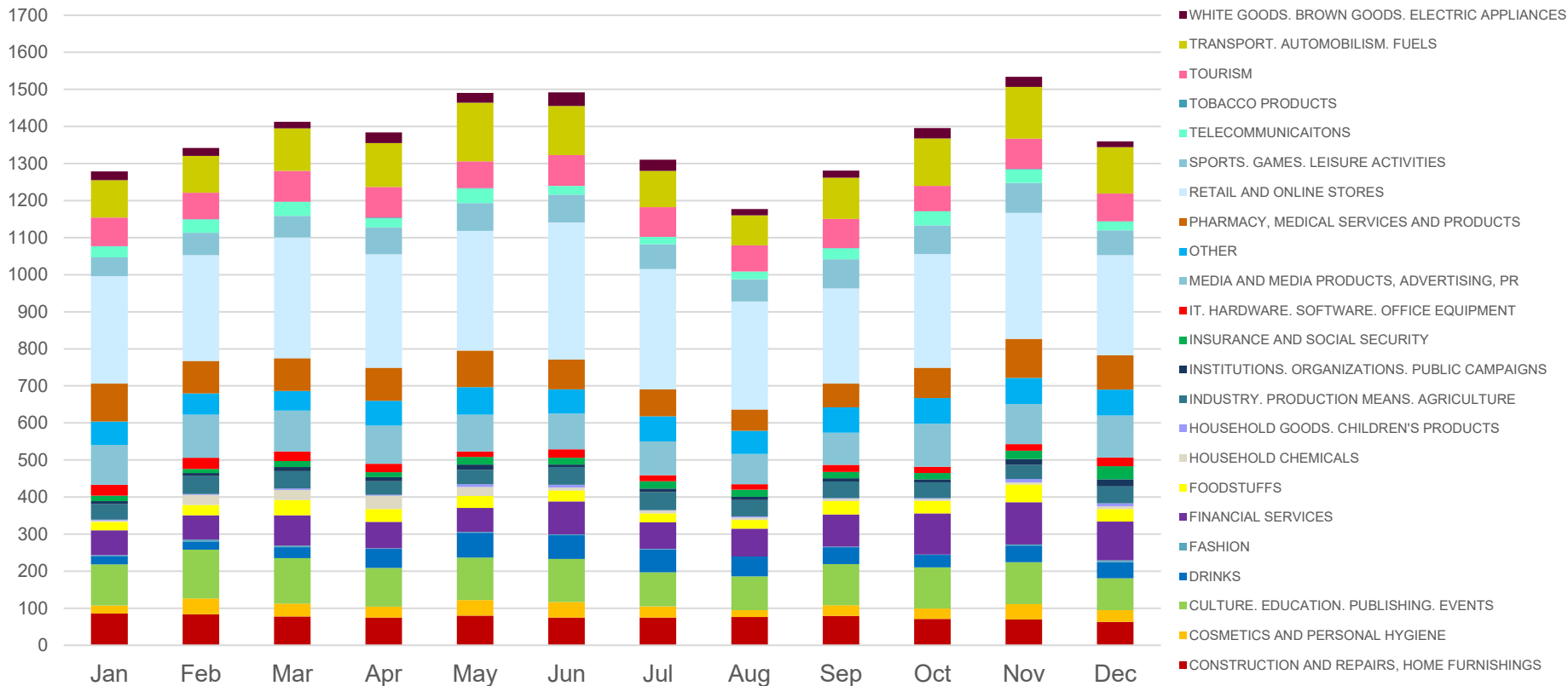
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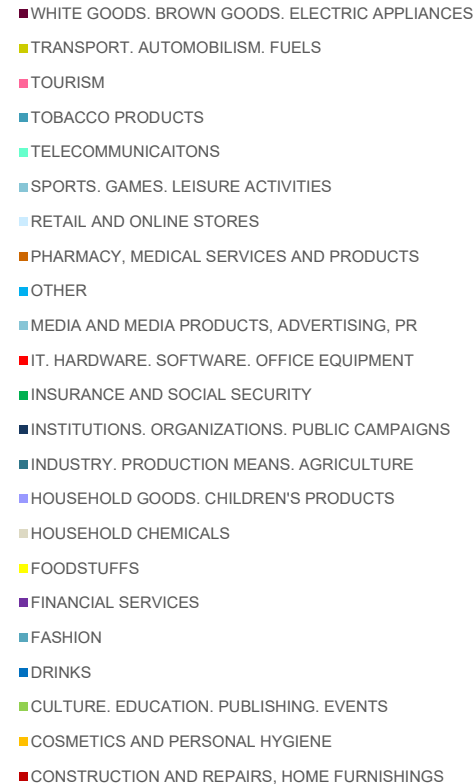
General market overview

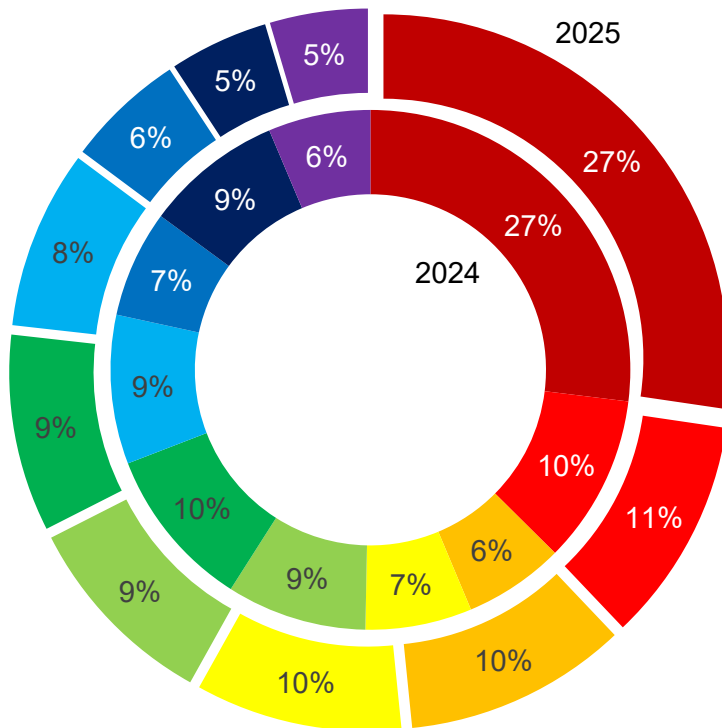


CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2025



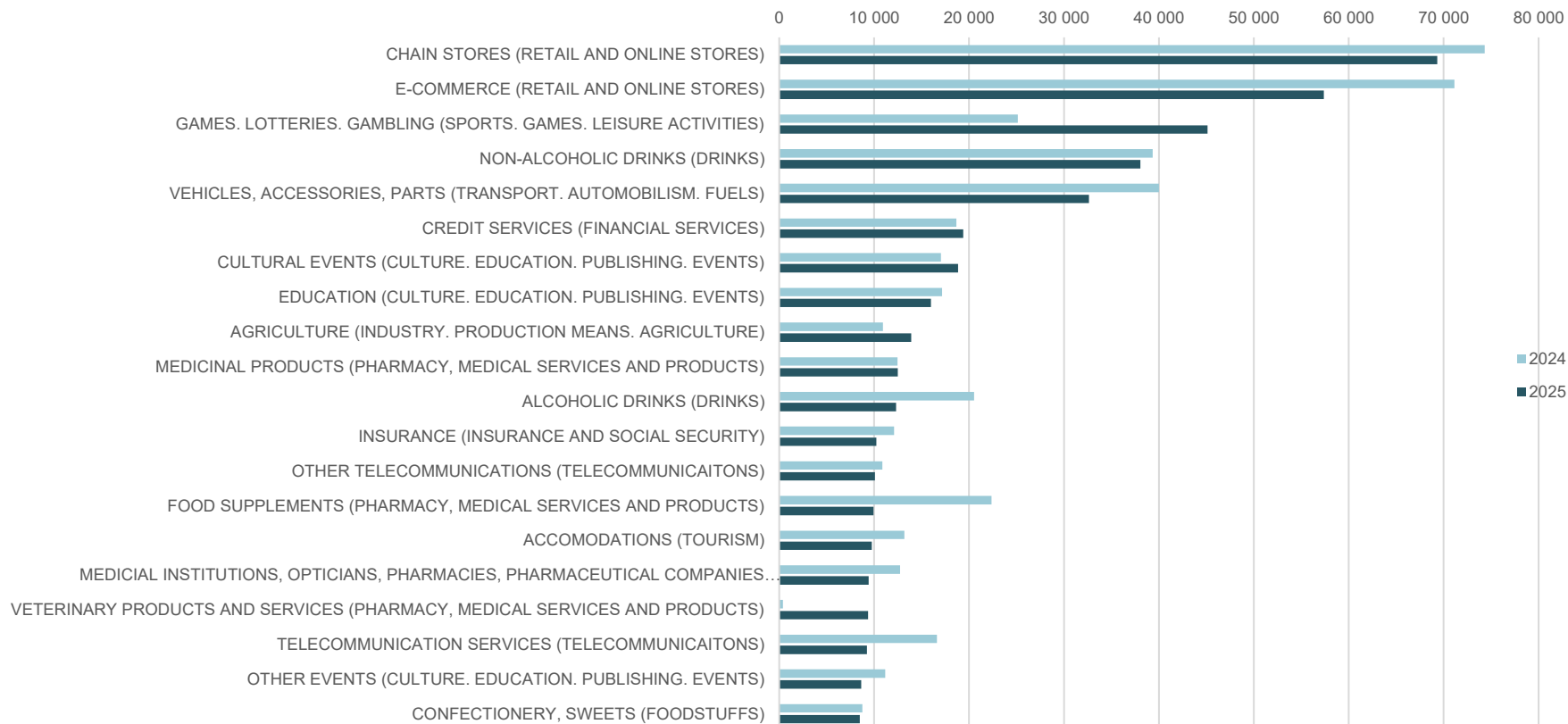




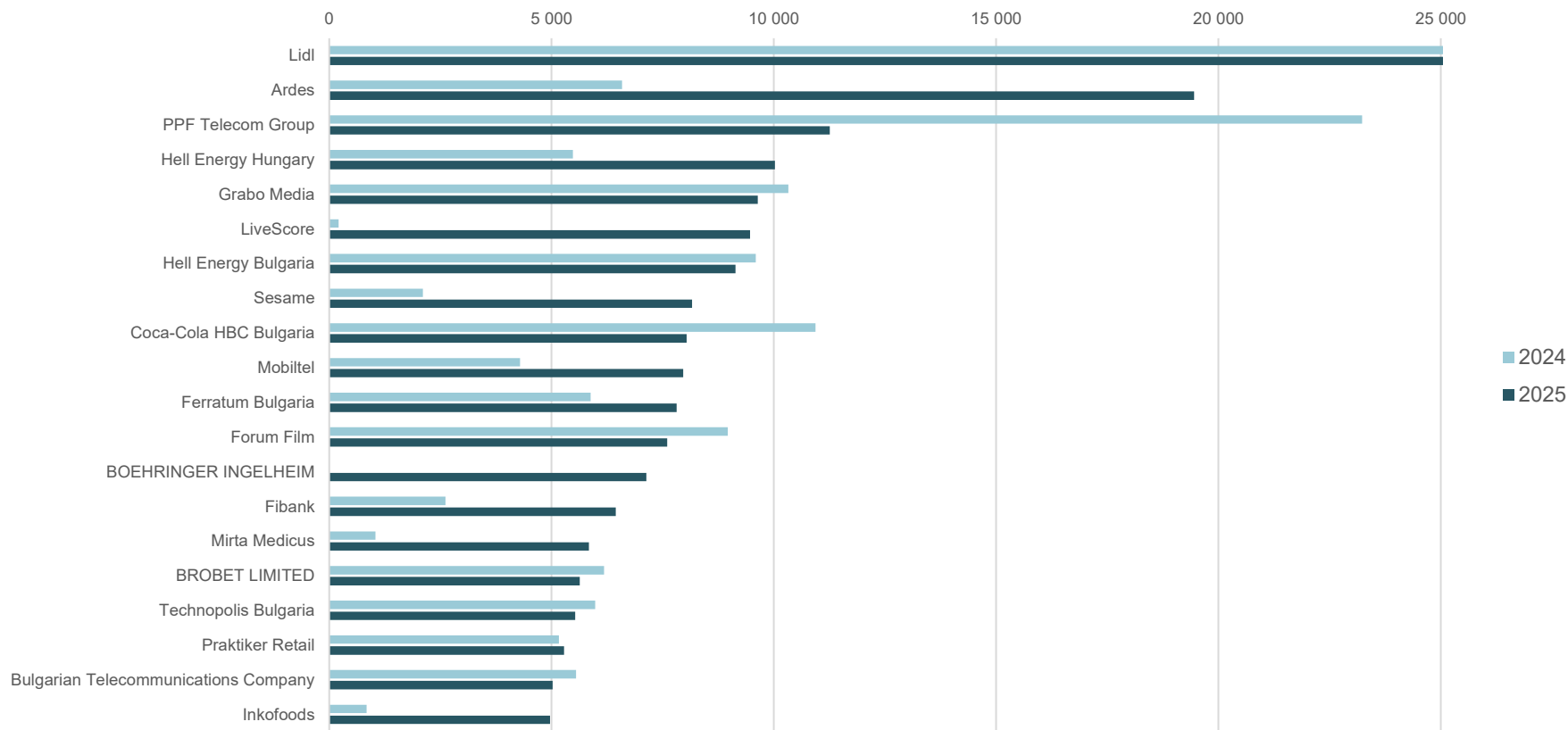
- RETAIL AND ONLINE STORES
- DRINKS
- SPORTS. GAMES. LEISURE ACTIVITIES
- FINANCIAL SERVICES
- CULTURE. EDUCATION. PUBLISHING. EVENTS
- PHARMACY, MEDICAL SERVICES AND PRODUCTS
- TRANSPORT. AUTOMOBILISM. FUELS
- TELECOMMUNICAIONS
- CONSTRUCTION AND REPAIRS, HOME FURNISHINGS
- TOURISM

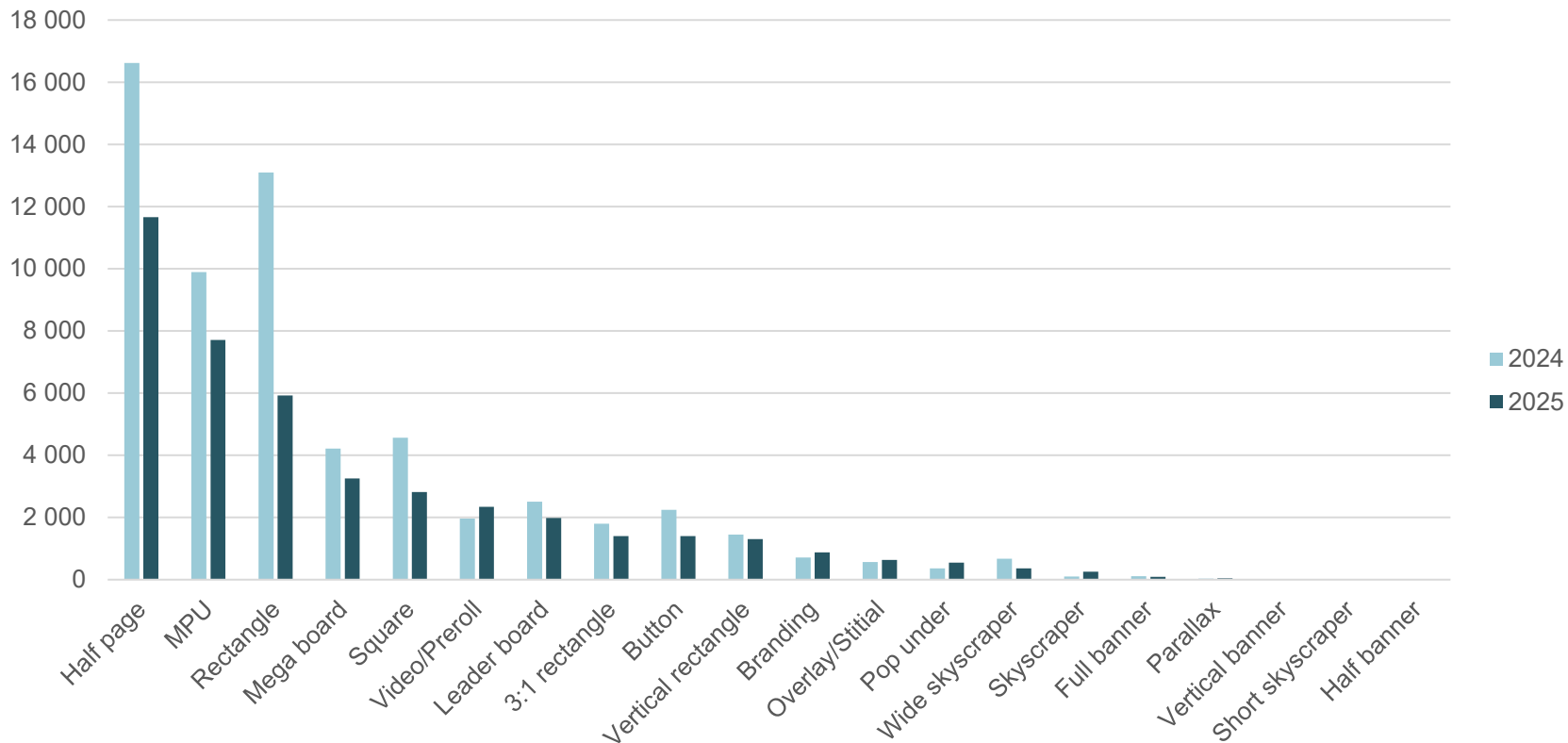
TOP 20 CATEGORY

by campaigns strength – 2024 & 2025



20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025







Banner Monitoring

02

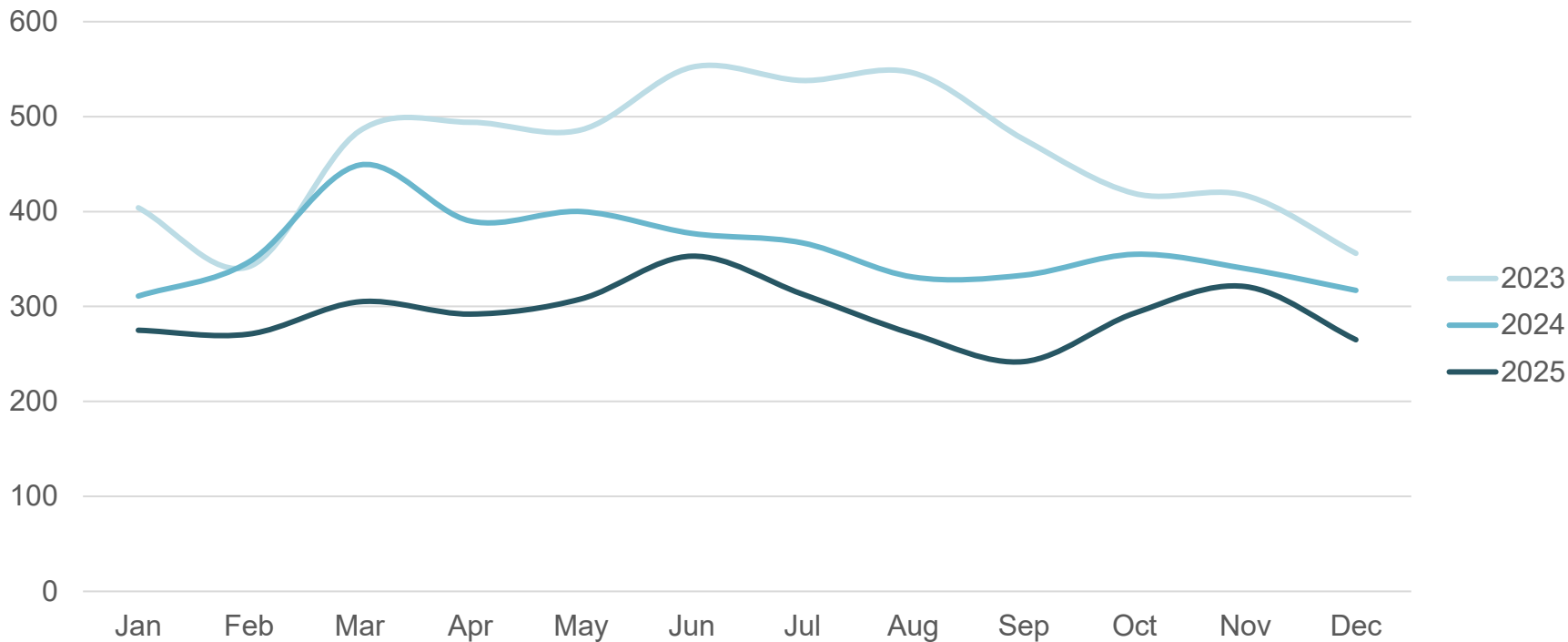
**Overview by TOP 10
sectors**

Sector

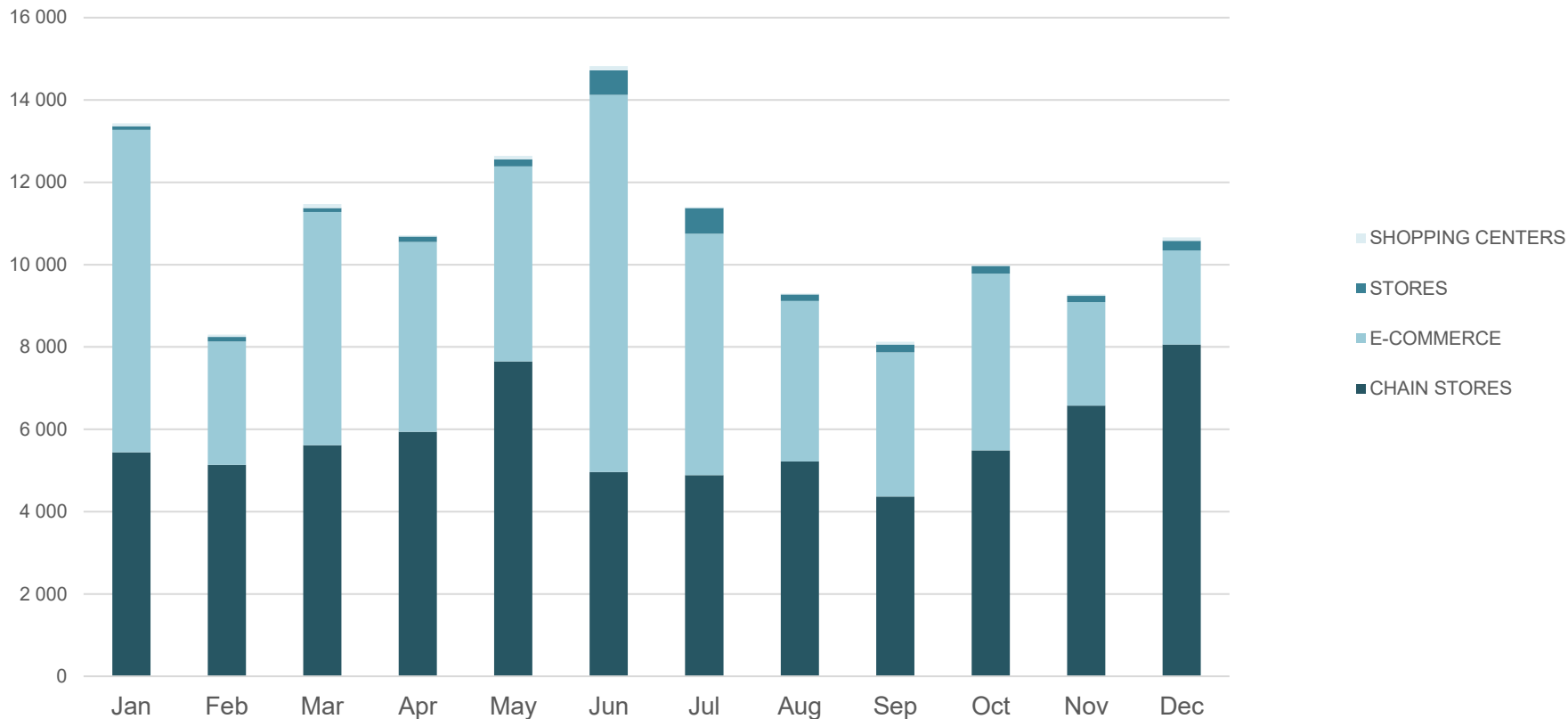
RETAIL AND ONLINE
STORES



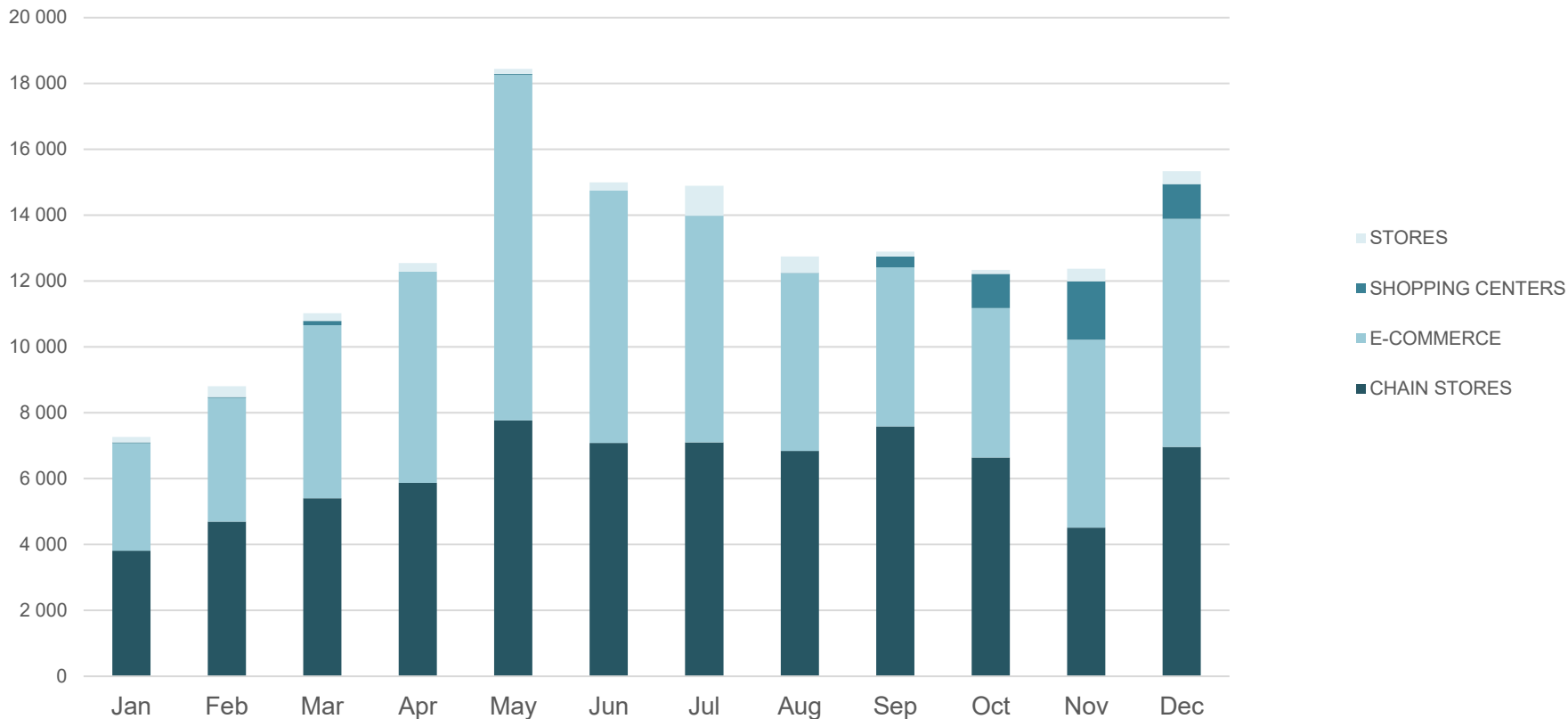
SEASONALITY by number of campaigns - 2023 - 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

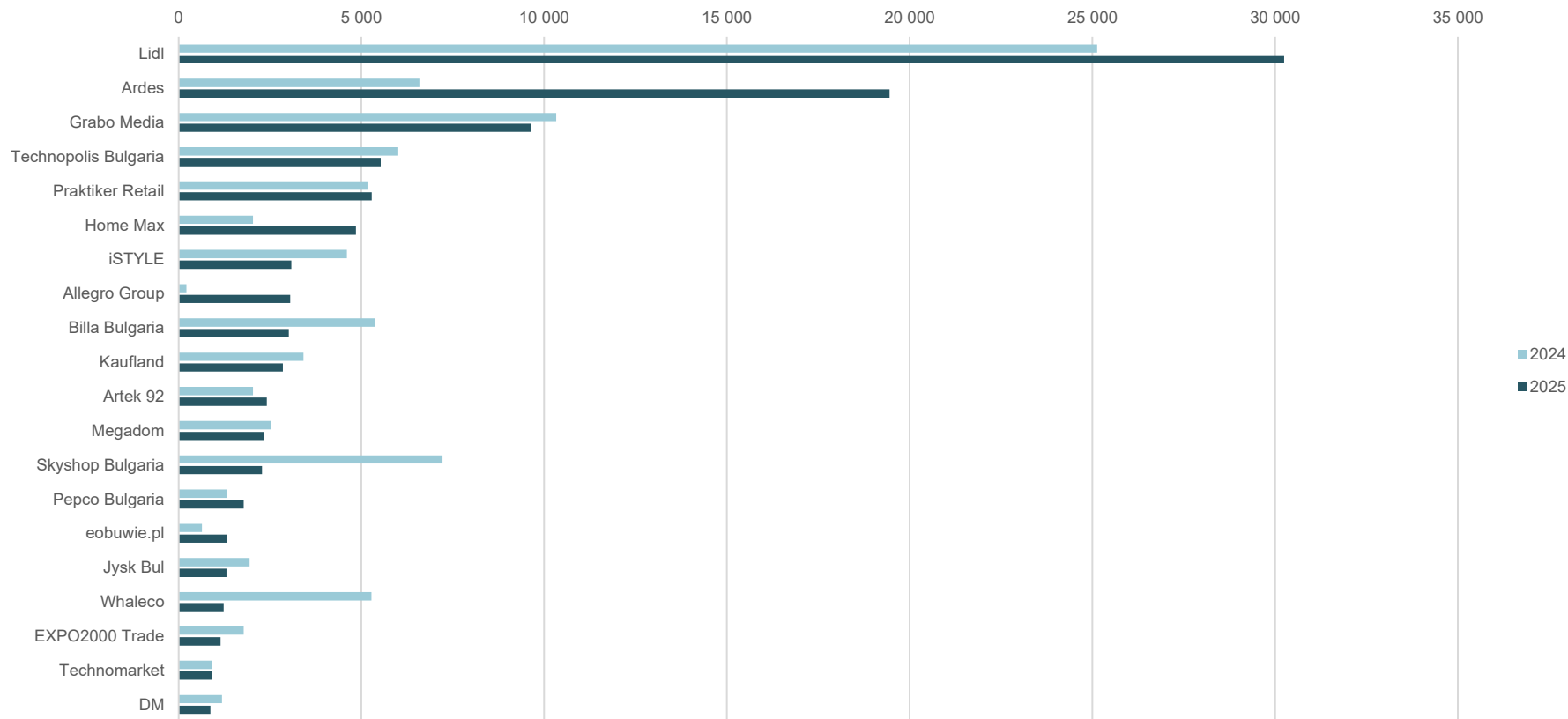




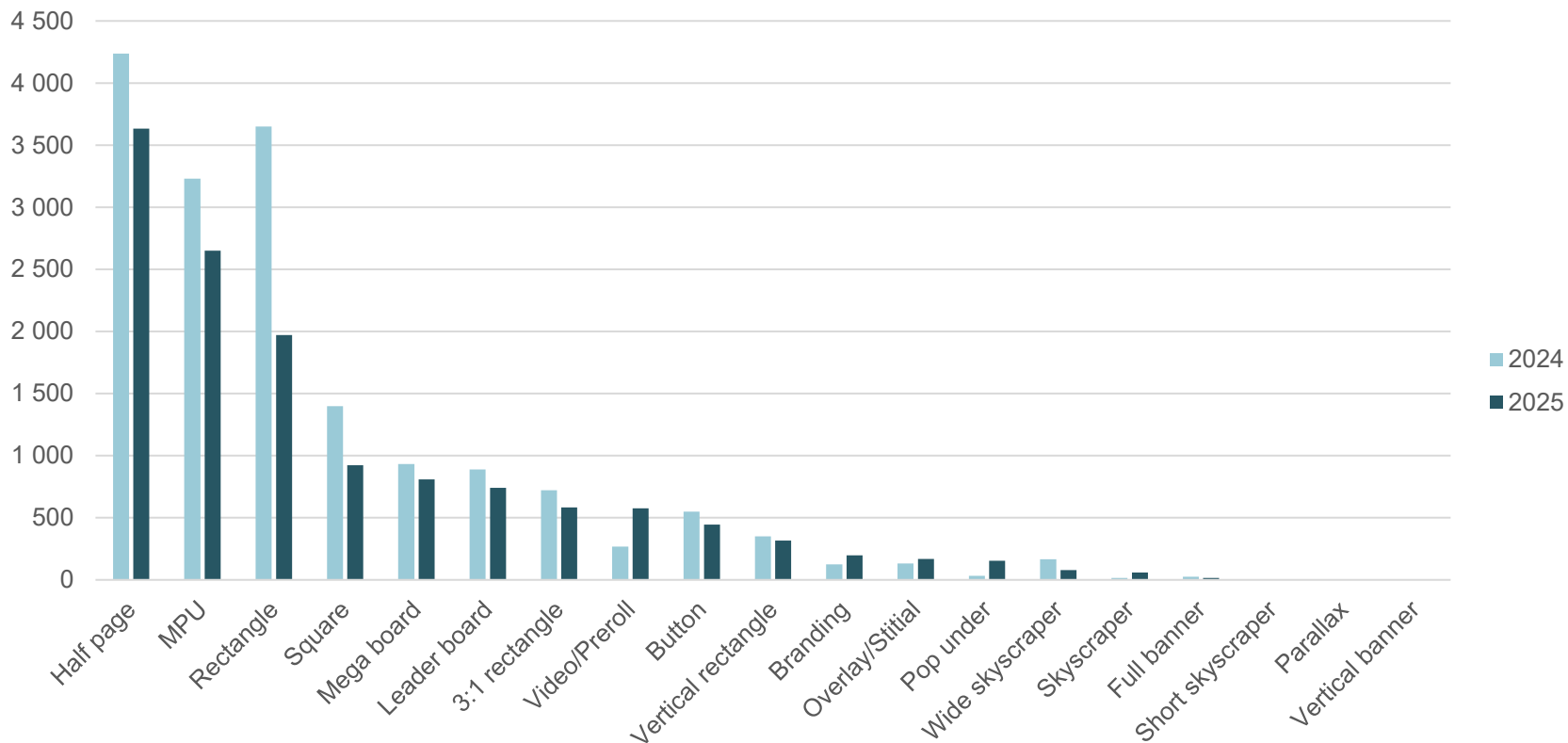
Banner Monitoring

RETAIL AND ONLINE STORES

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025

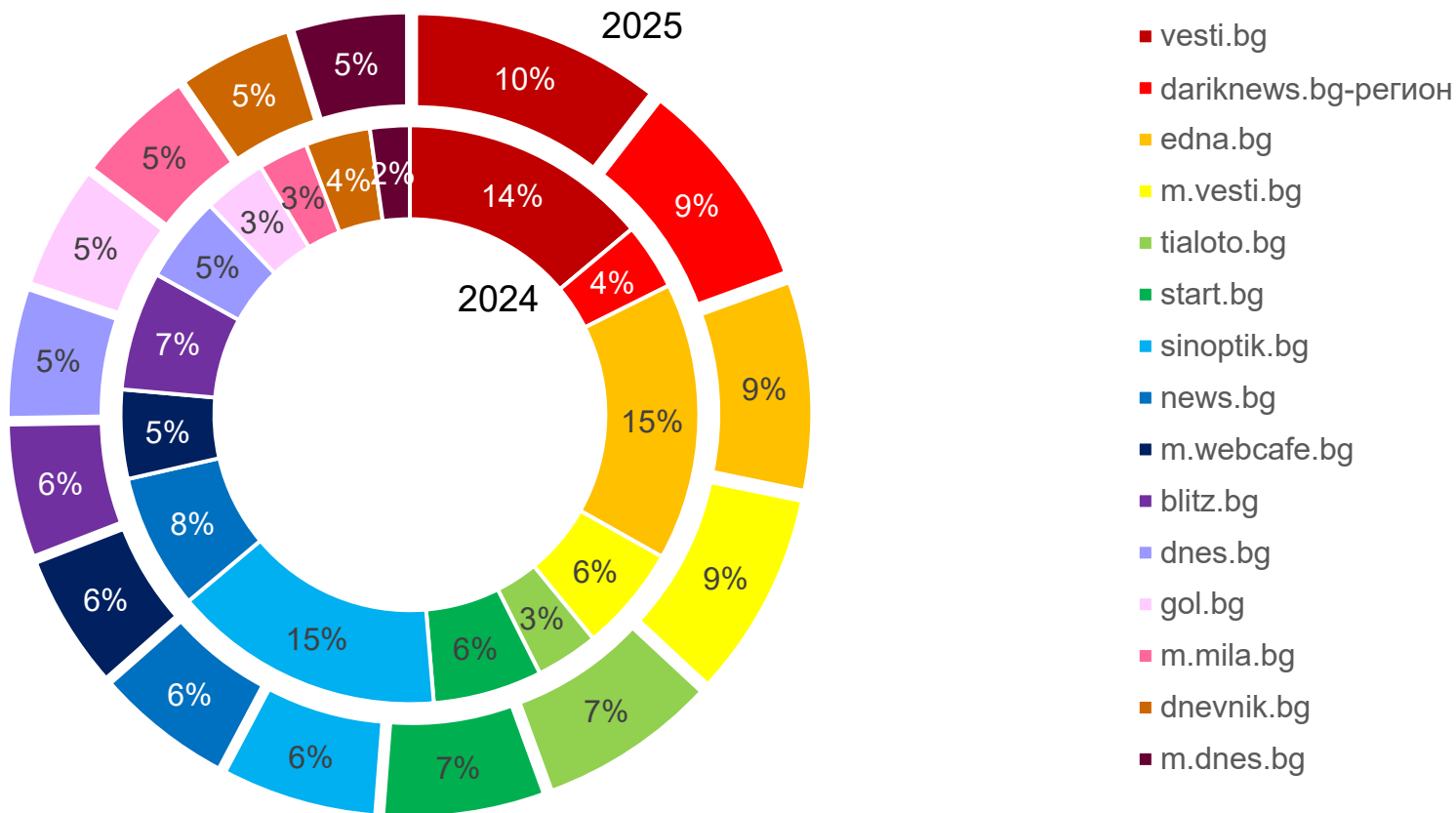


BANNER FORMATS by number of creatives – 2024 & 2025





TOP 15 WEBSITES by campaigns strength – 2024 & 2025

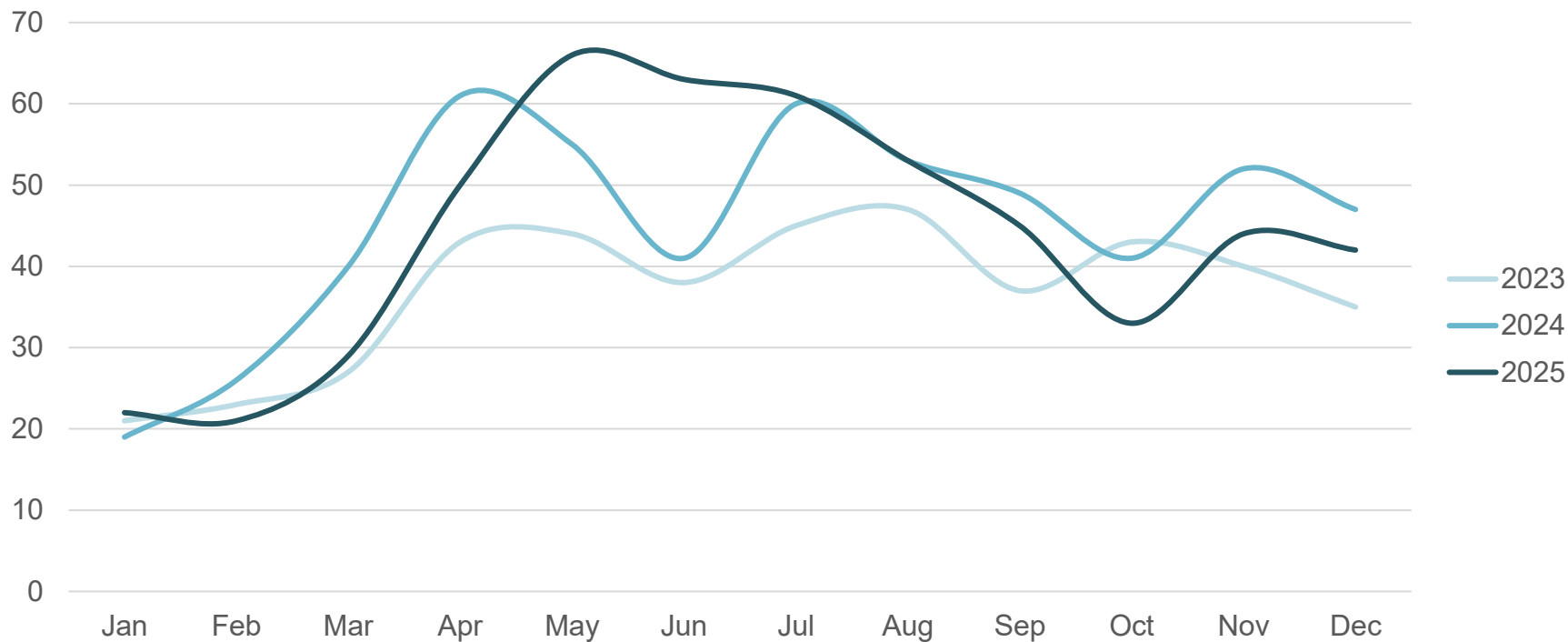


Sector

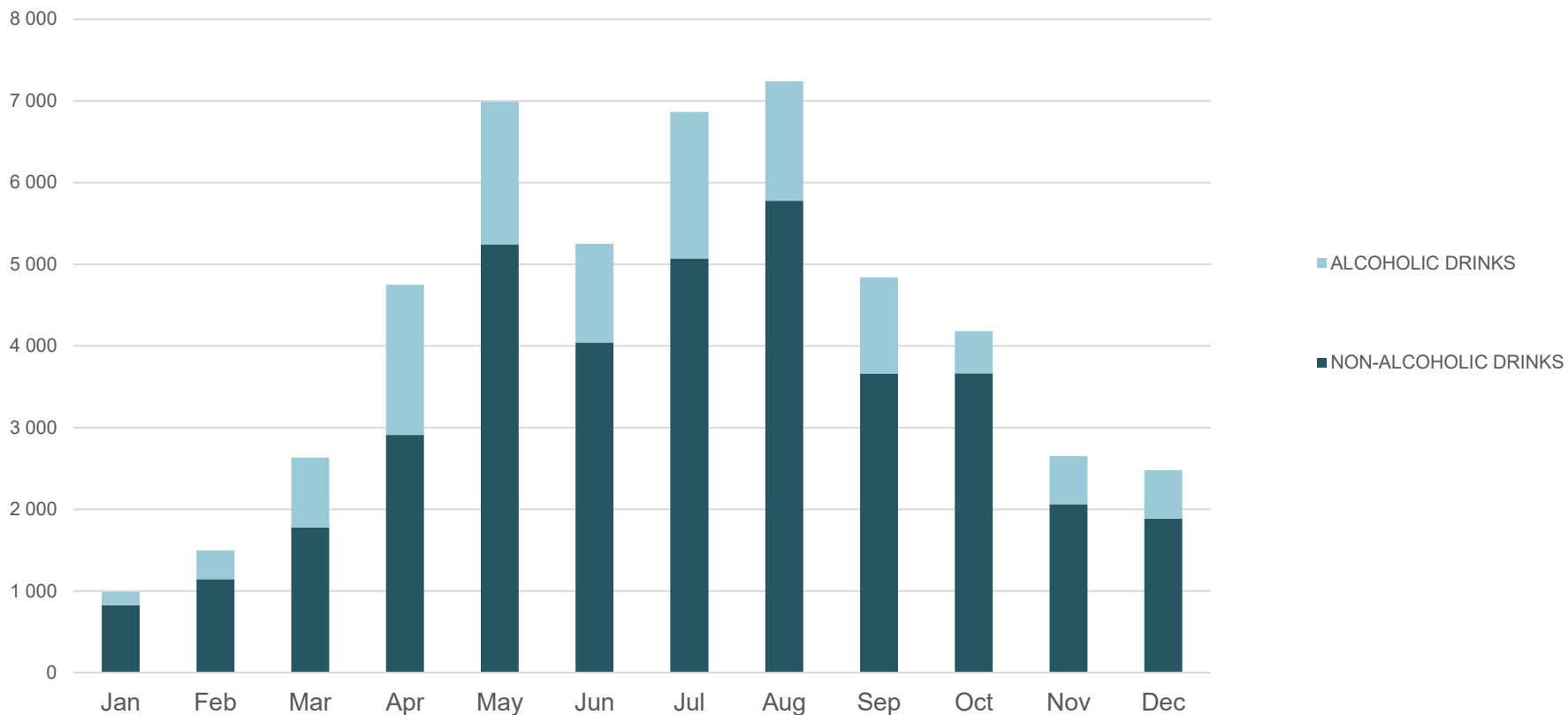
DRINKS



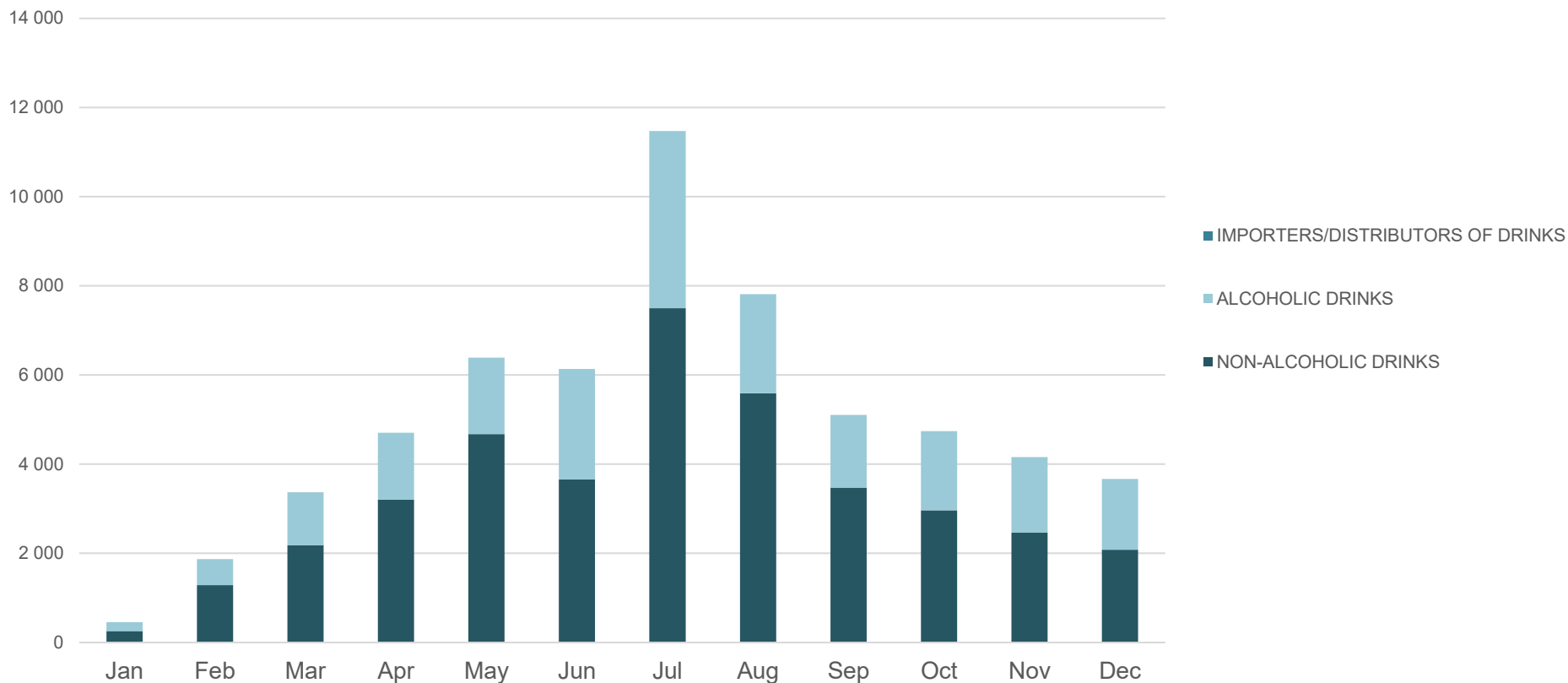
SEASONALITY by number of campaigns - 2023 - 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025

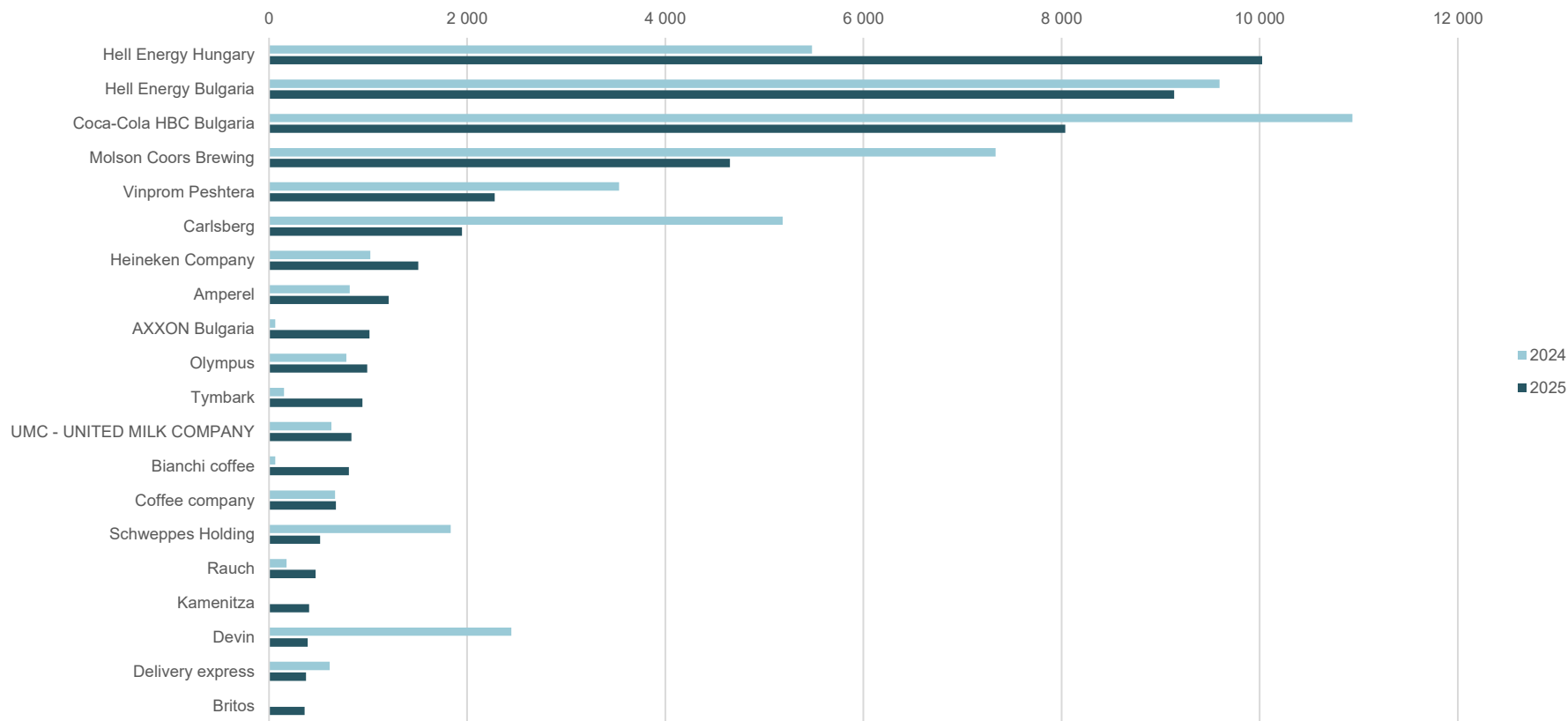


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

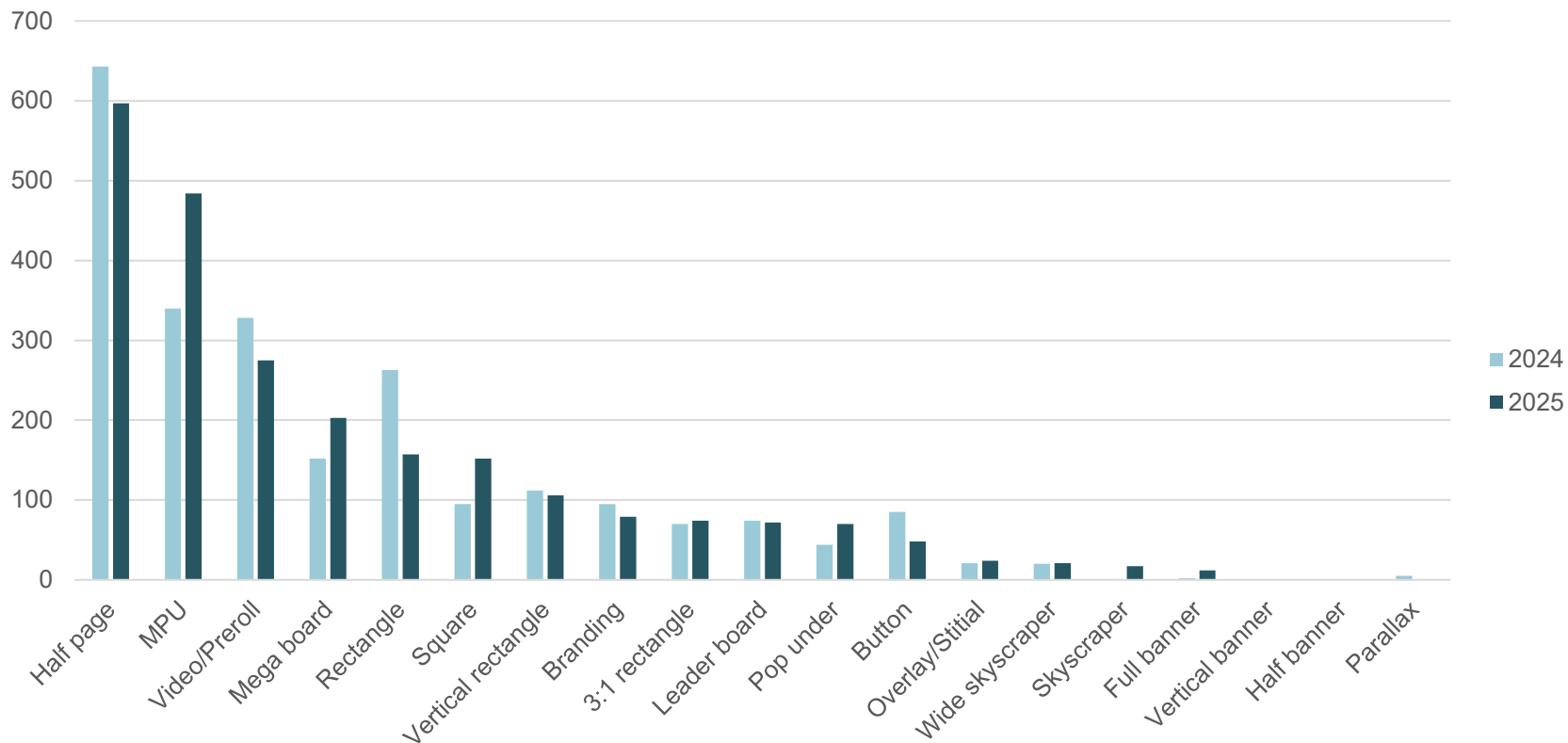




20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025

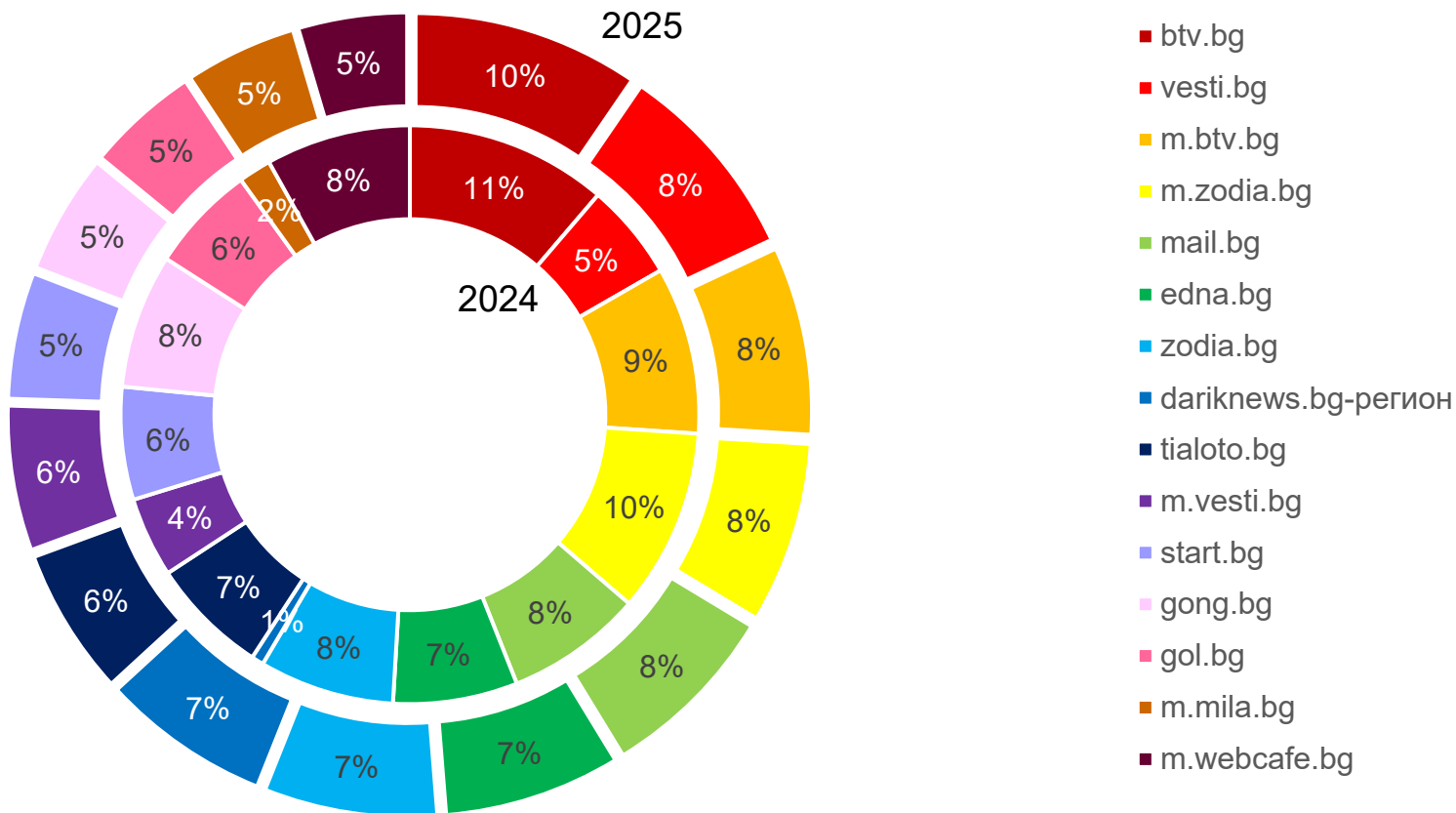


BANNER FORMATS by number of creatives – 2024 & 2025





TOP 15 WEBSITES by campaigns strength – 2024 & 2025



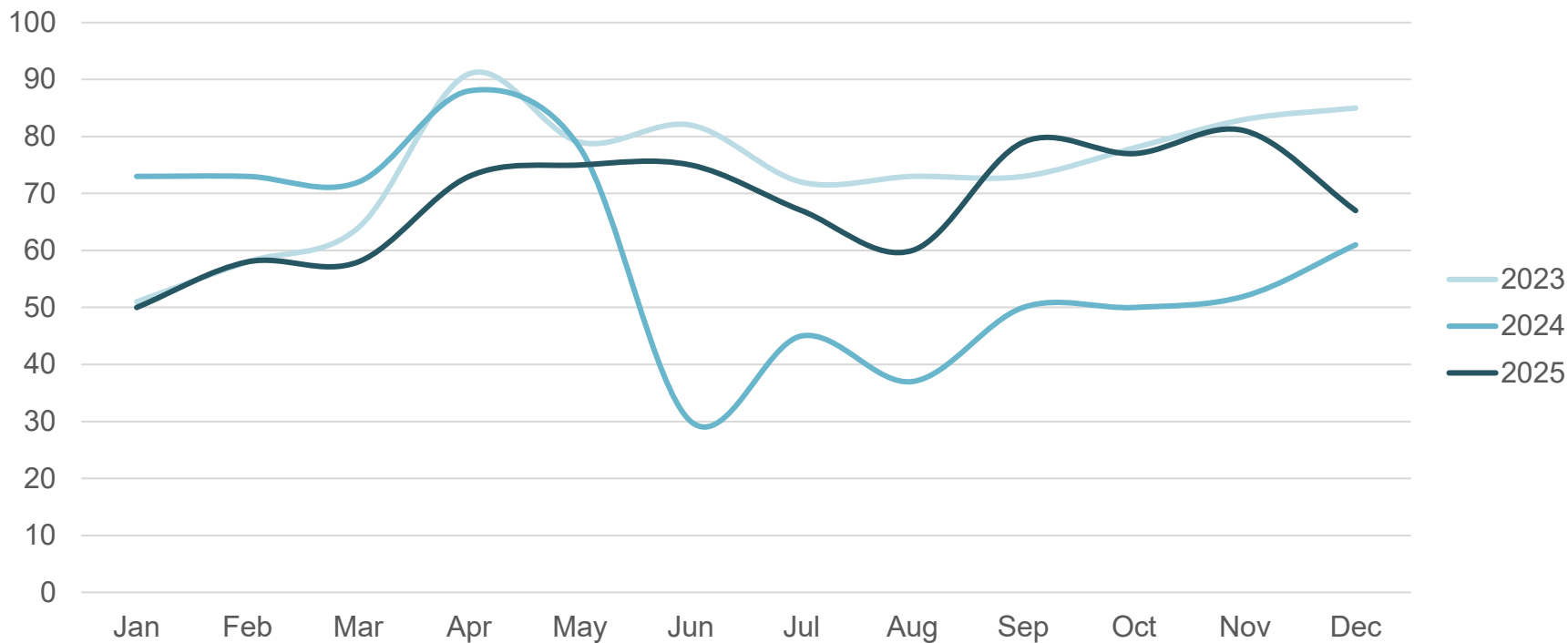
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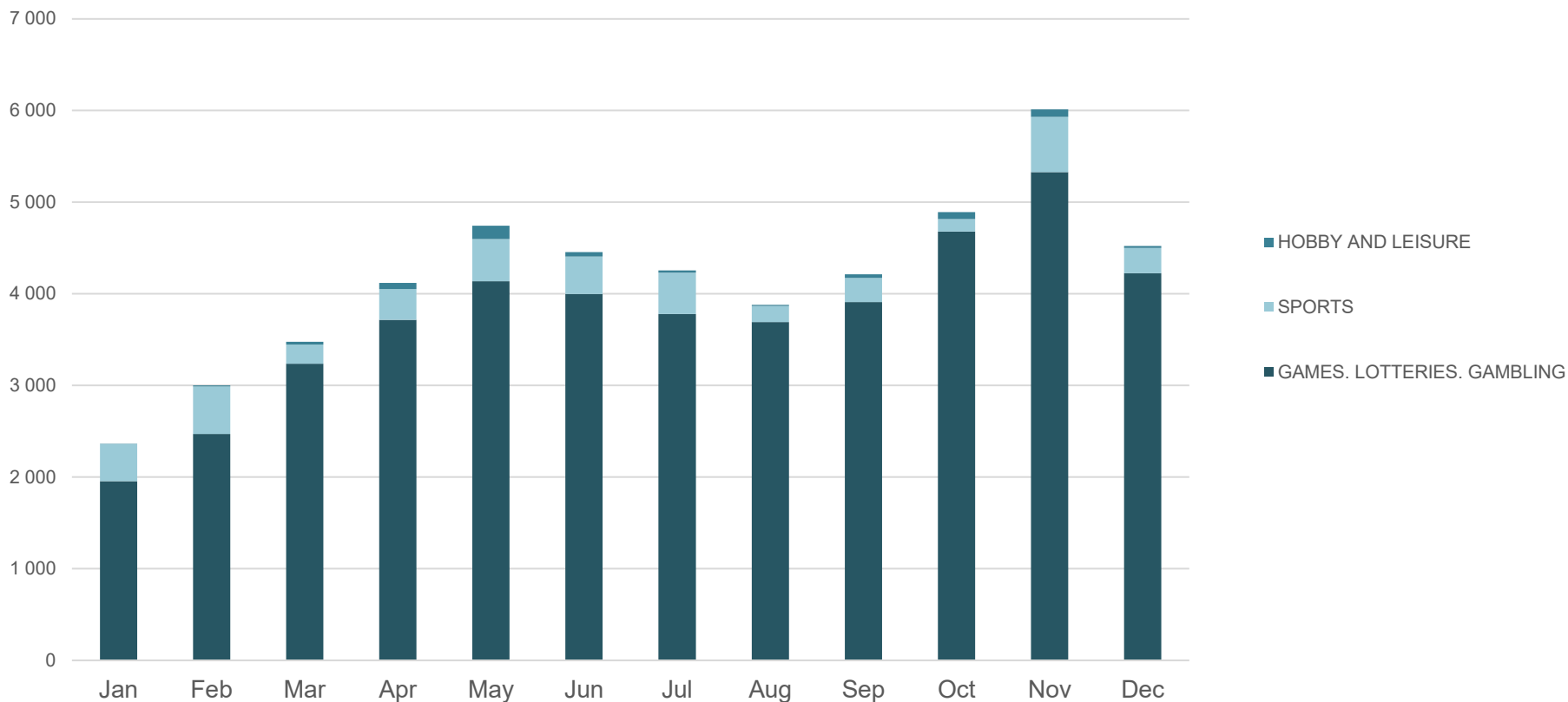
SPORTS. GAMES.
LEISURE ACTIVITIES

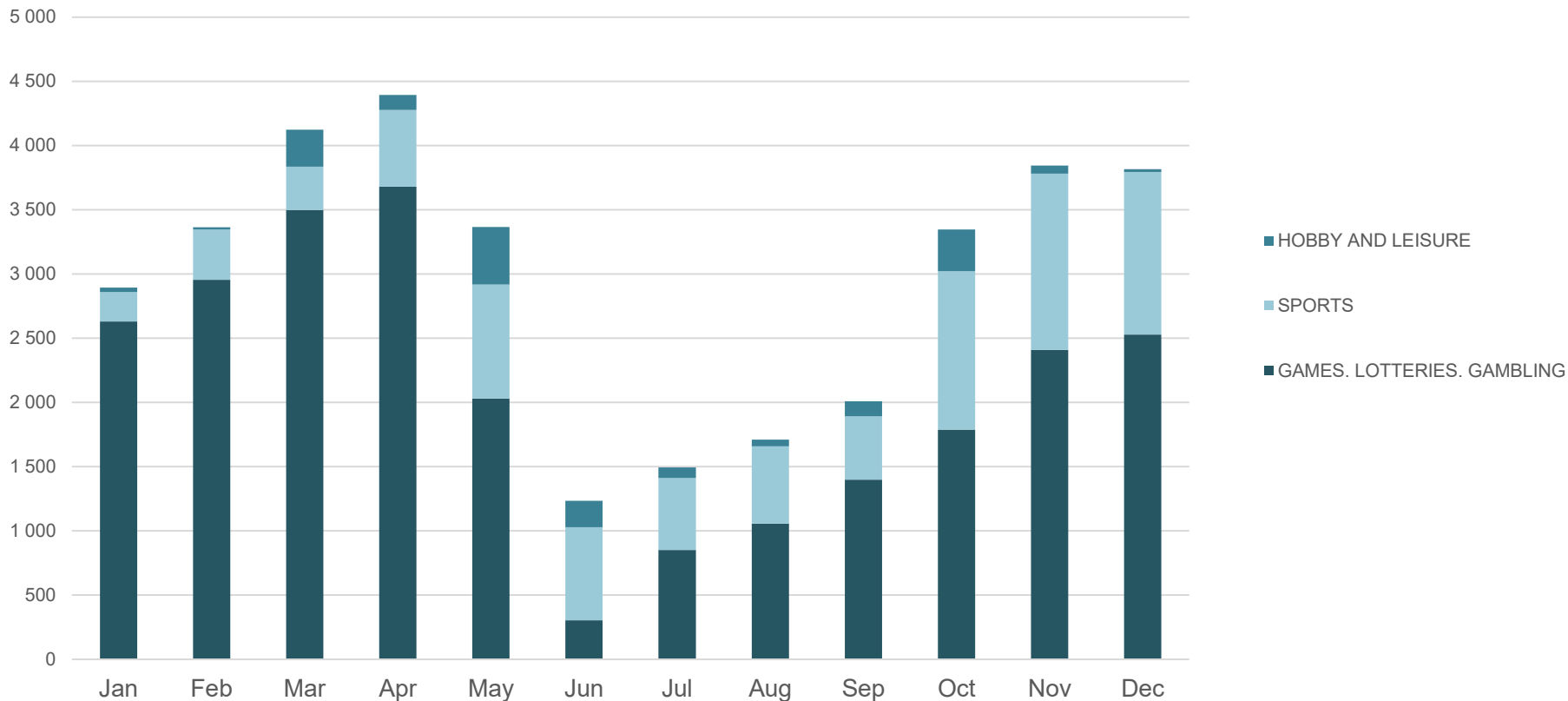


SPORTS. GAMES. LEISURE ACTIVITIES

SEASONALITY by number of campaigns – 2023 - 2025





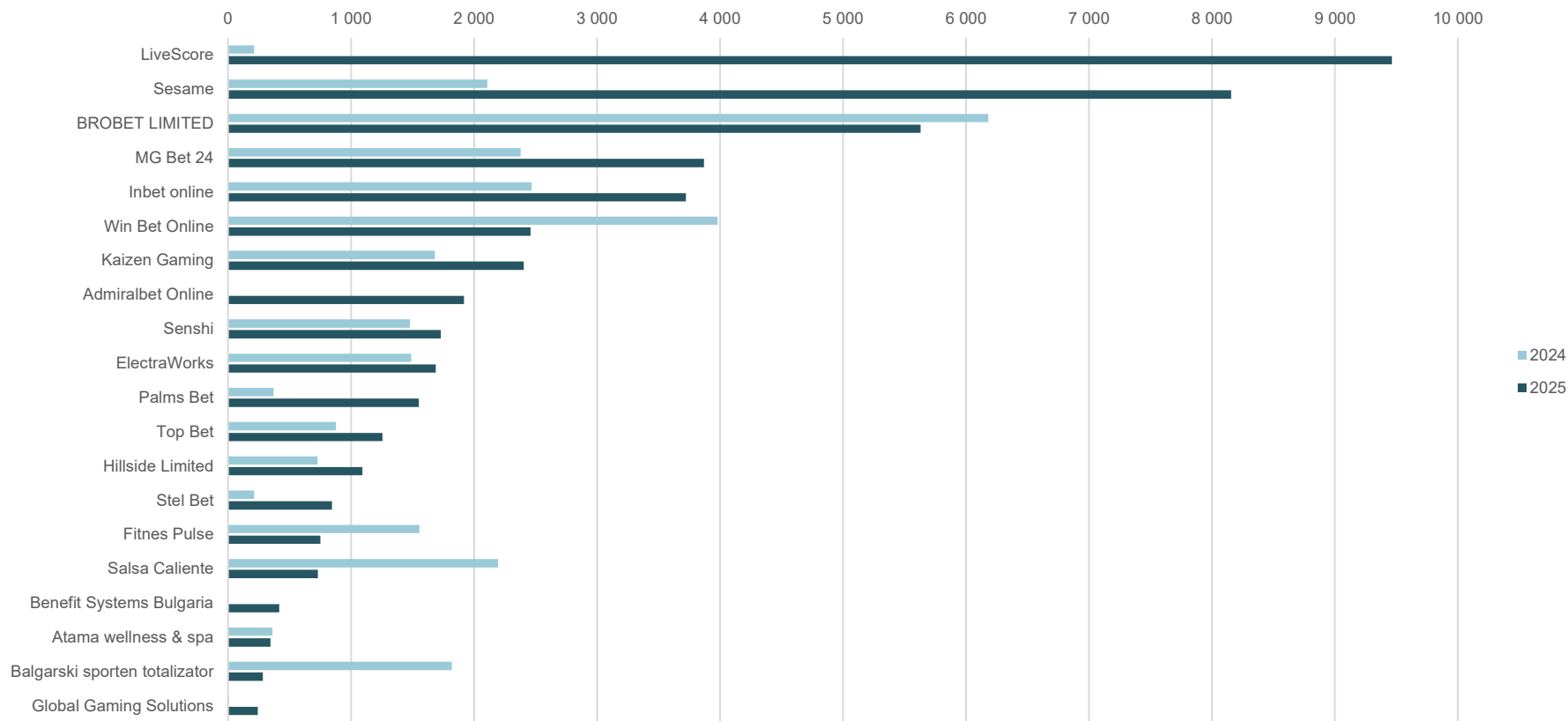




Banner Monitoring

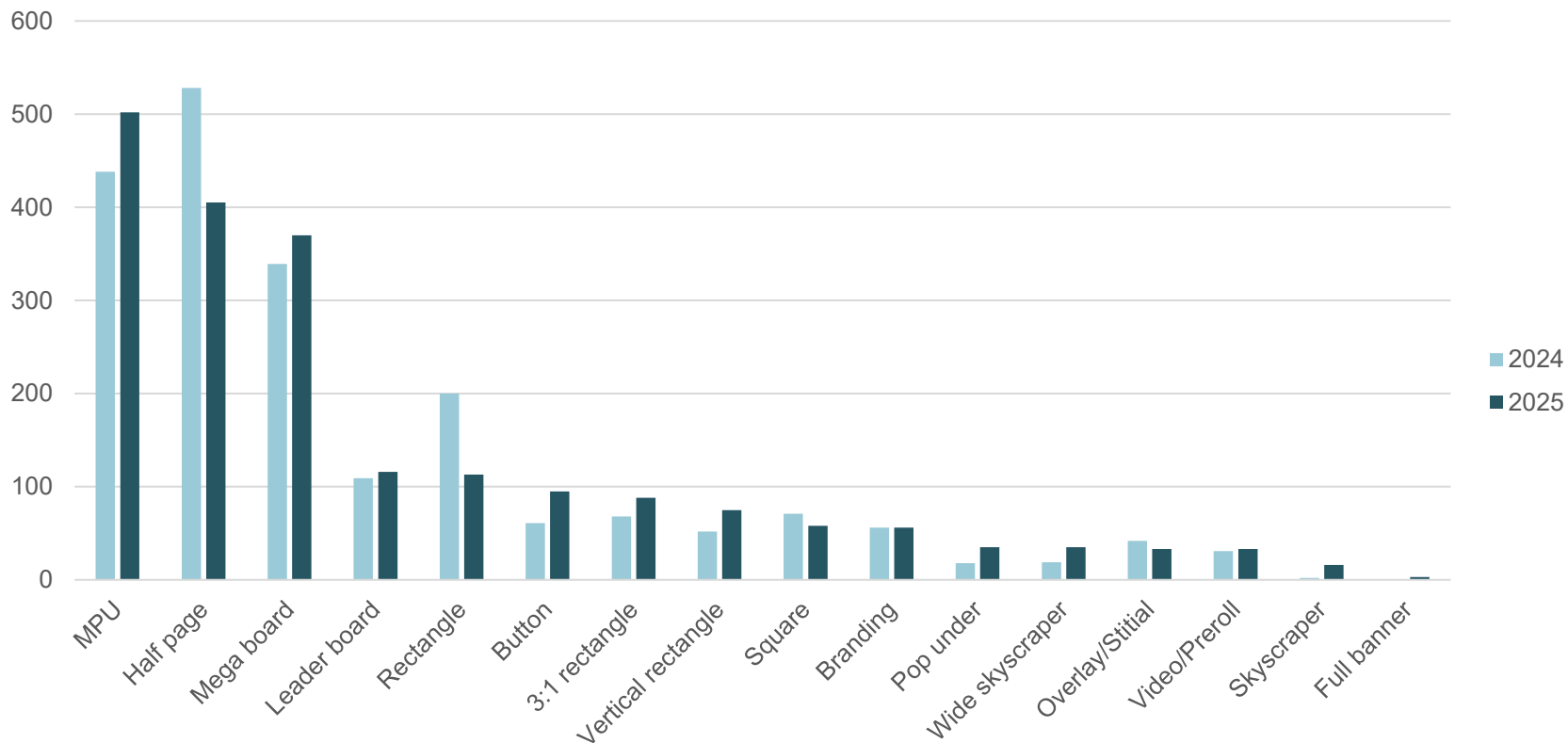
SPORTS. GAMES. LEISURE ACTIVITIES

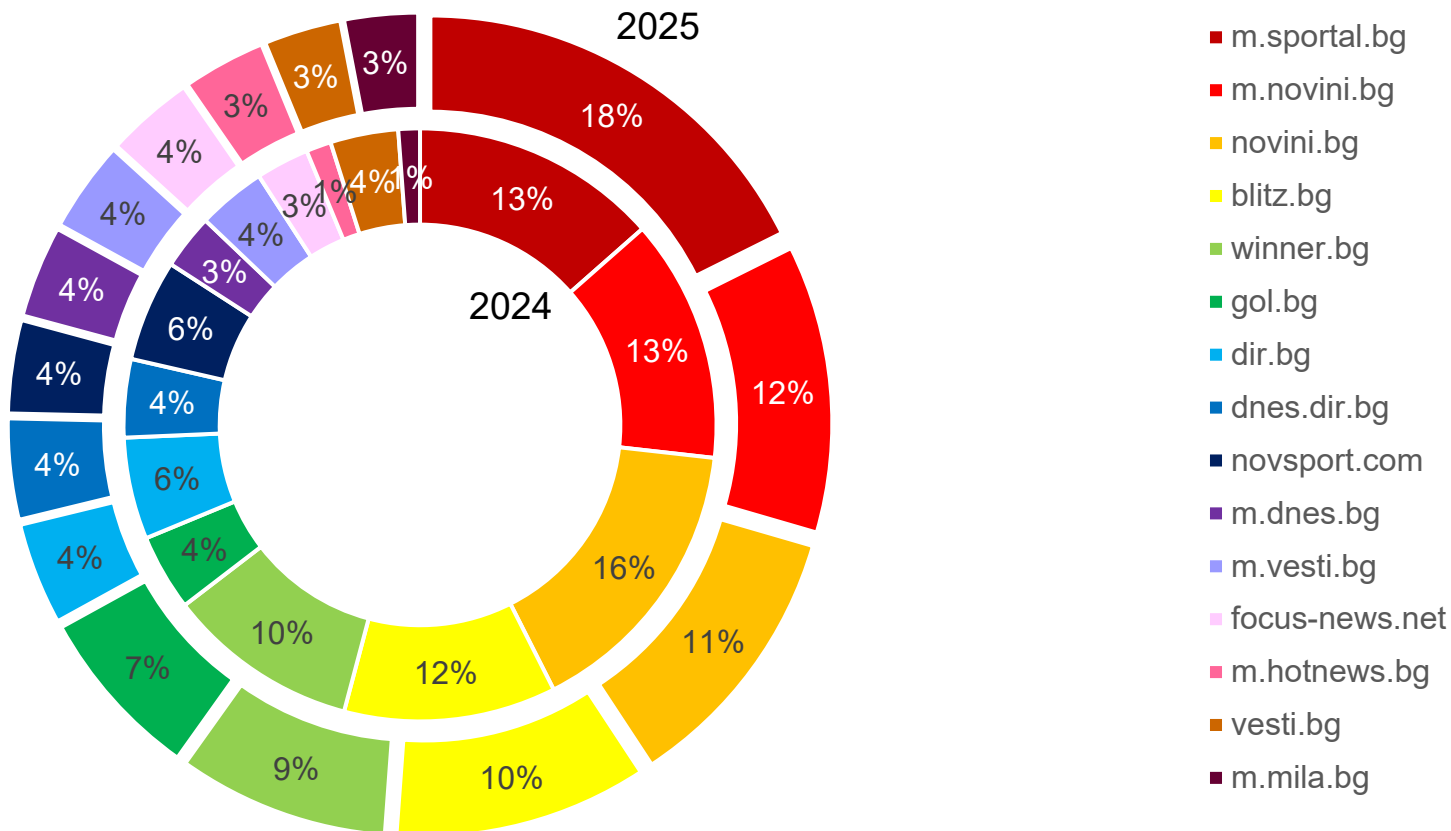
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025



SPORTS. GAMES. LEISURE ACTIVITIES

BANNER FORMATS by number of creatives – 2024 & 2025



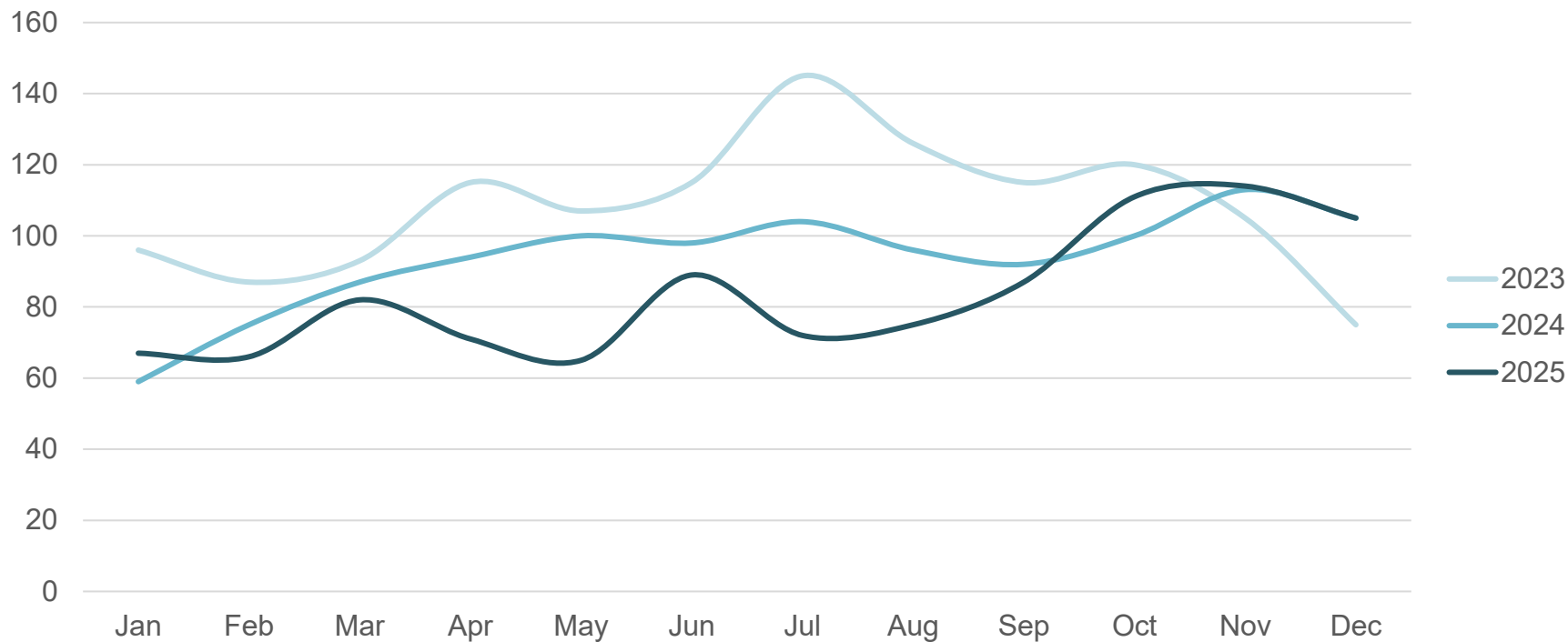


Sector

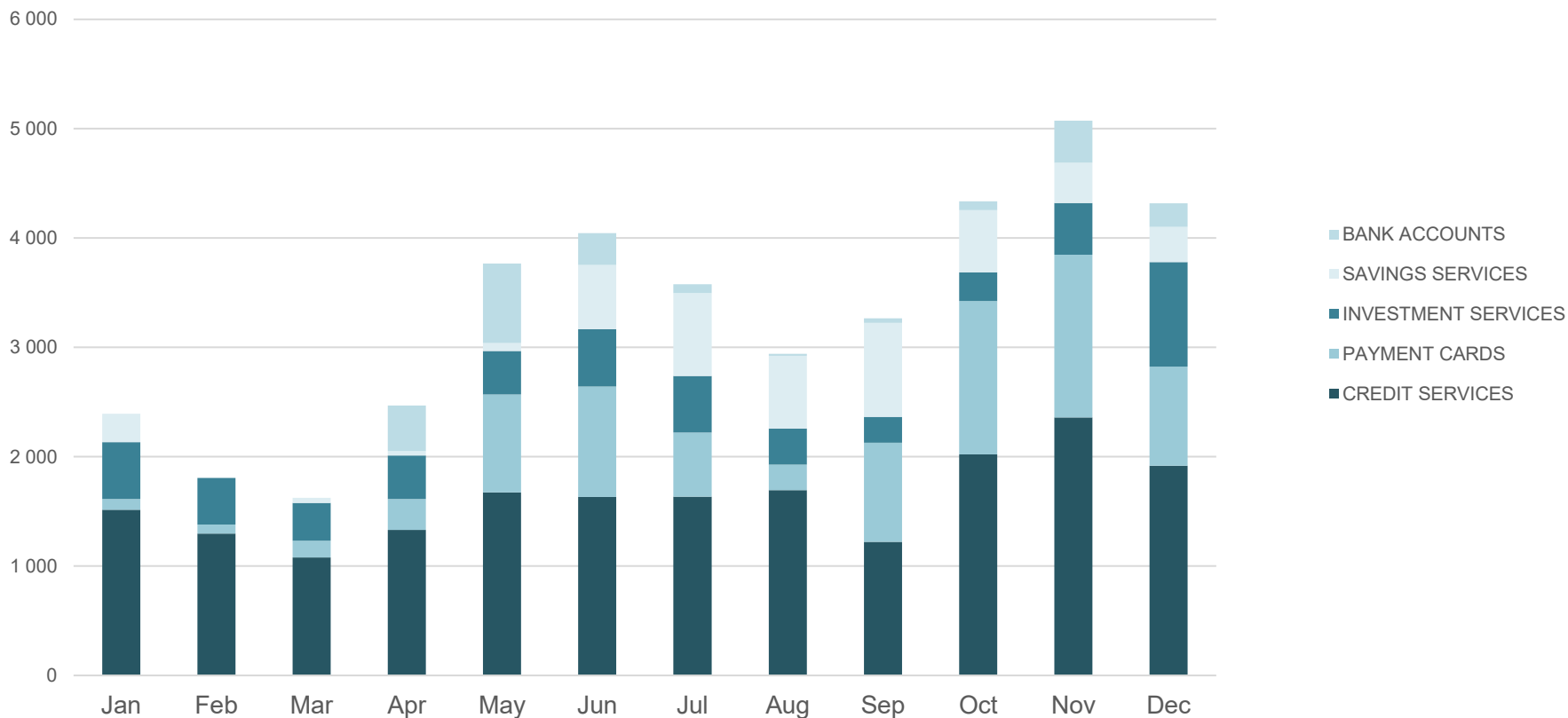
FINANCIAL SERVICES



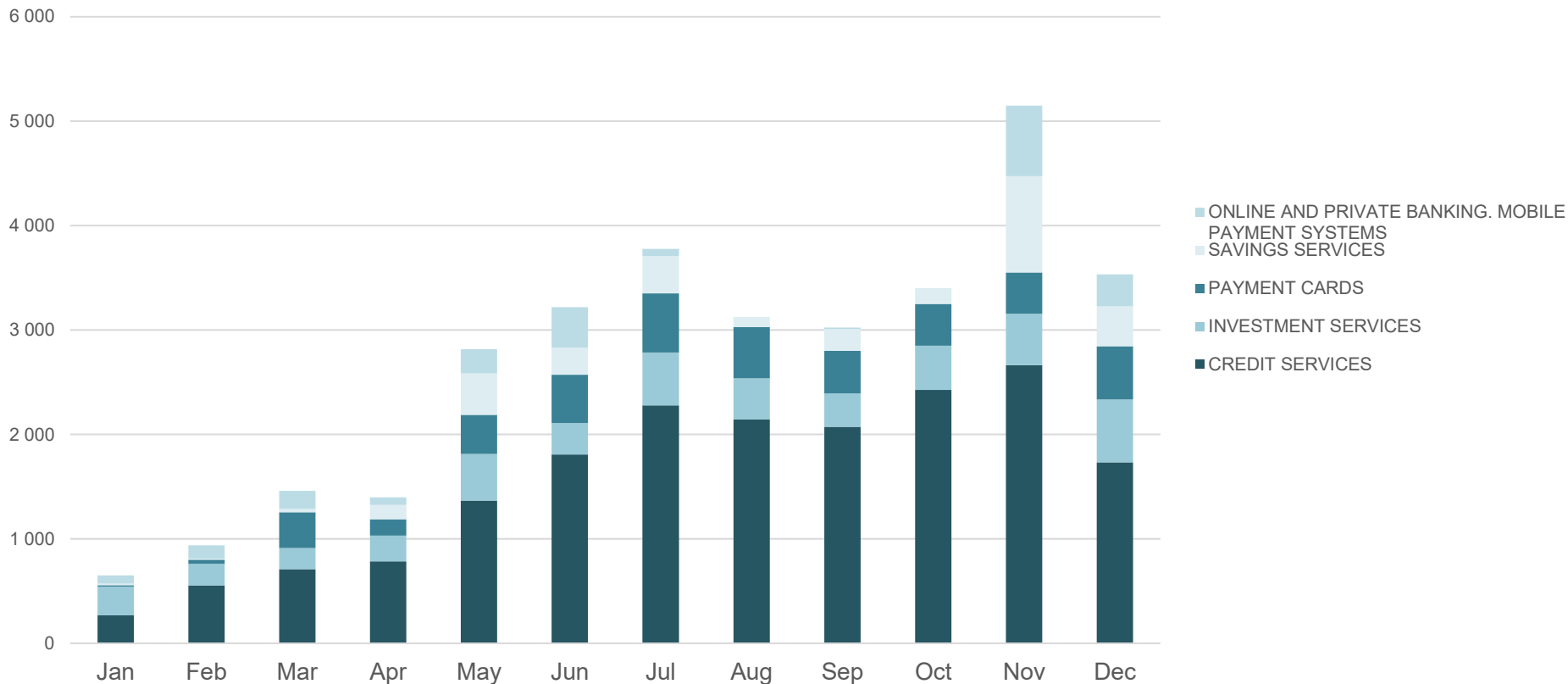
SEASONALITY by number of campaigns - 2023 - 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025

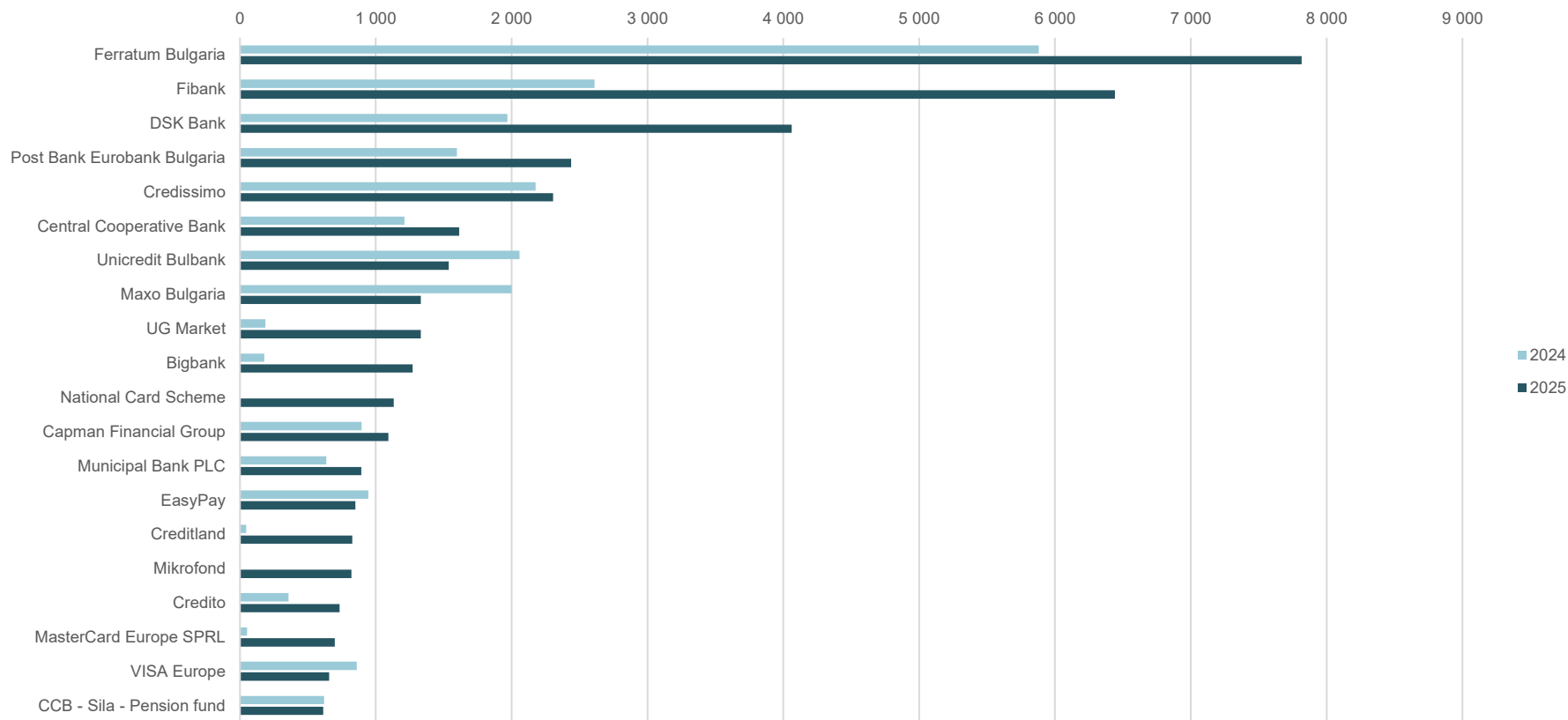


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

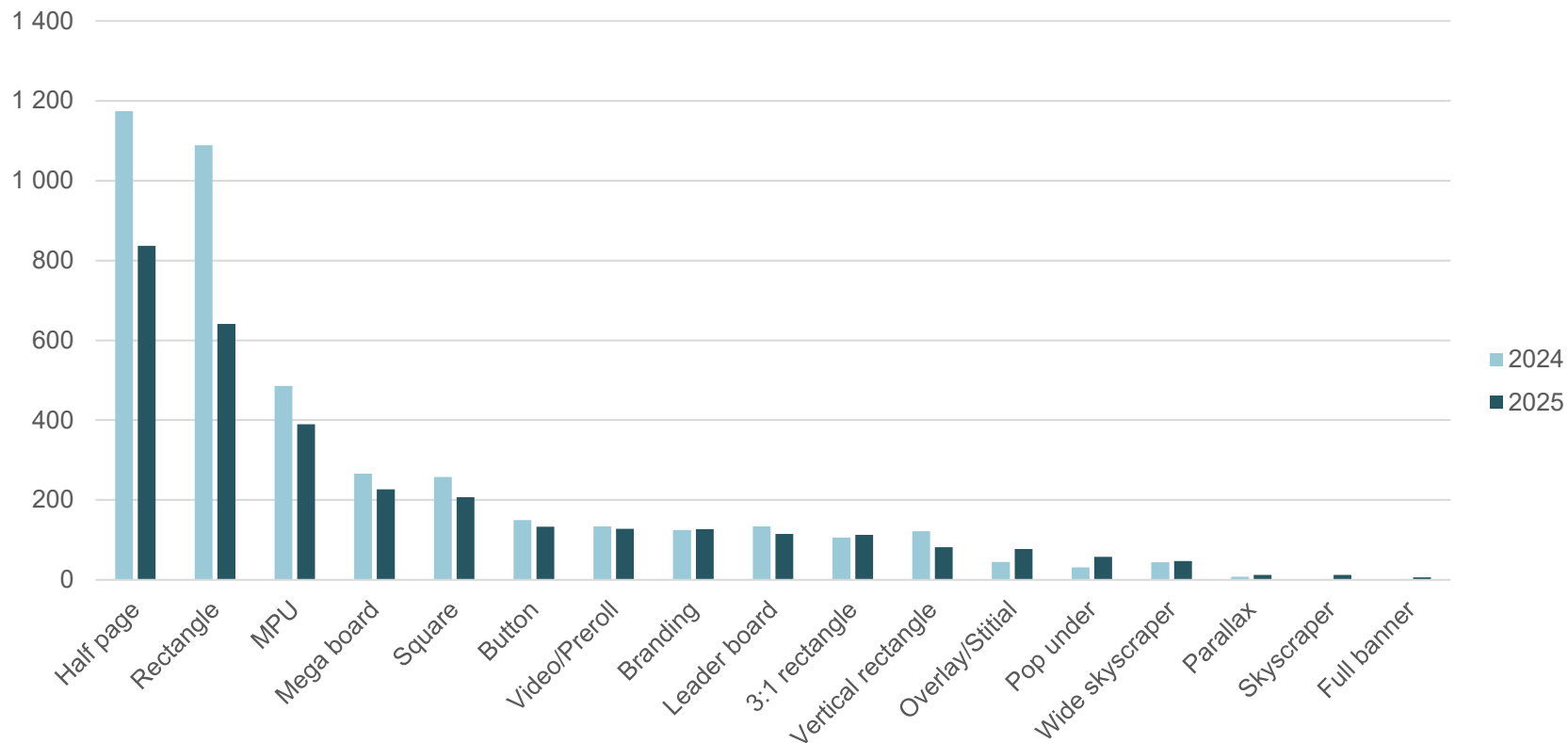




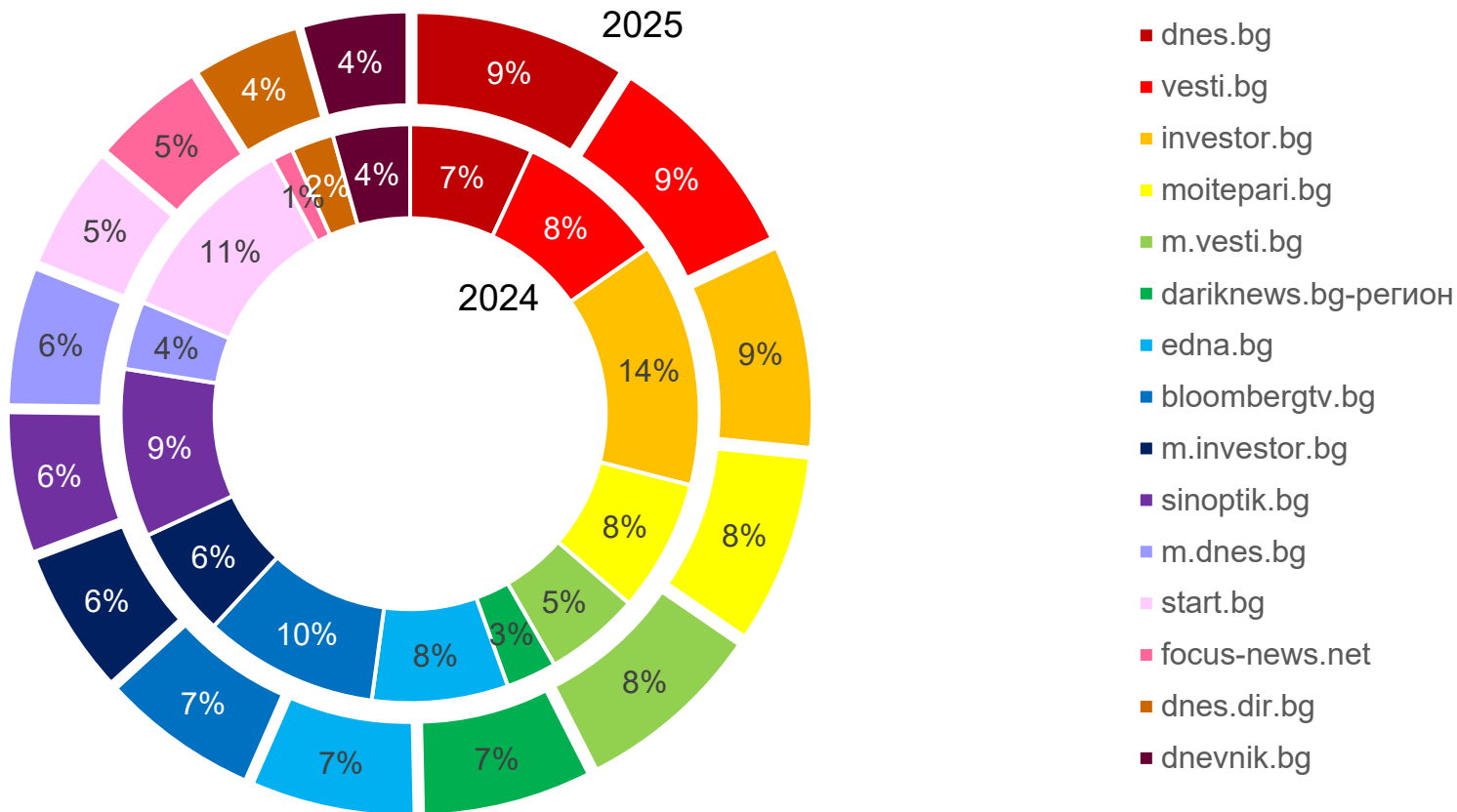
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BANNER FORMATS by number of creatives – 2024 & 2025



TOP 15 WEBSITES by campaigns strength – 2024 & 2025



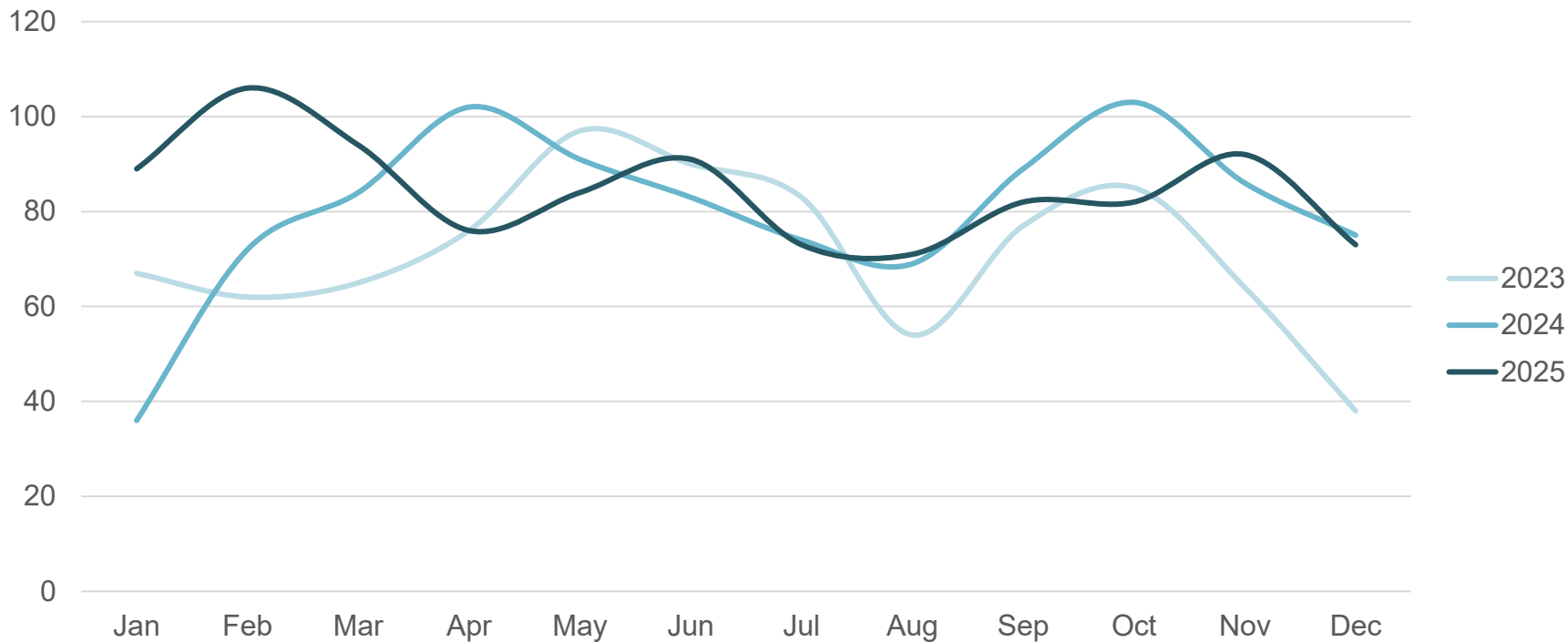
Sector

CULTURE. EDUCATION.
PUBLISHING. EVENTS.



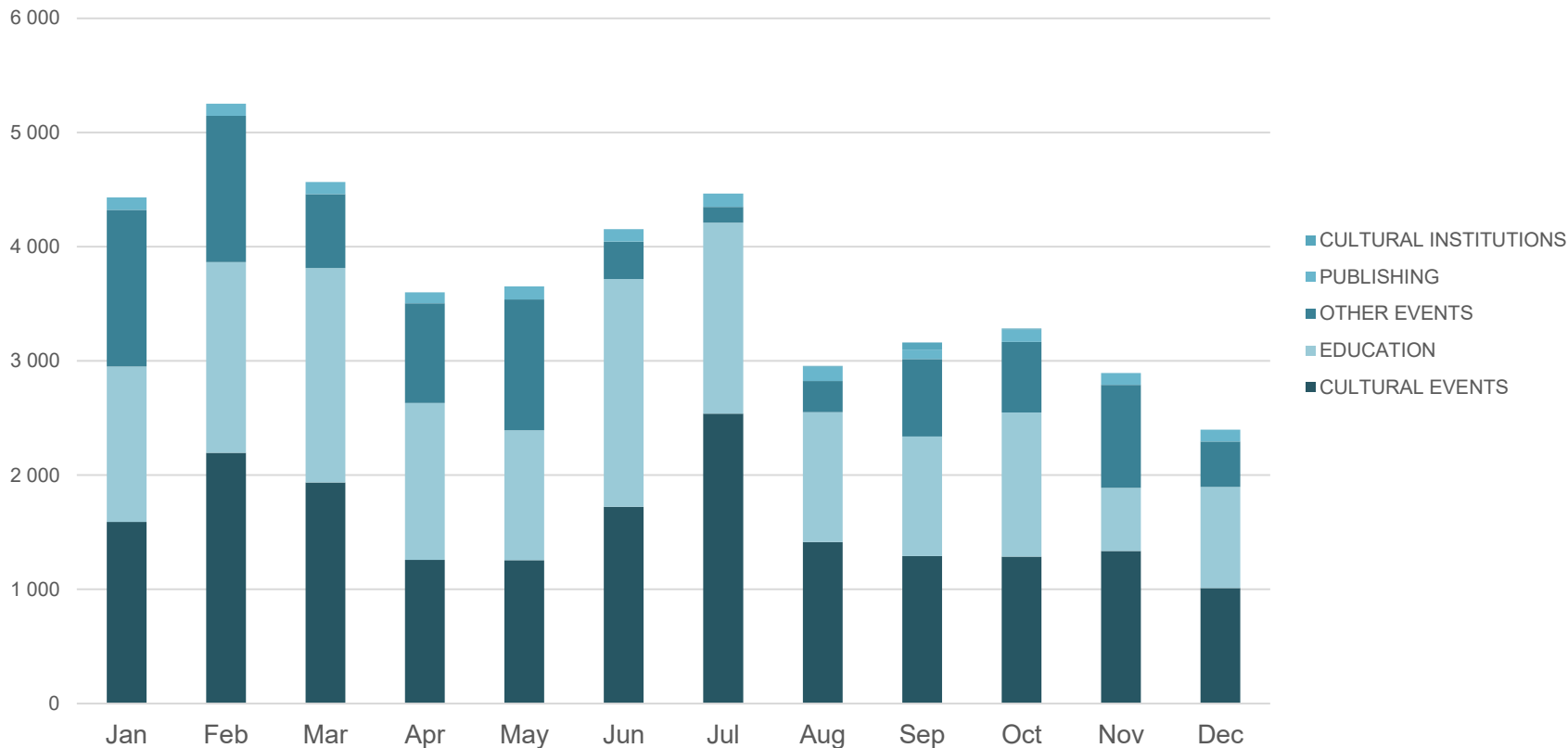
CULTURE. EDUCATION. PUBLISHING. EVENTS.

SEASONALITY by number of campaigns - 2023 - 2025



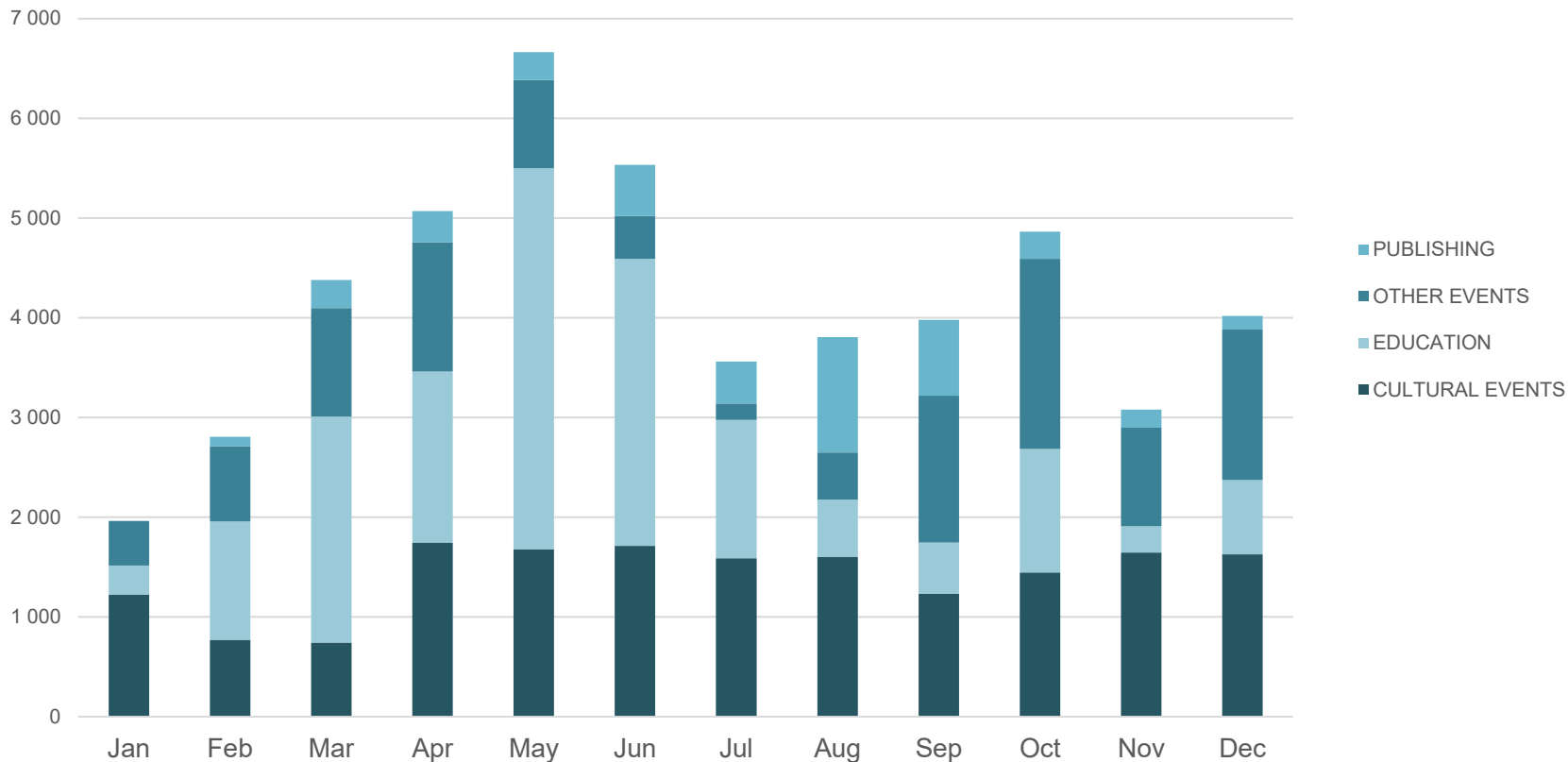
CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025



CULTURE. EDUCATION. PUBLISHING. EVENTS.

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

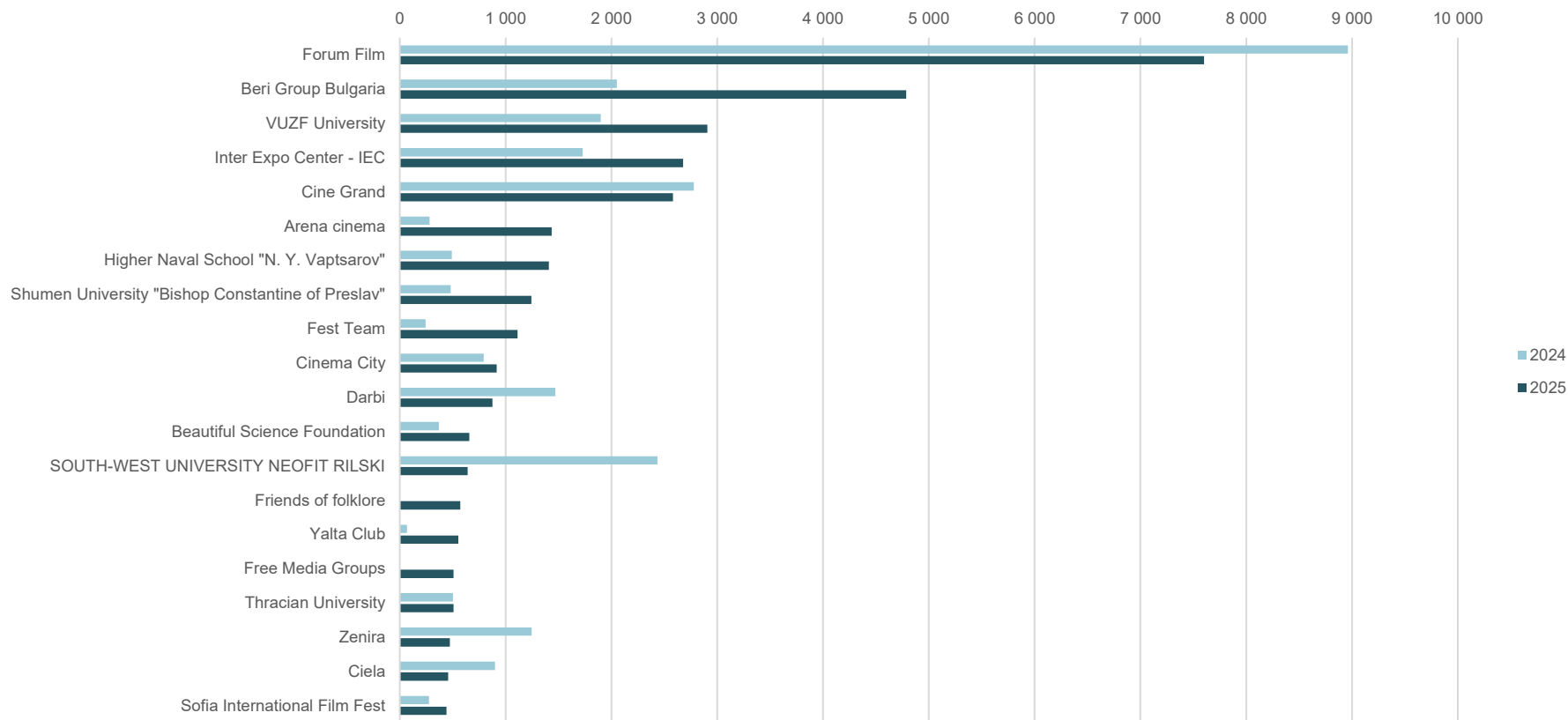




Banner Monitoring

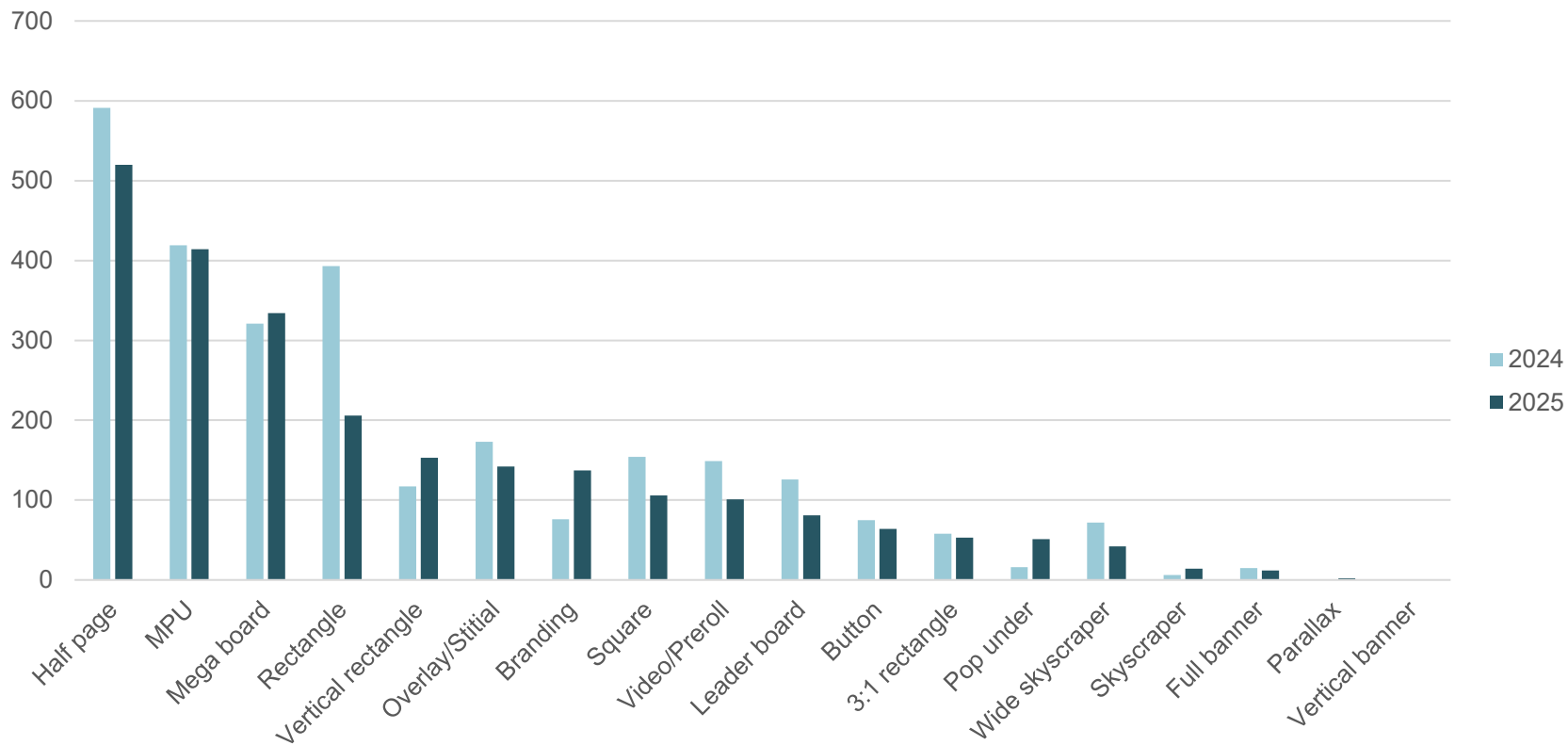
CULTURE. EDUCATION. PUBLISHING. EVENTS.

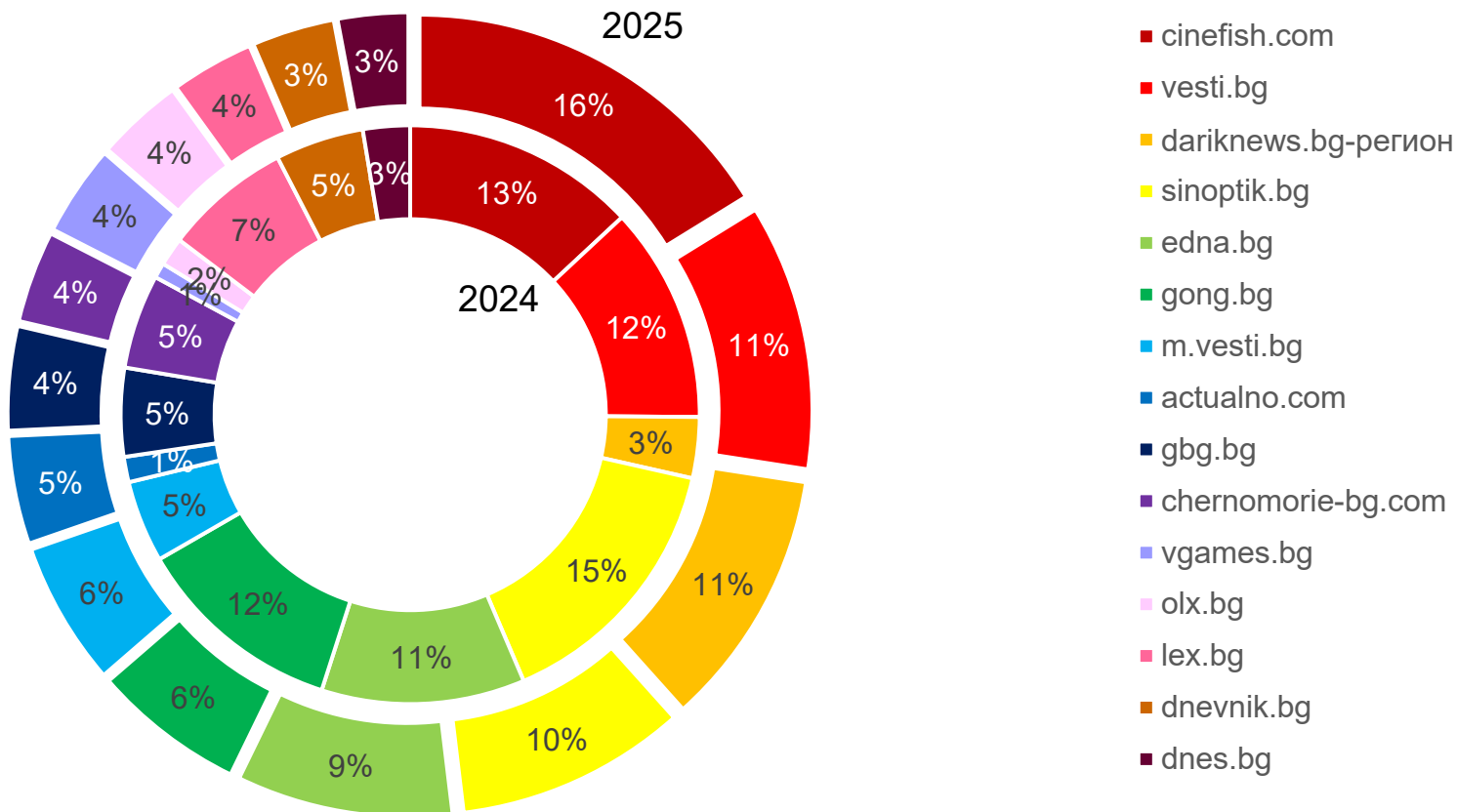
20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025



CULTURE. EDUCATION. PUBLISHING. EVENTS.

BANNER FORMATS by number of creatives – 2024 & 2025





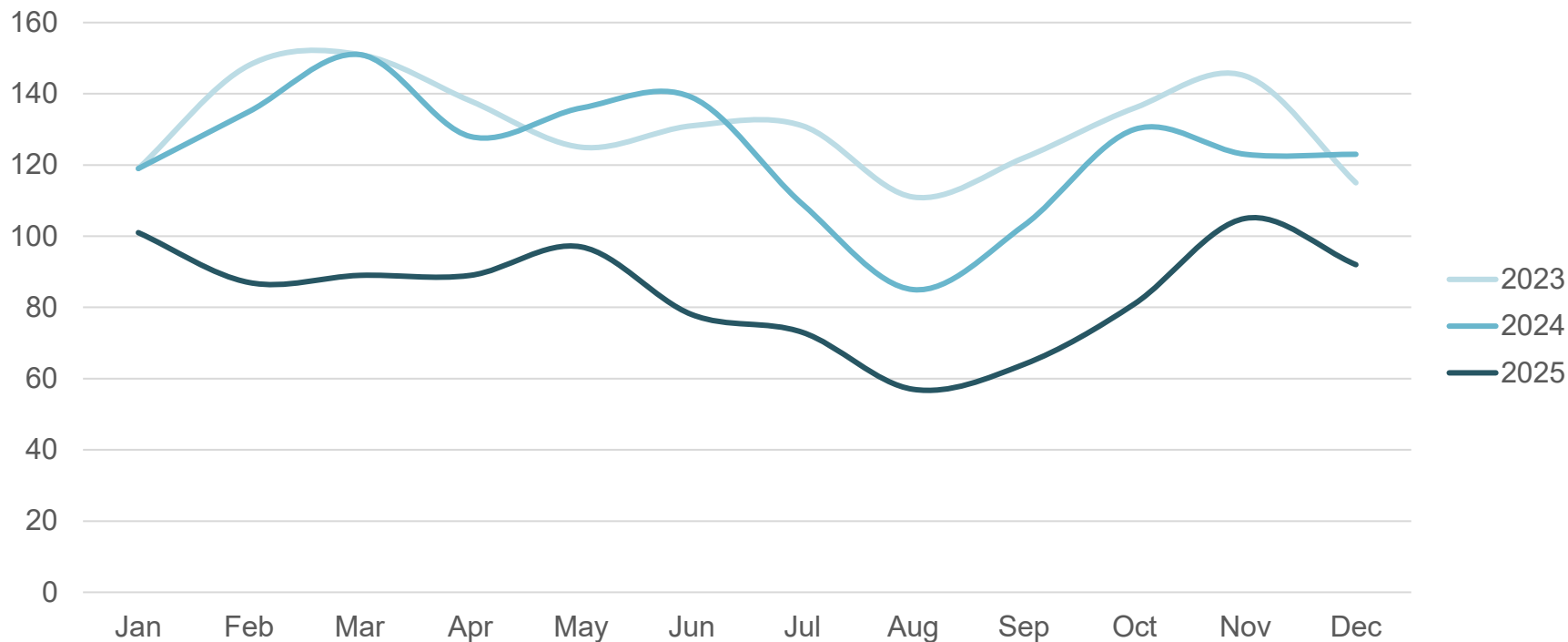
Sector

PHARMACY, MEDICAL
SERVICES AND
PRODUCTS



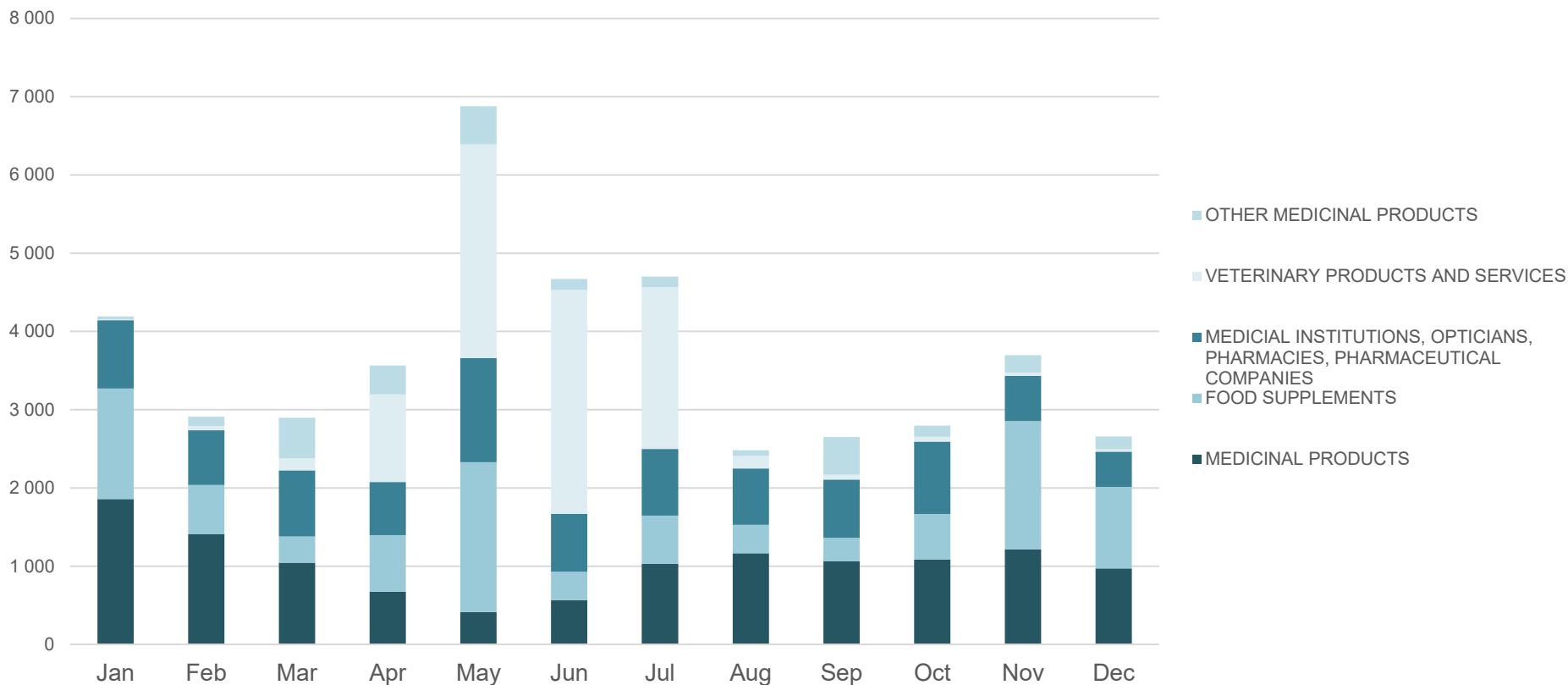
PHARMACY, MEDICAL SERVICES AND PRODUCTS

SEASONALITY by number of campaigns - 2023 - 2025



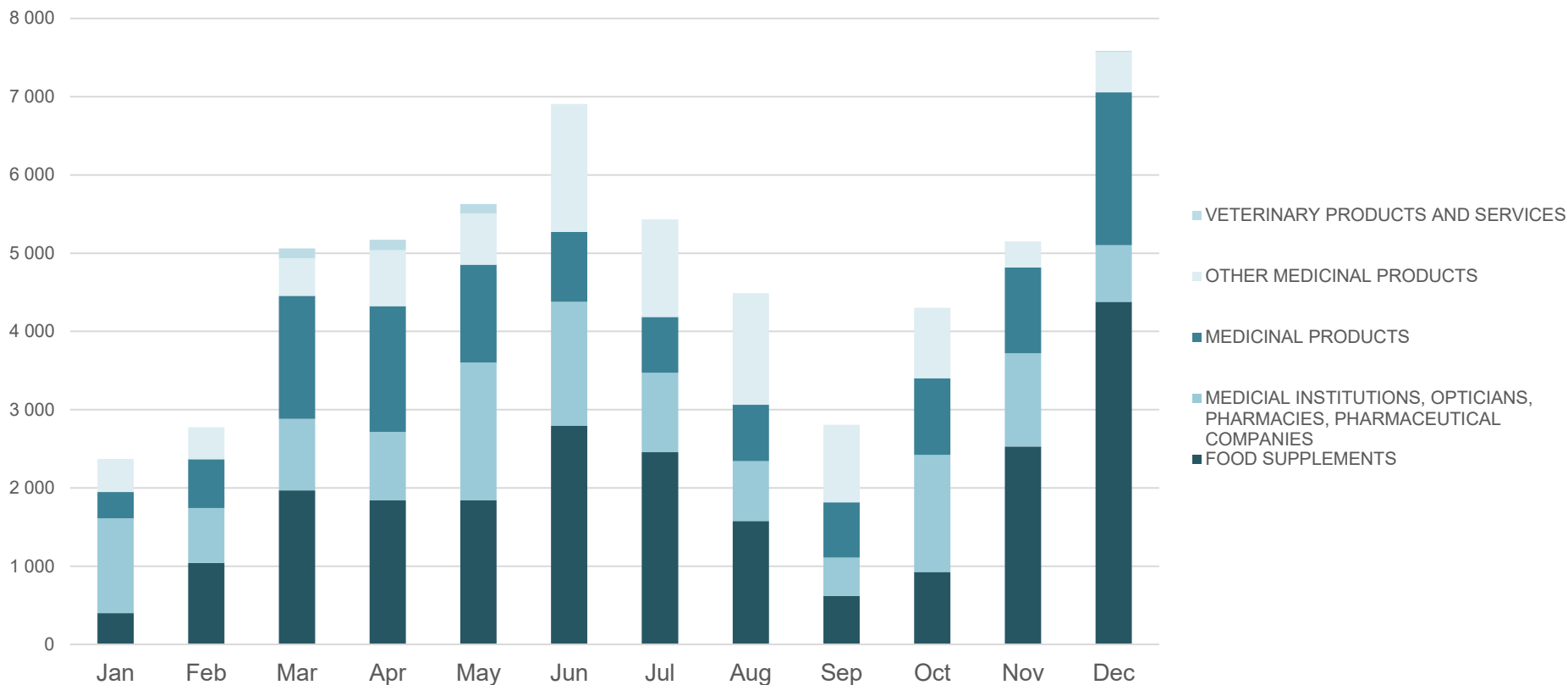
PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025



PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

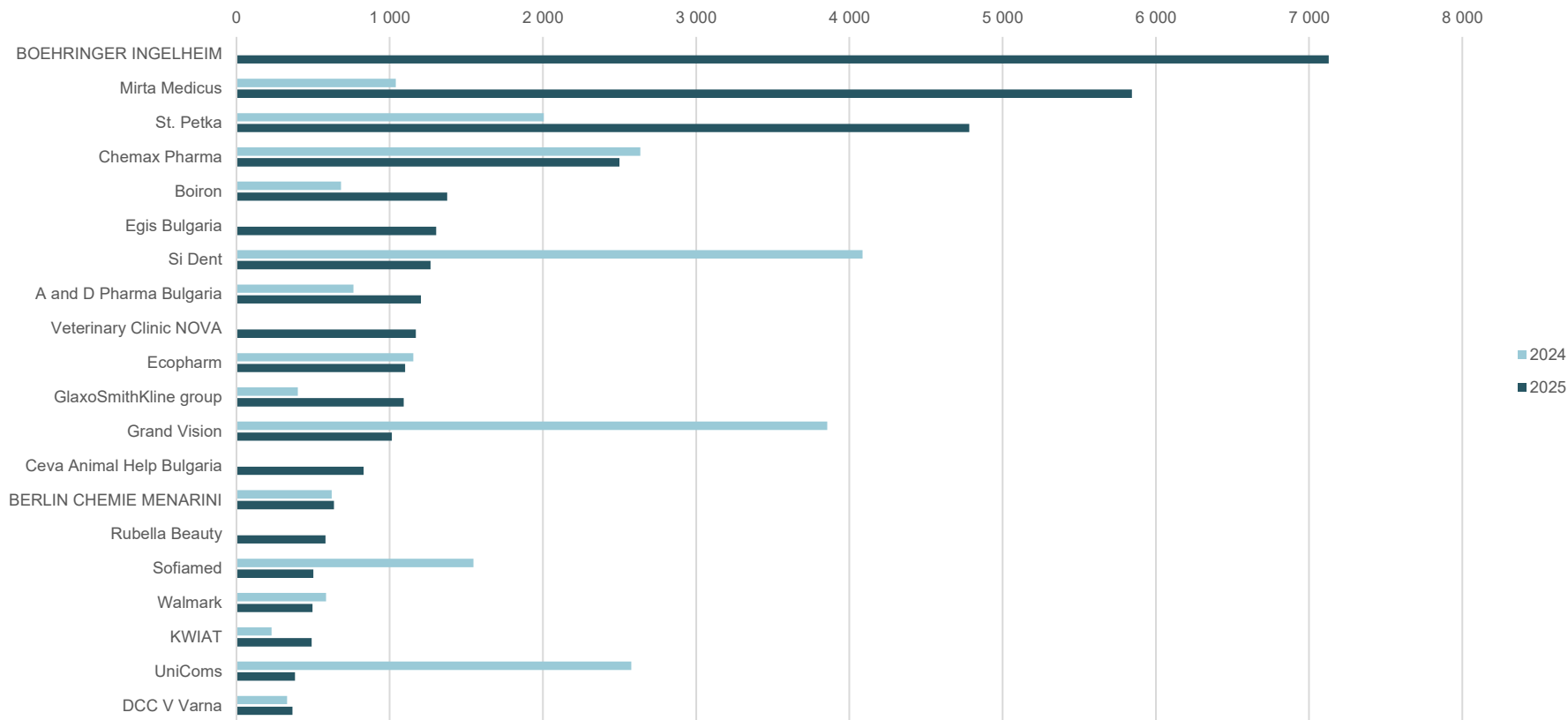




Banner Monitoring

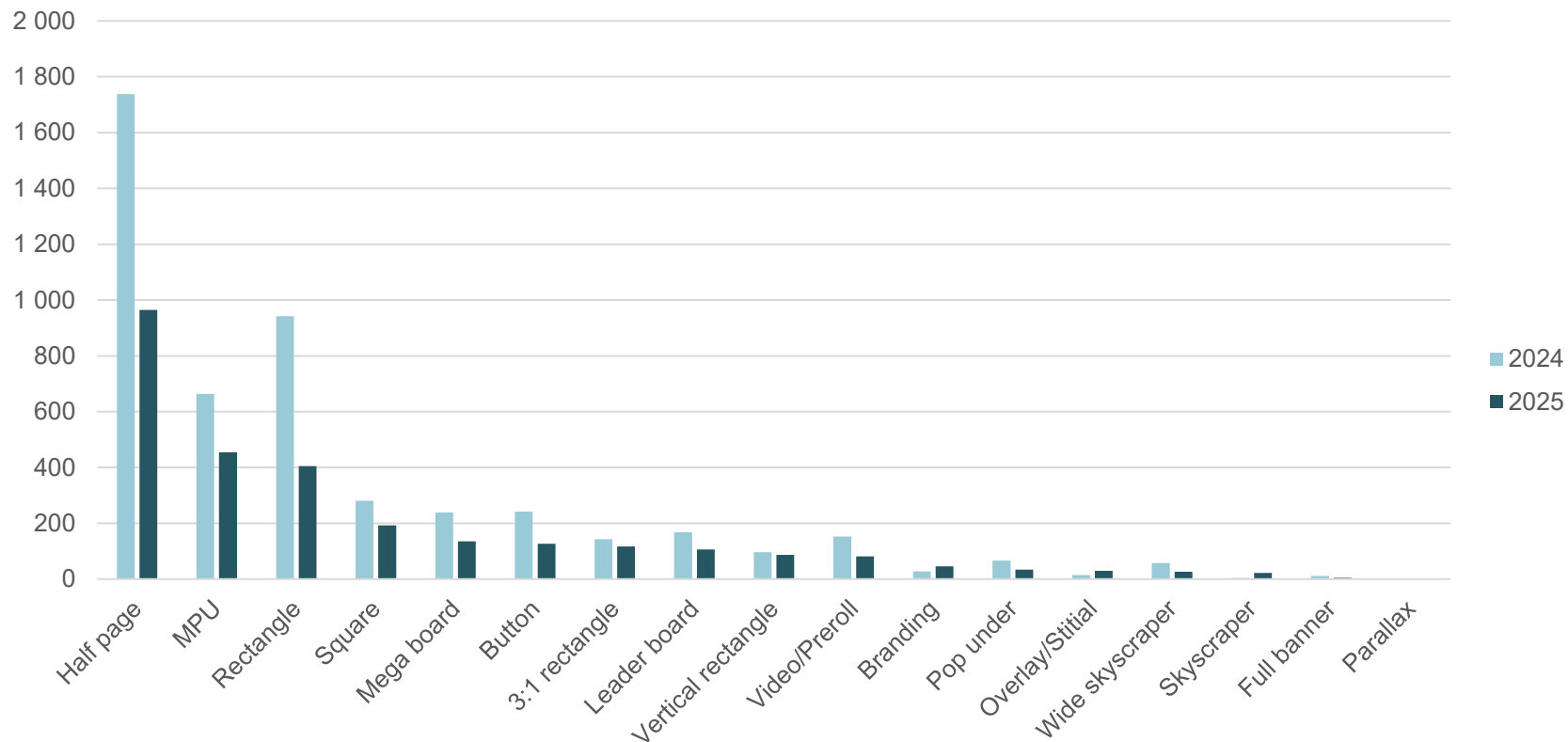
PHARMACY, MEDICAL SERVICES AND PRODUCTS

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PHARMACY, MEDICAL SERVICES AND PRODUCTS

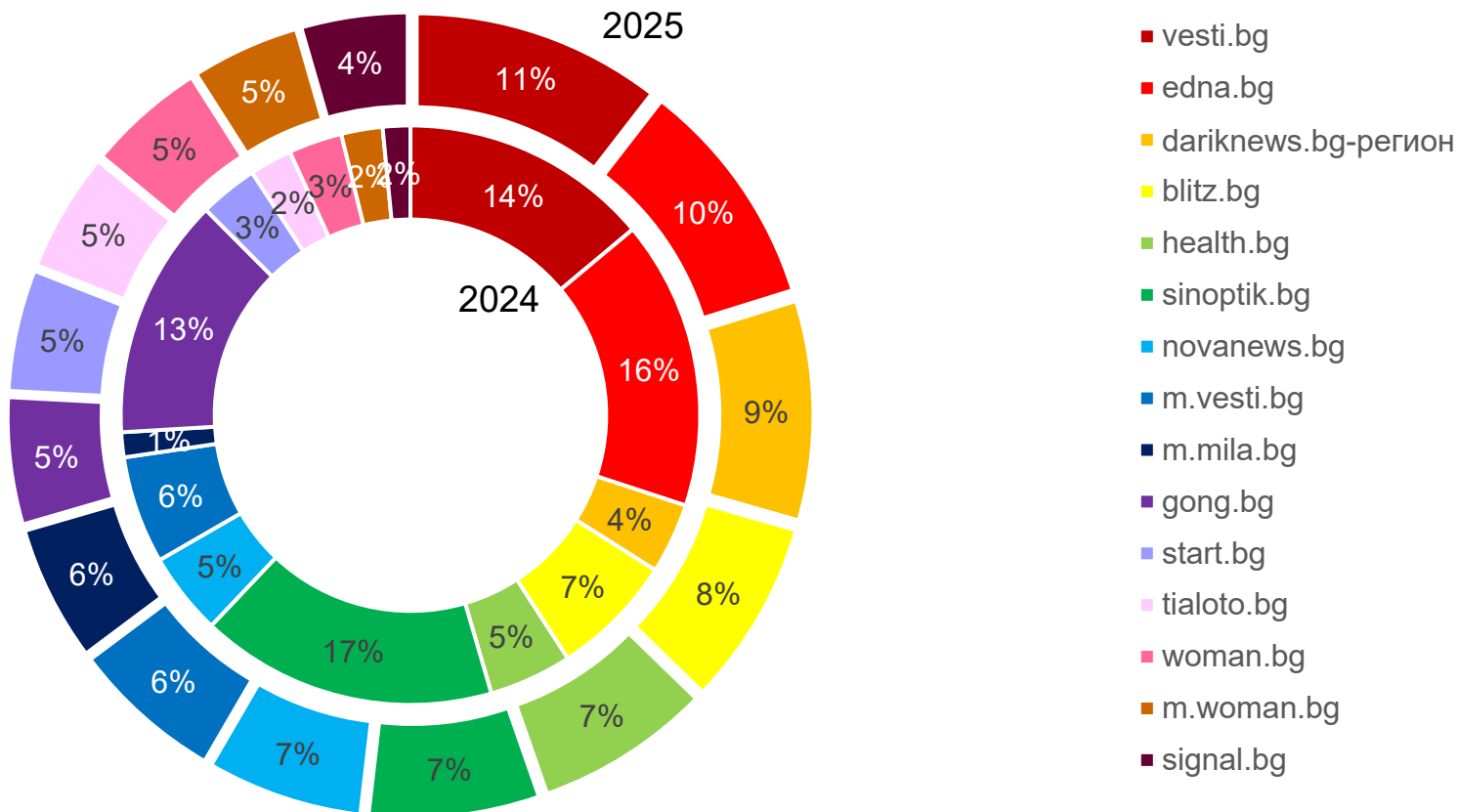
BANNER FORMATS by number of creatives – 2024 & 2025





PHARMACY, MEDICAL SERVICES AND PRODUCTS

TOP 15 WEBSITES by campaigns strength – 2024 & 2025



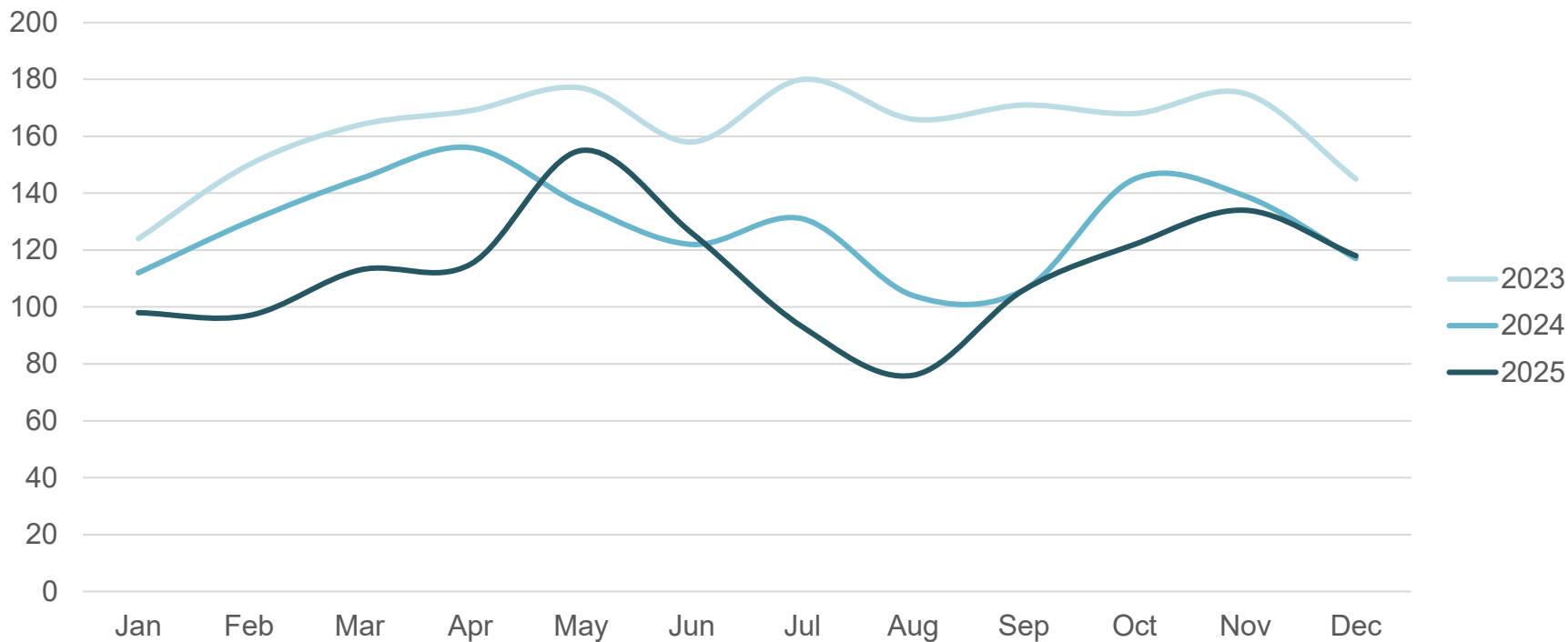
Sector

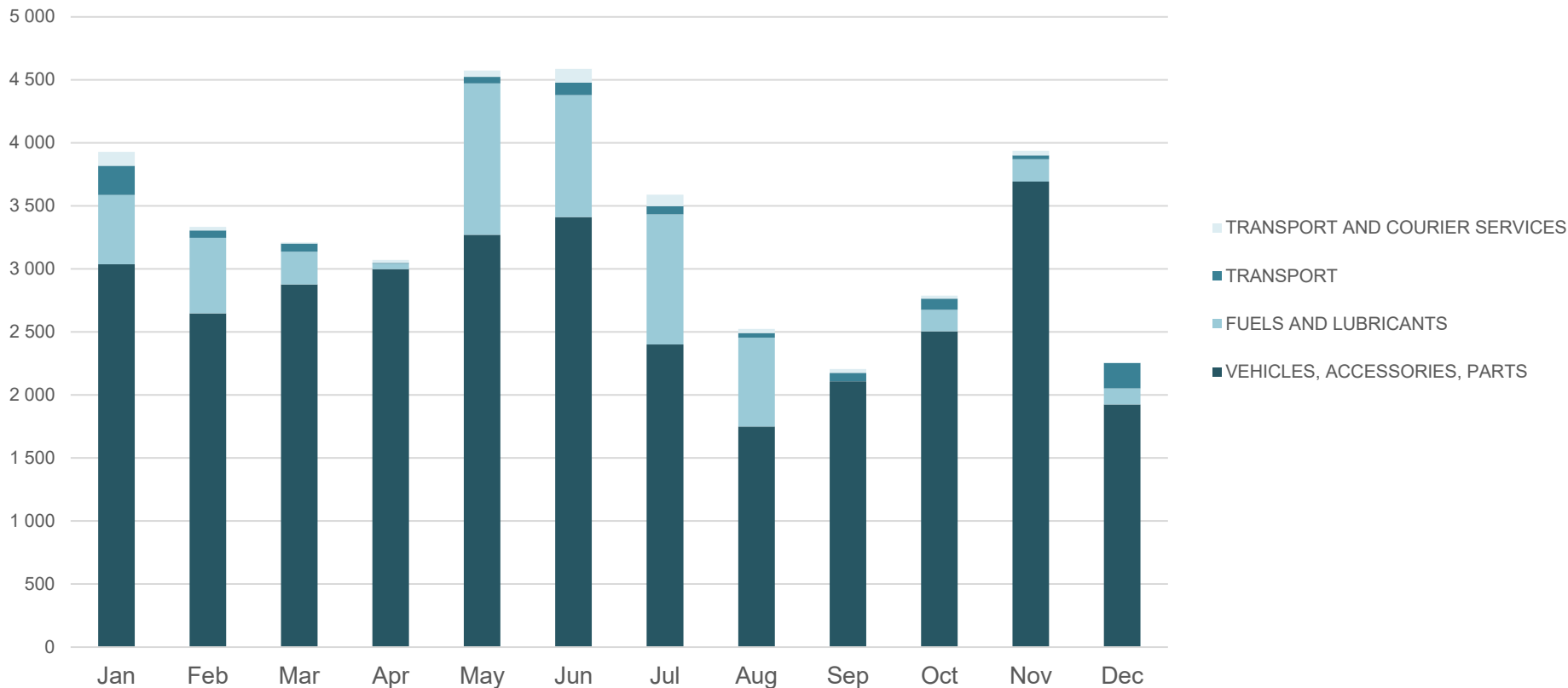
TRANSPORT.
AUTOMOBILISM. FUELS

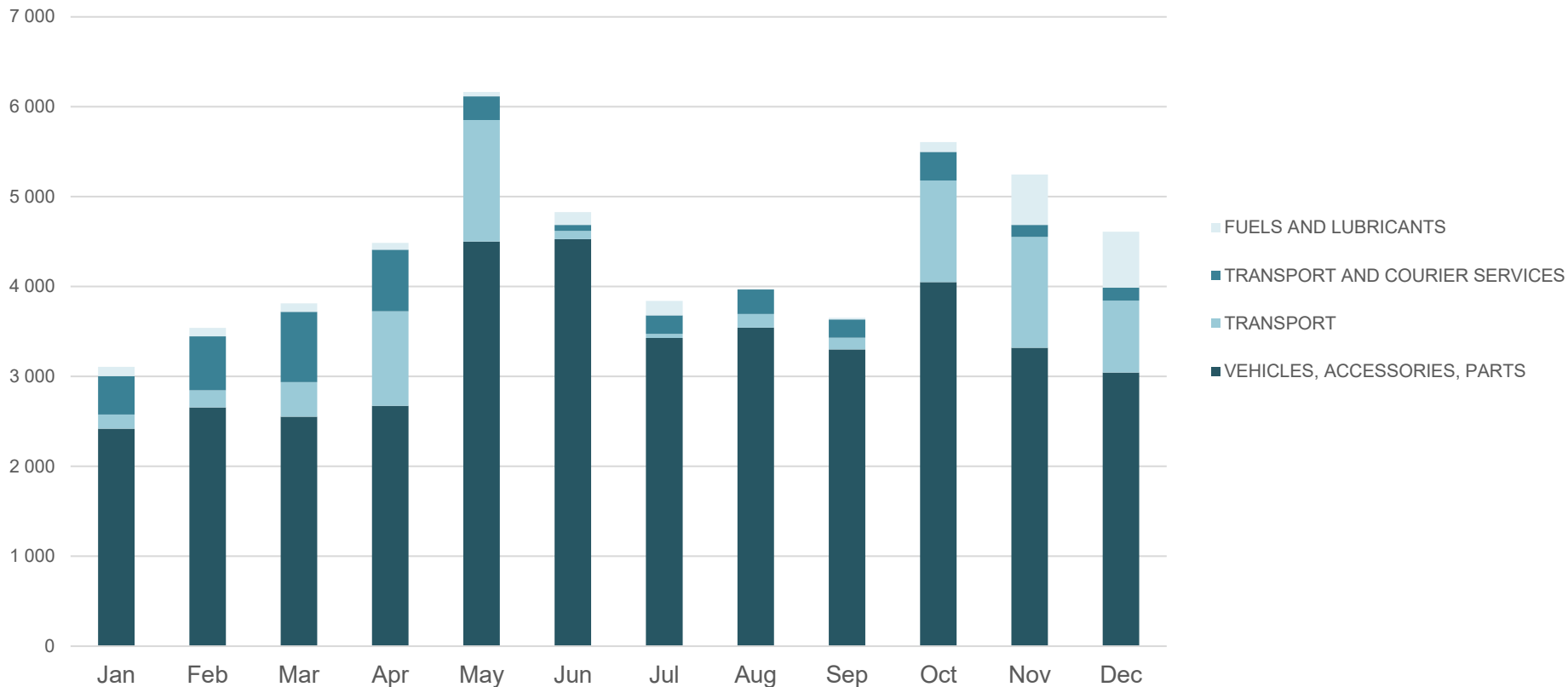


TRANSPORT. AUTOMOBILISM. FUELS

SEASONALITY by number of campaigns – 2023 - 2025





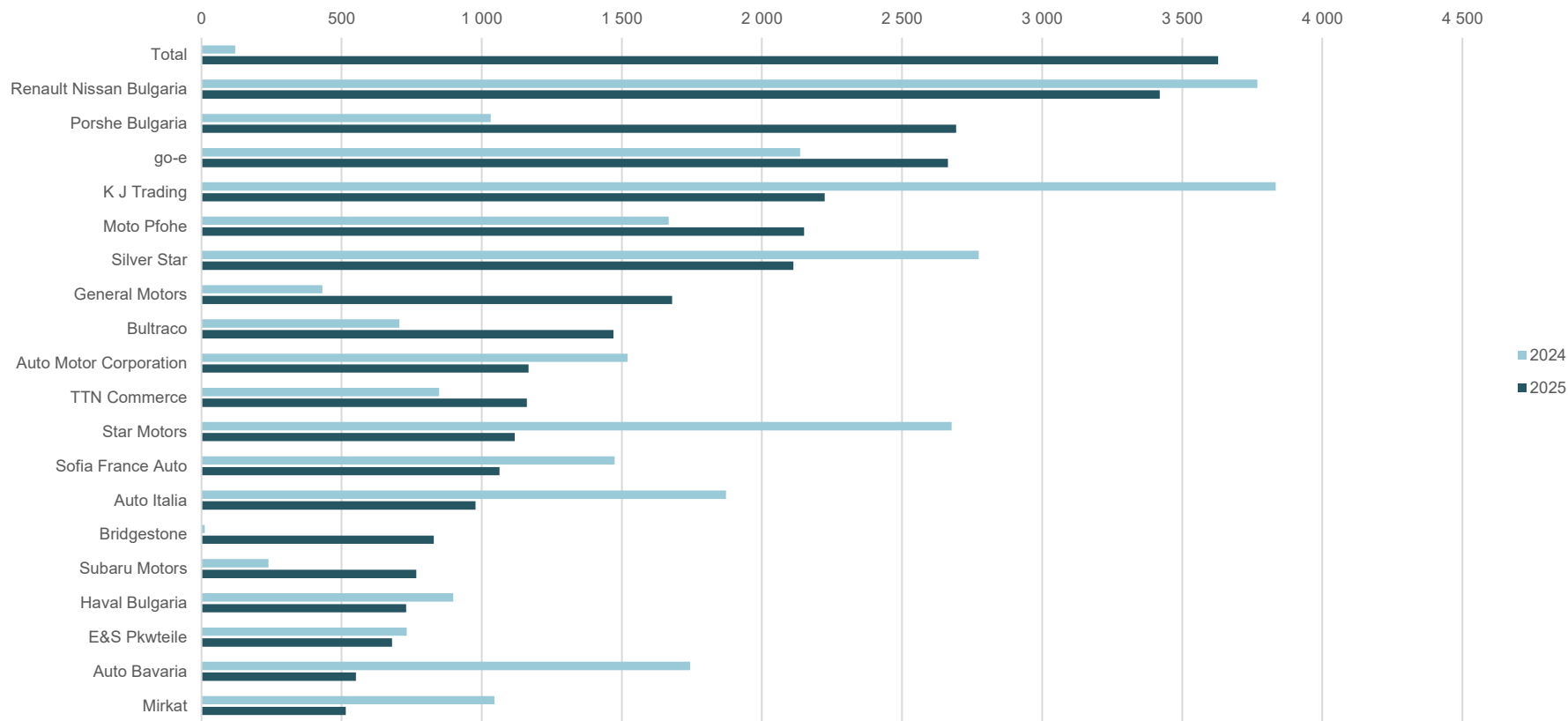




Banner Monitoring

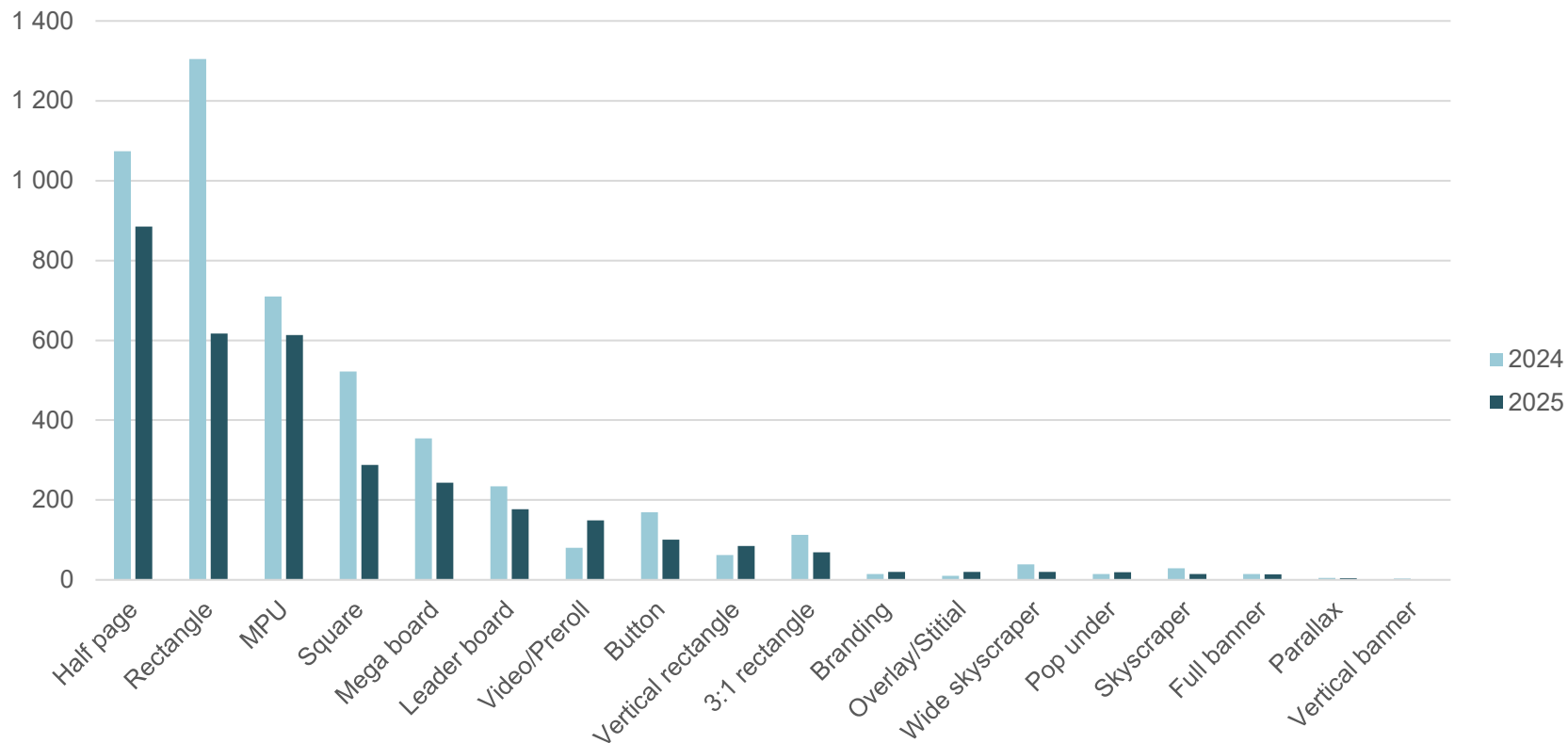
TRANSPORT. AUTOMOBILISM. FUELS

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025



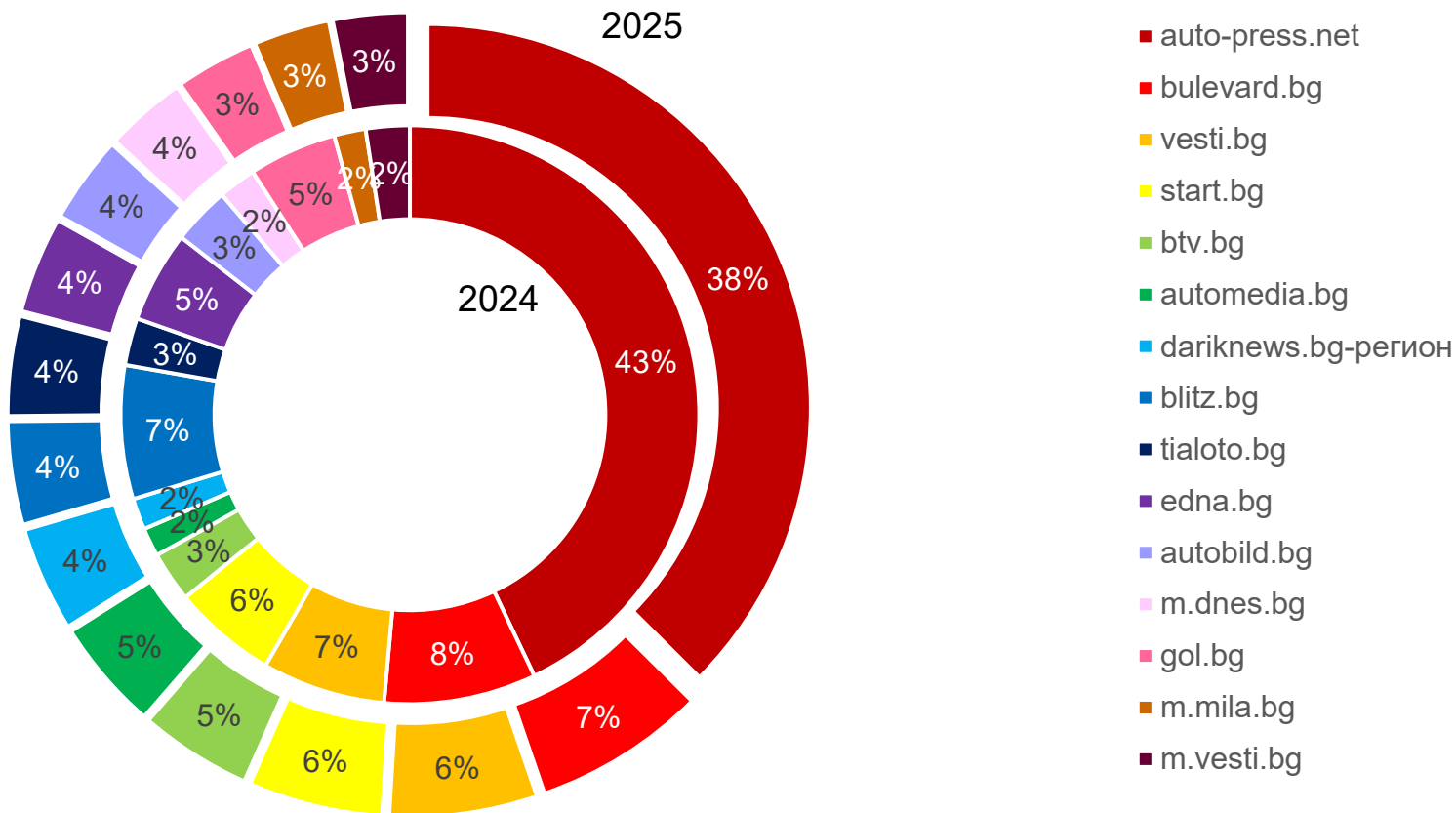
TRANSPORT. AUTOMOBILISM. FUELS

BANNER FORMATS by number of creatives – 2024 & 2025





TOP 15 WEBSITES by campaigns strength – 2024 & 2025

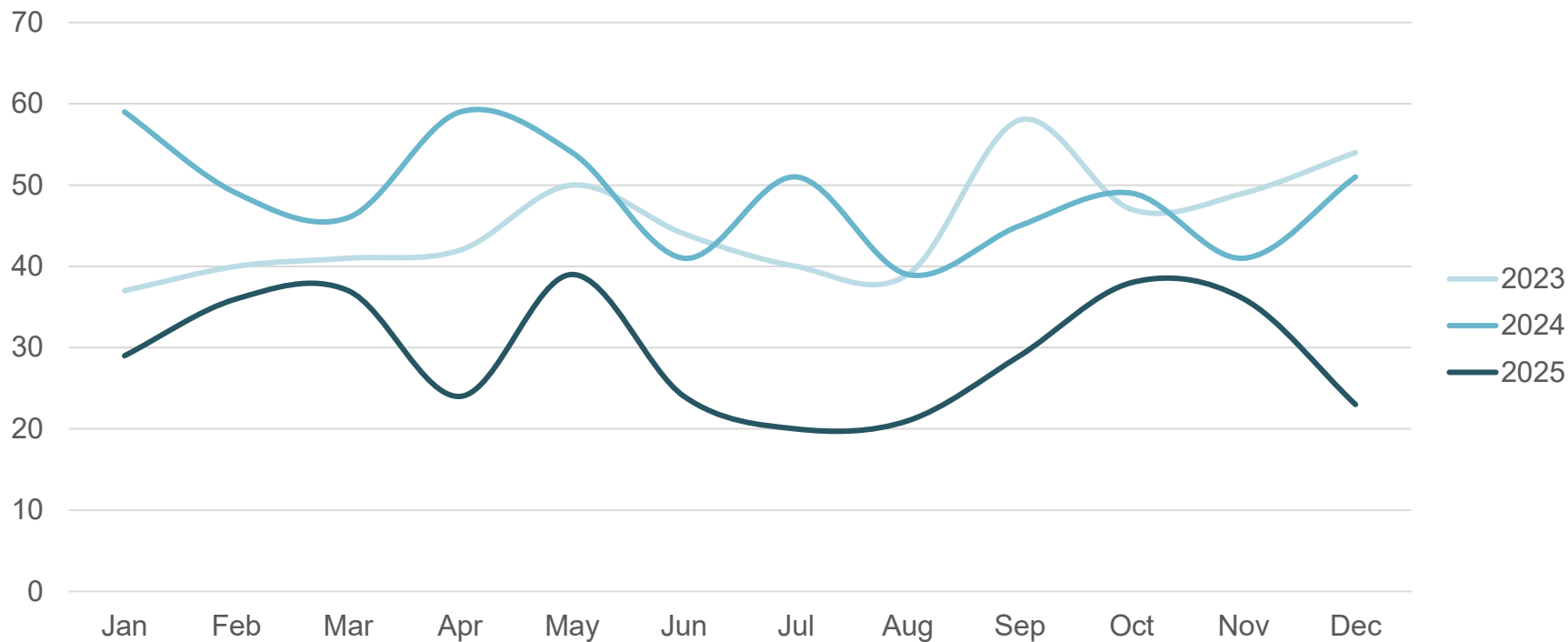


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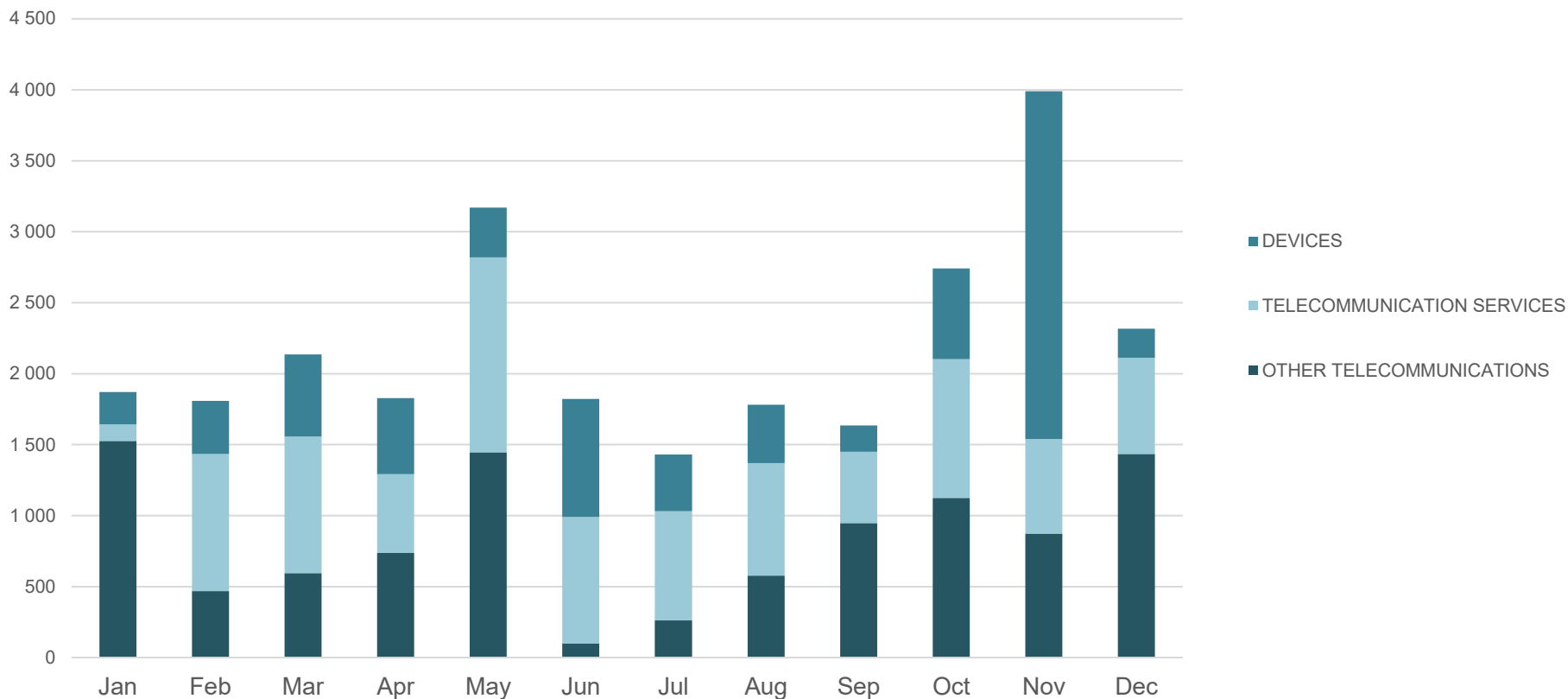
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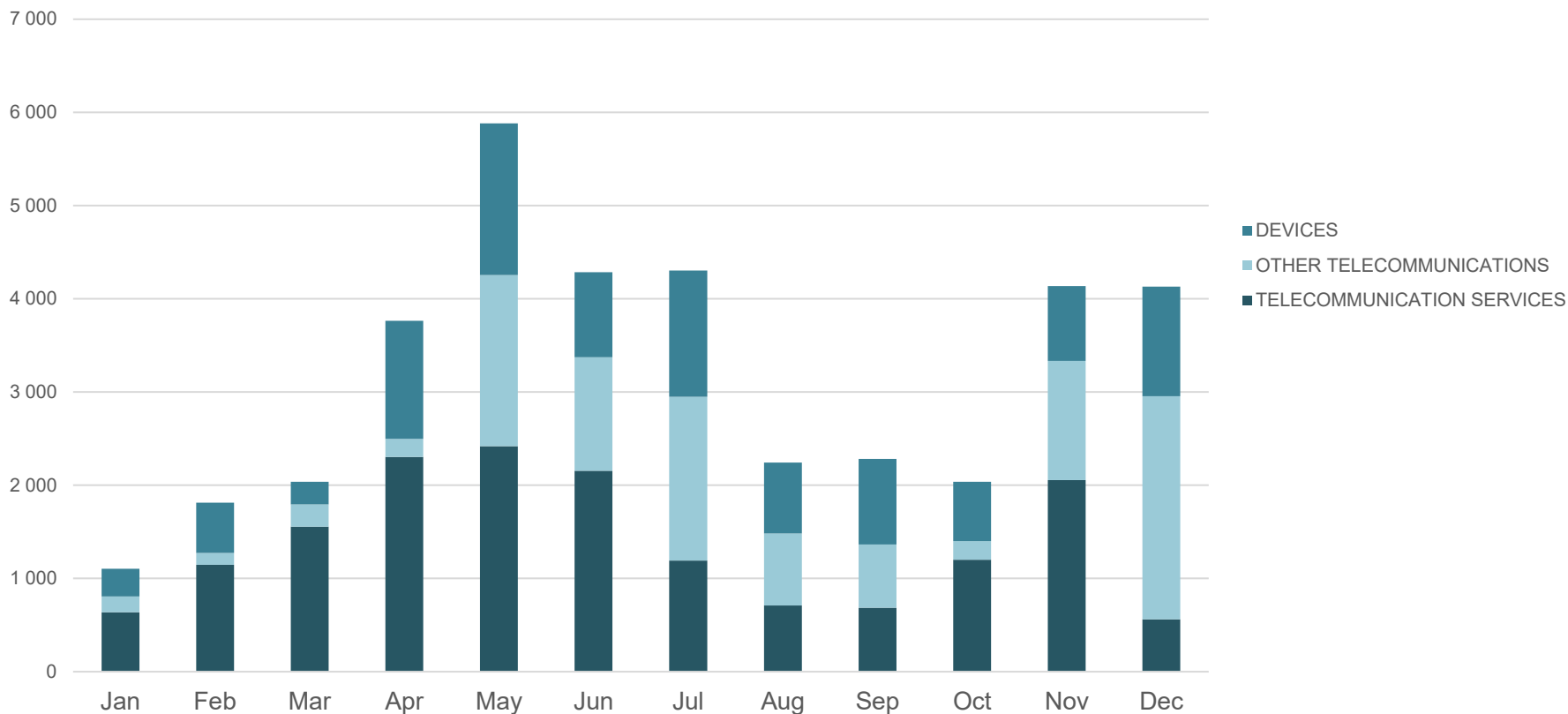
SEASONALITY by number of campaigns - 2023 - 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025

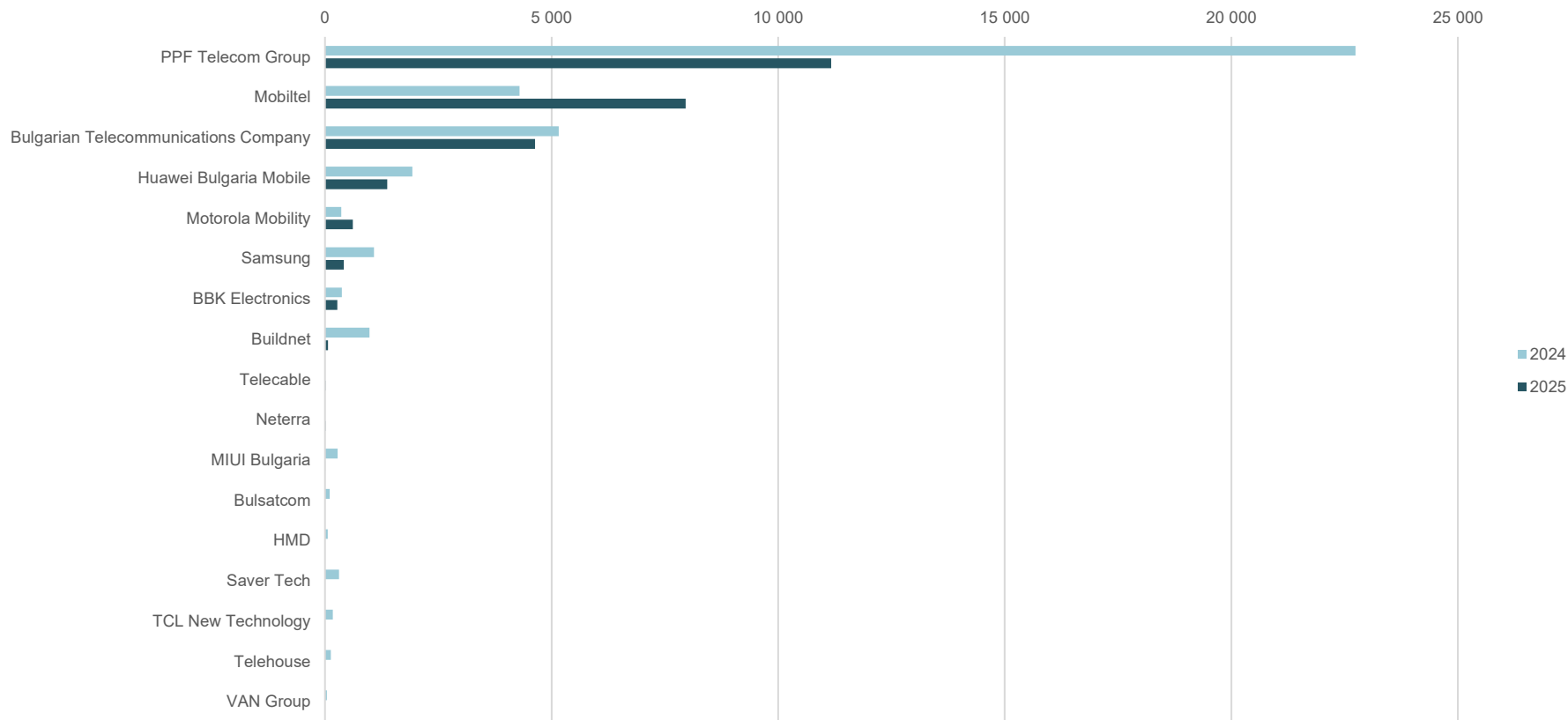


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

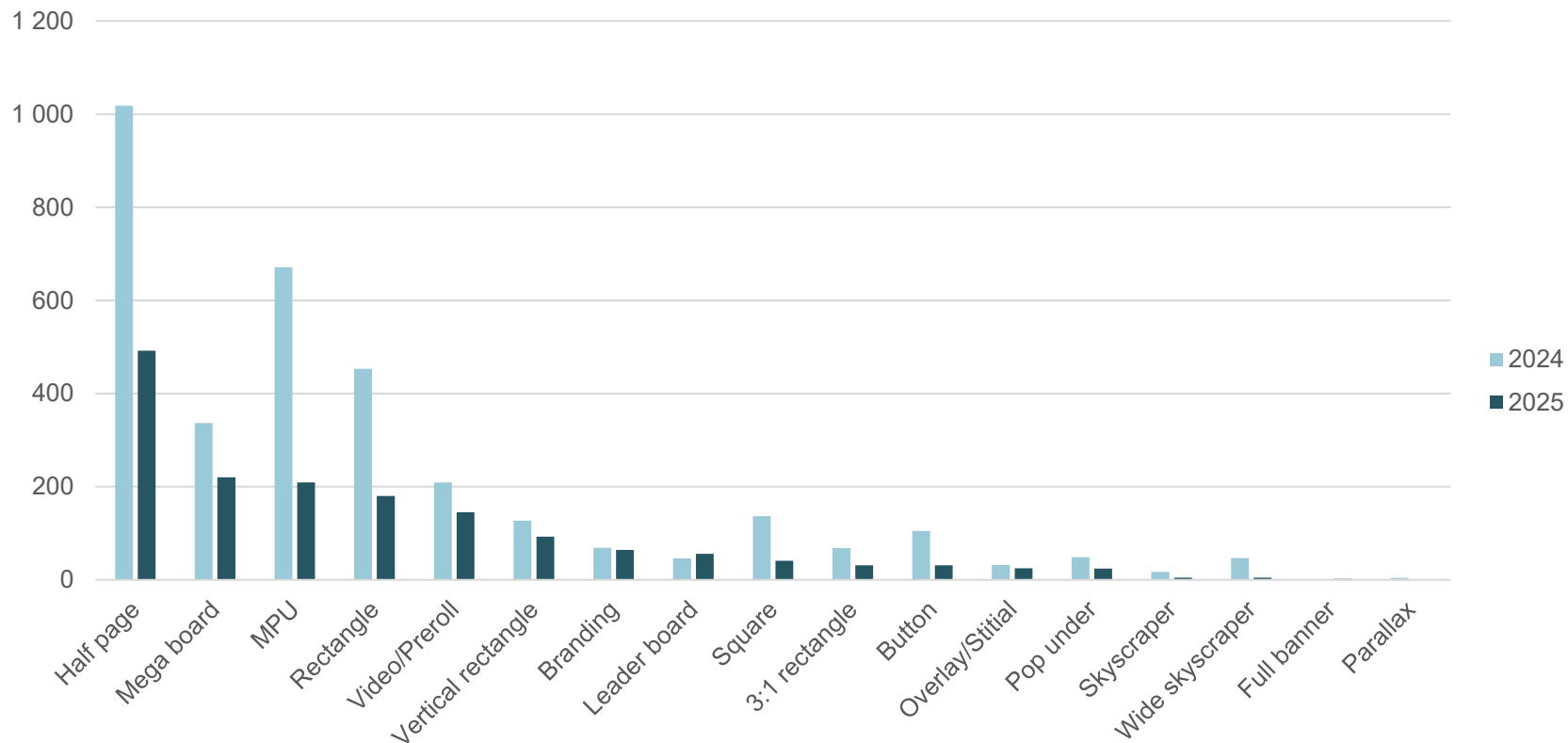




20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025

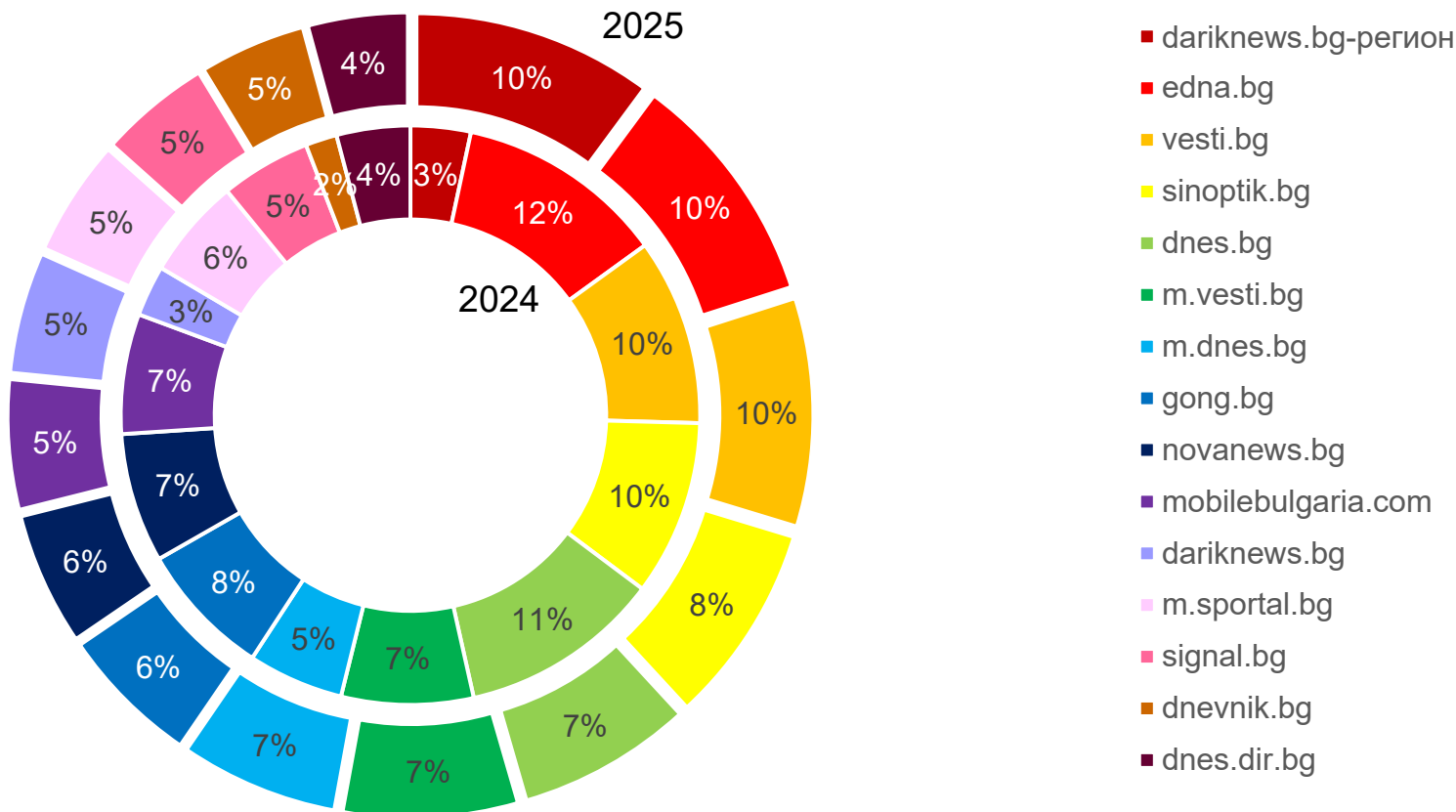


BANNER FORMATS by number of creatives – 2024 & 2025





TOP 15 WEBSITES by campaigns strength – 2024 & 2025



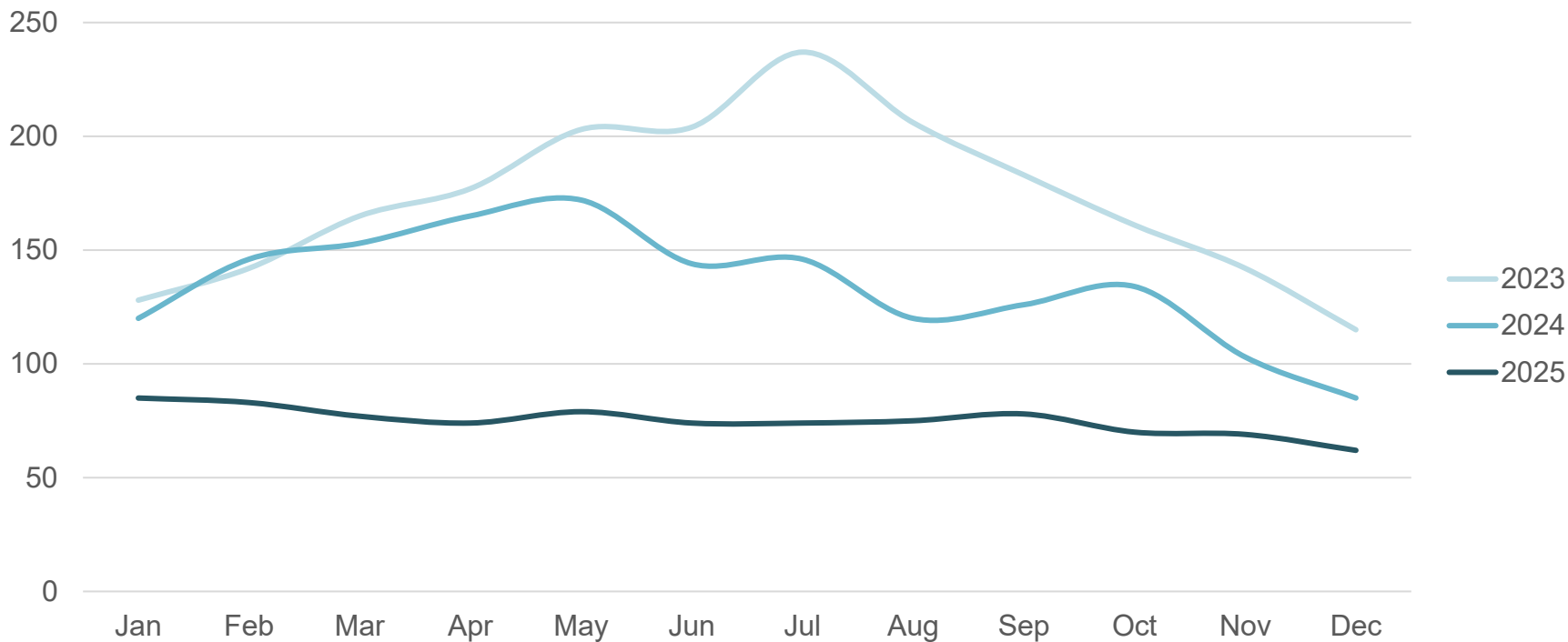
Sector

CONSTRUCTION AND
REPAIRS, HOME
FURNISHINGS



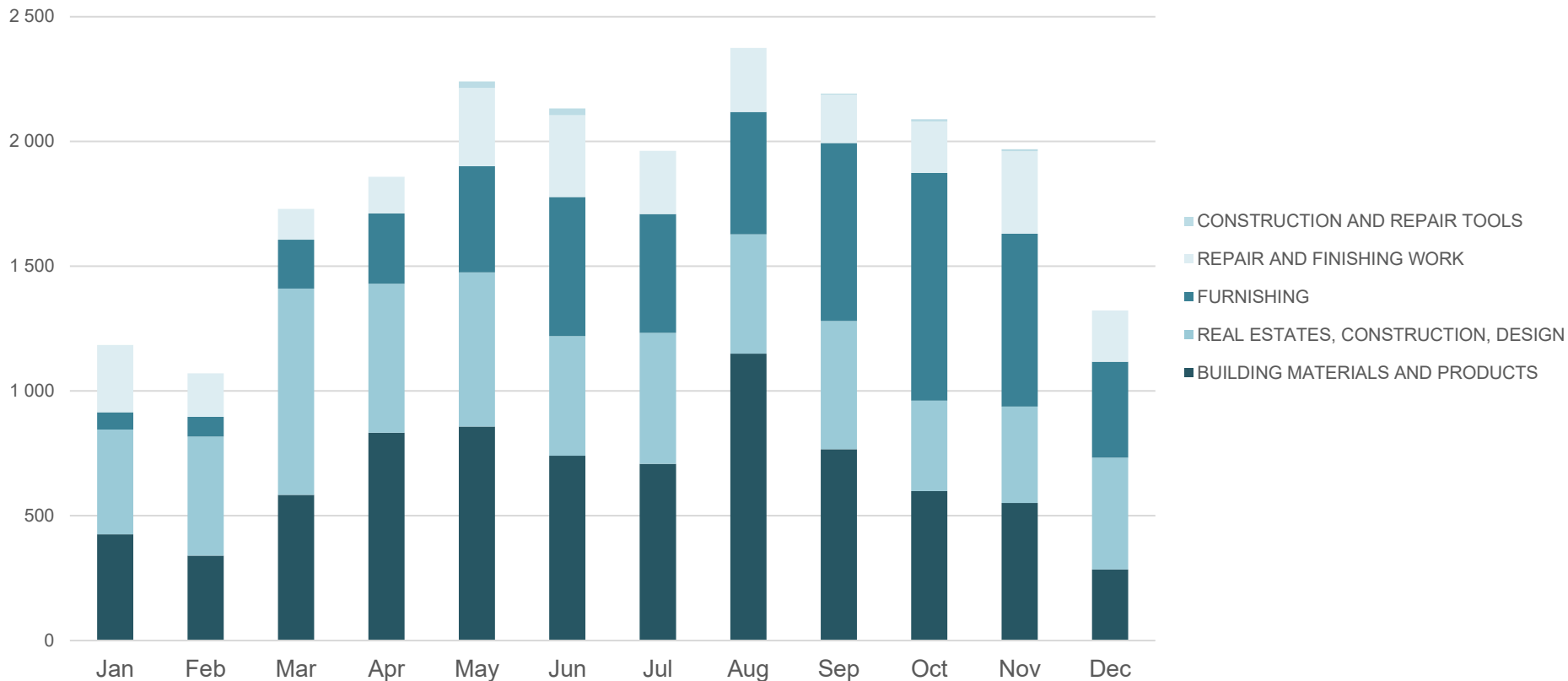
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

SEASONALITY by number of campaigns - 2023 - 2025



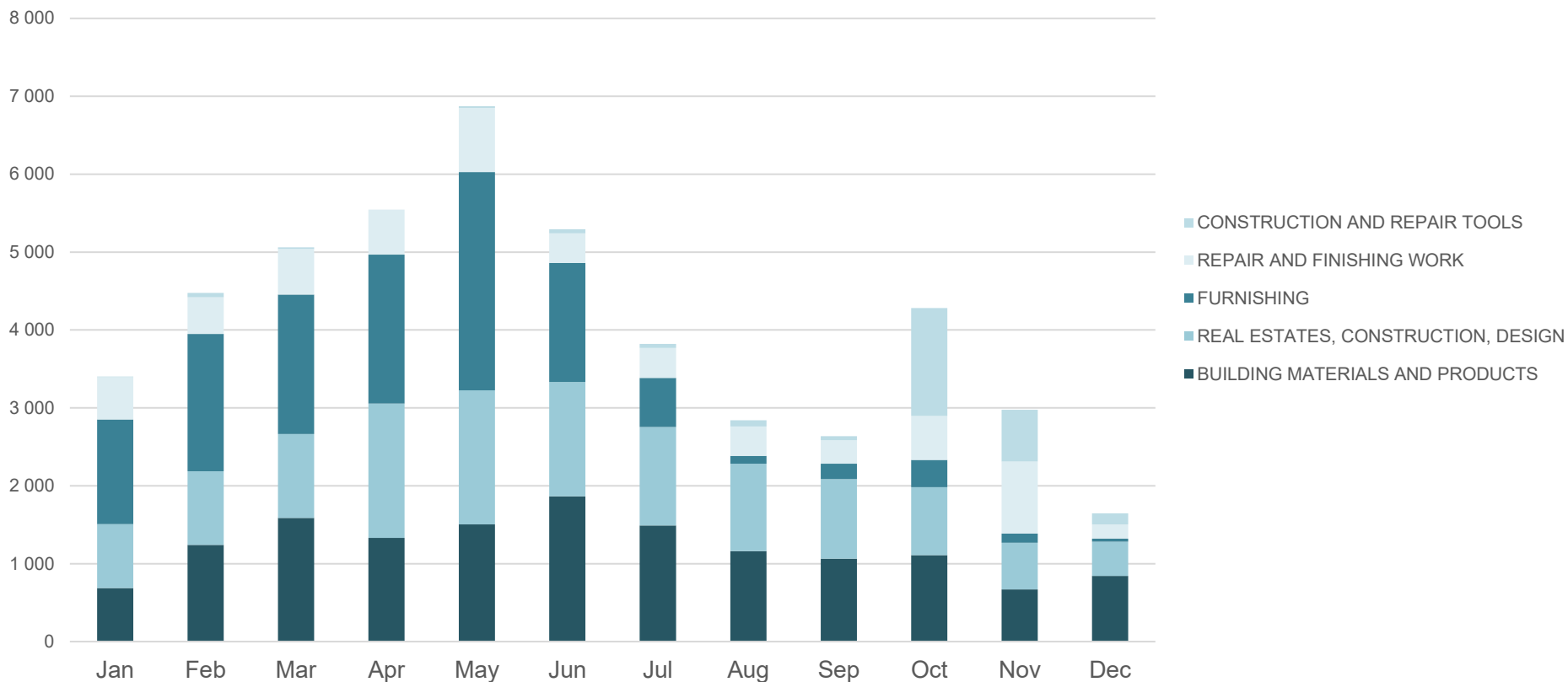
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

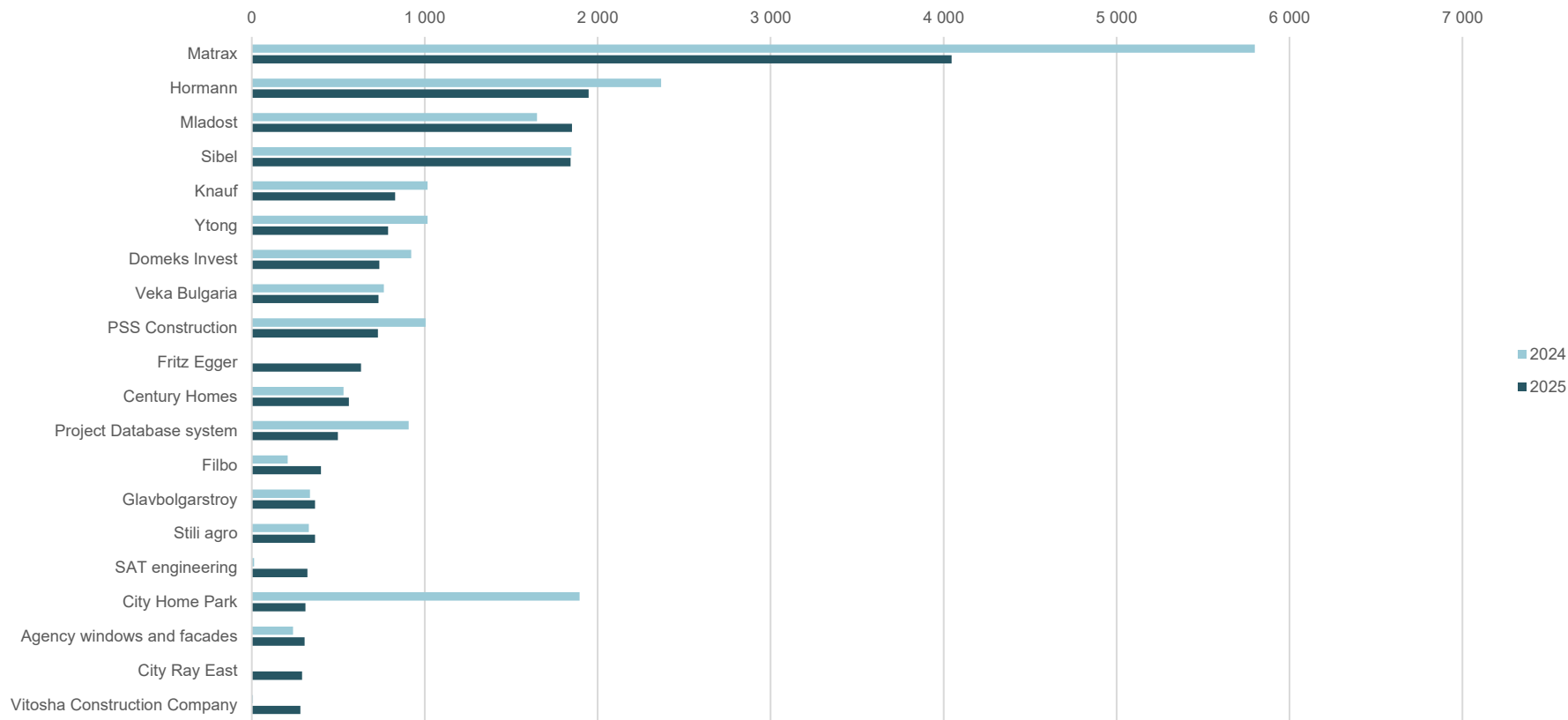




Banner Monitoring

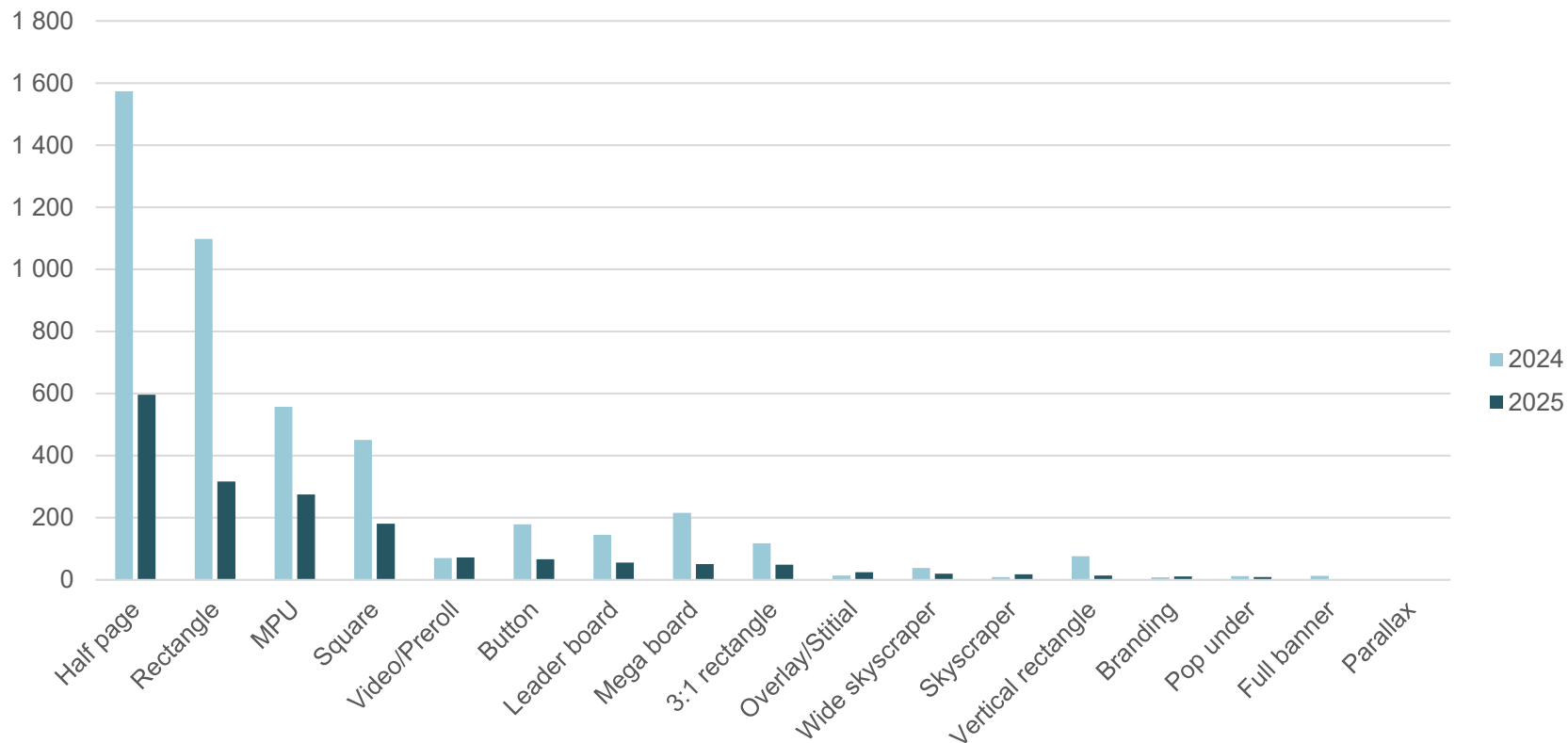
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

20 MOST ACTIVE ADVERTISERS by campaigns strength – 2024 & 2025



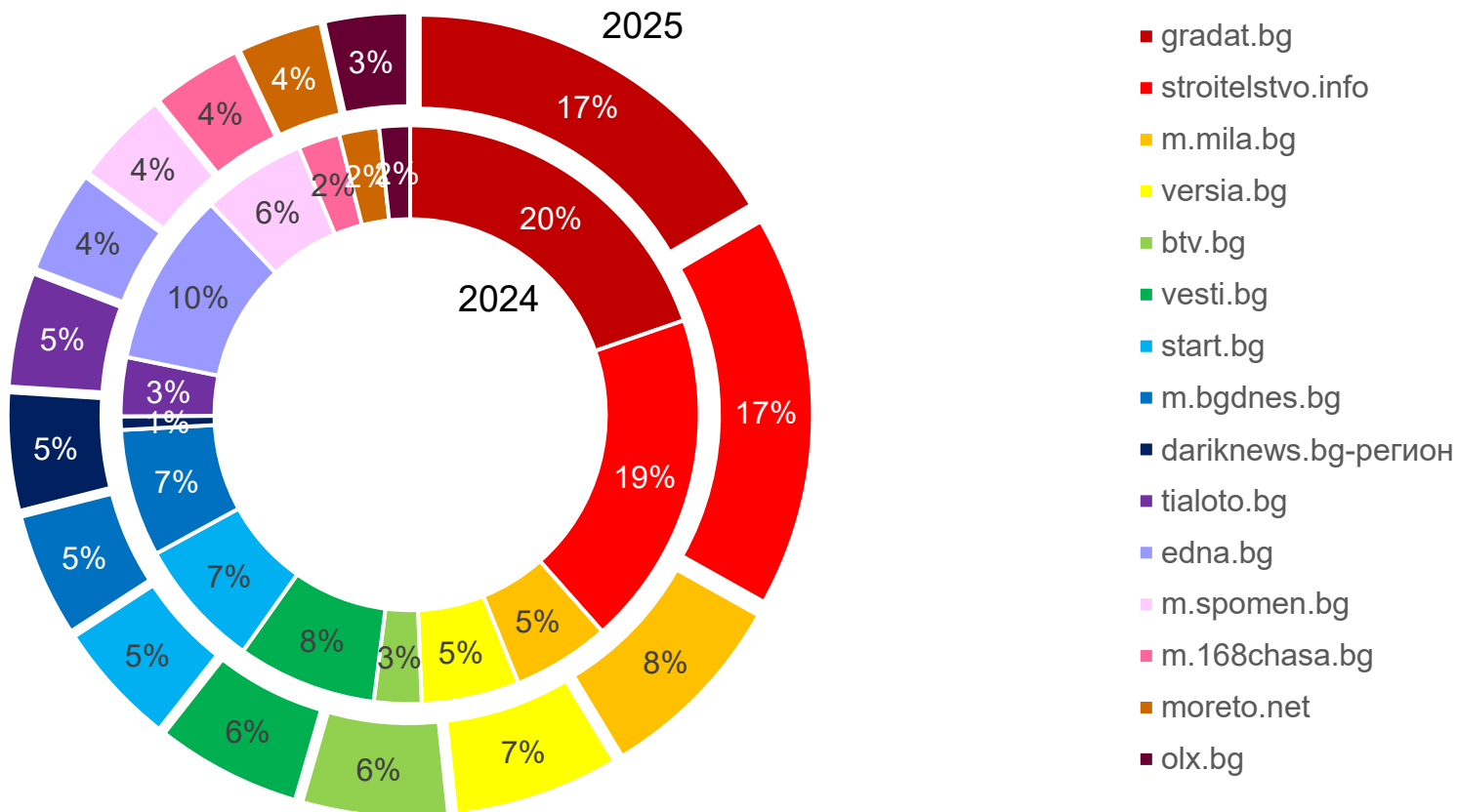
CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

BANNER FORMATS by number of creatives – 2024 & 2025



CONSTRUCTION AND REPAIRS, HOME FURNISHINGS

TOP 15 WEBSITES by campaigns strength – 2024 & 2025

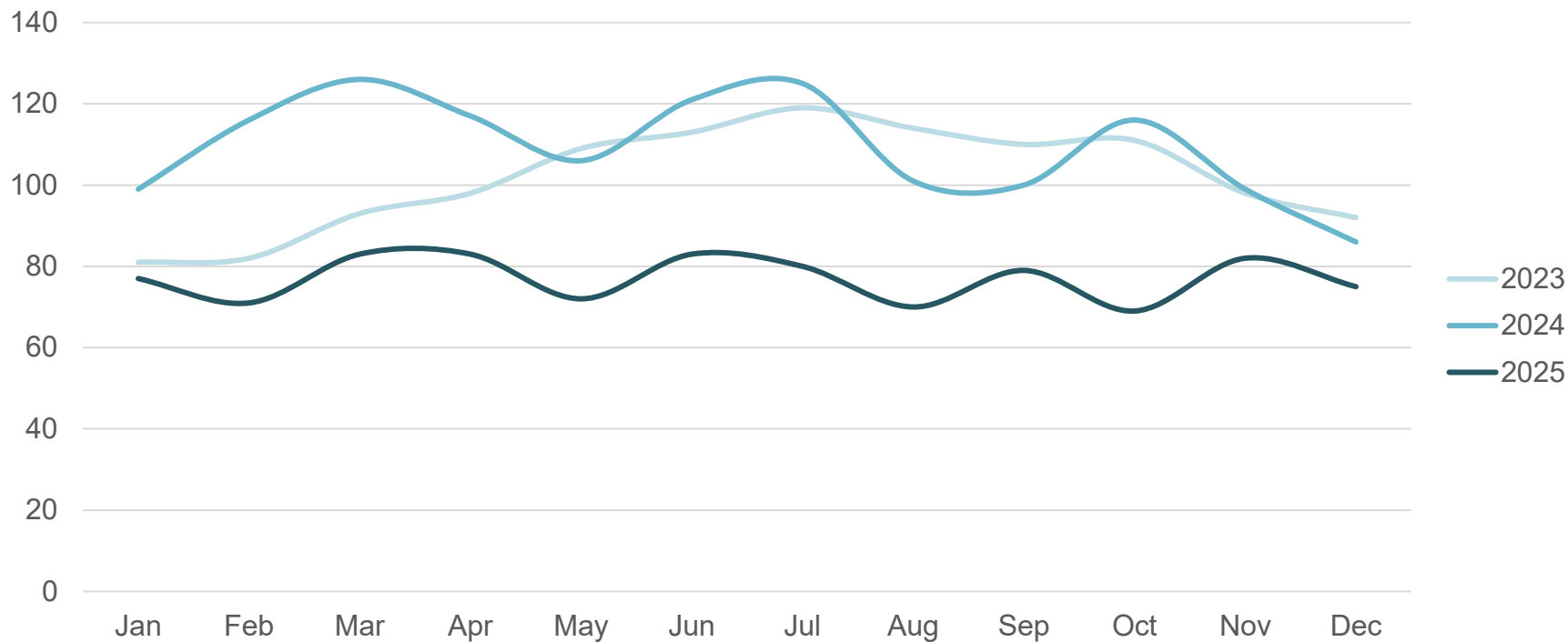


Sector

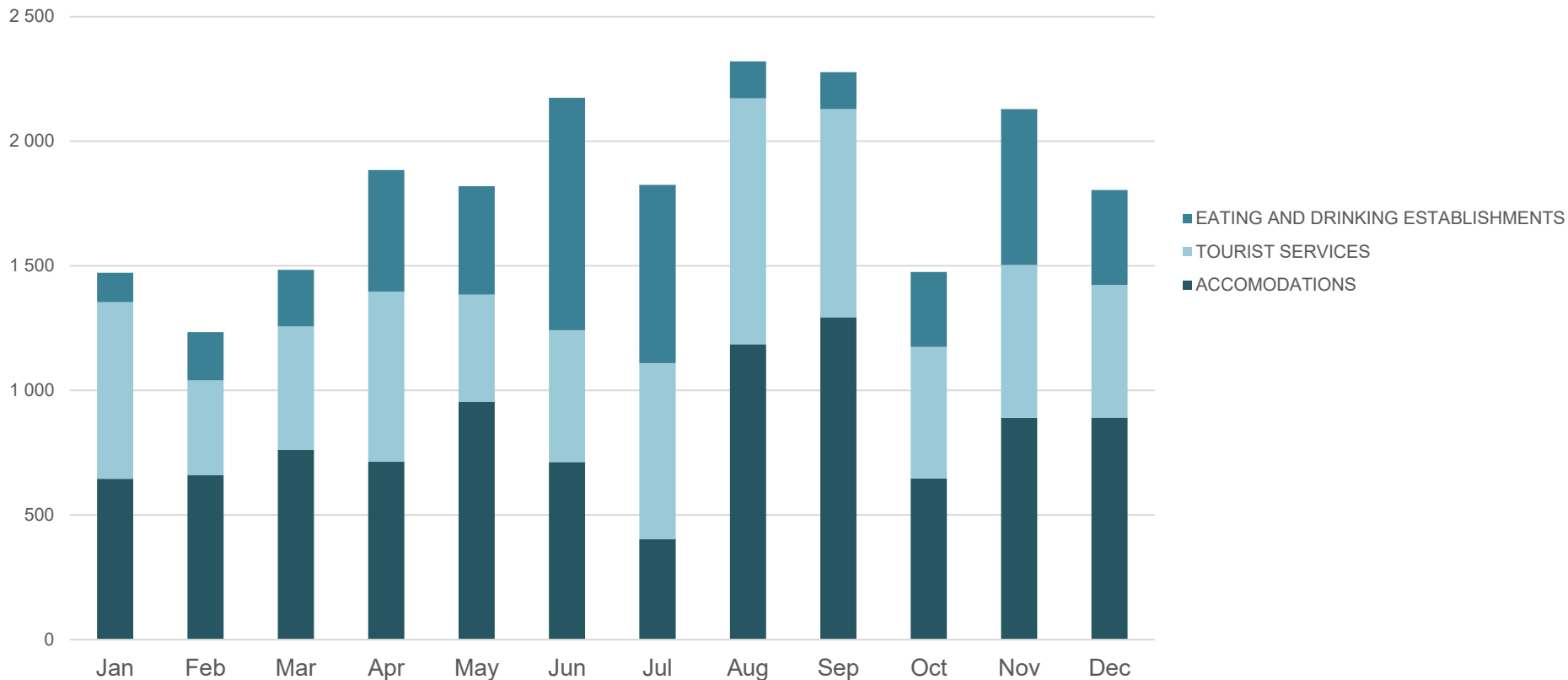
TOURISM



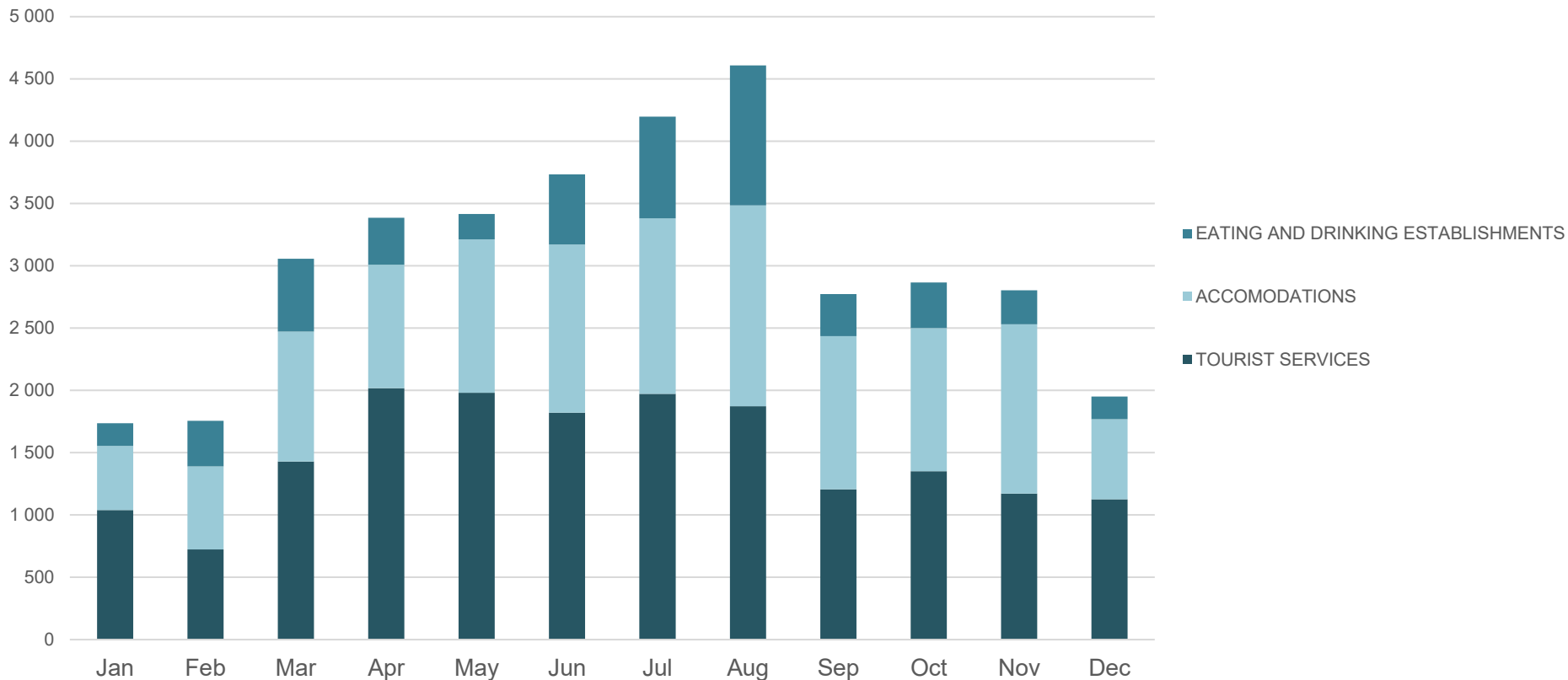
SEASONALITY by number of campaigns - 2023 - 2025



TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2025

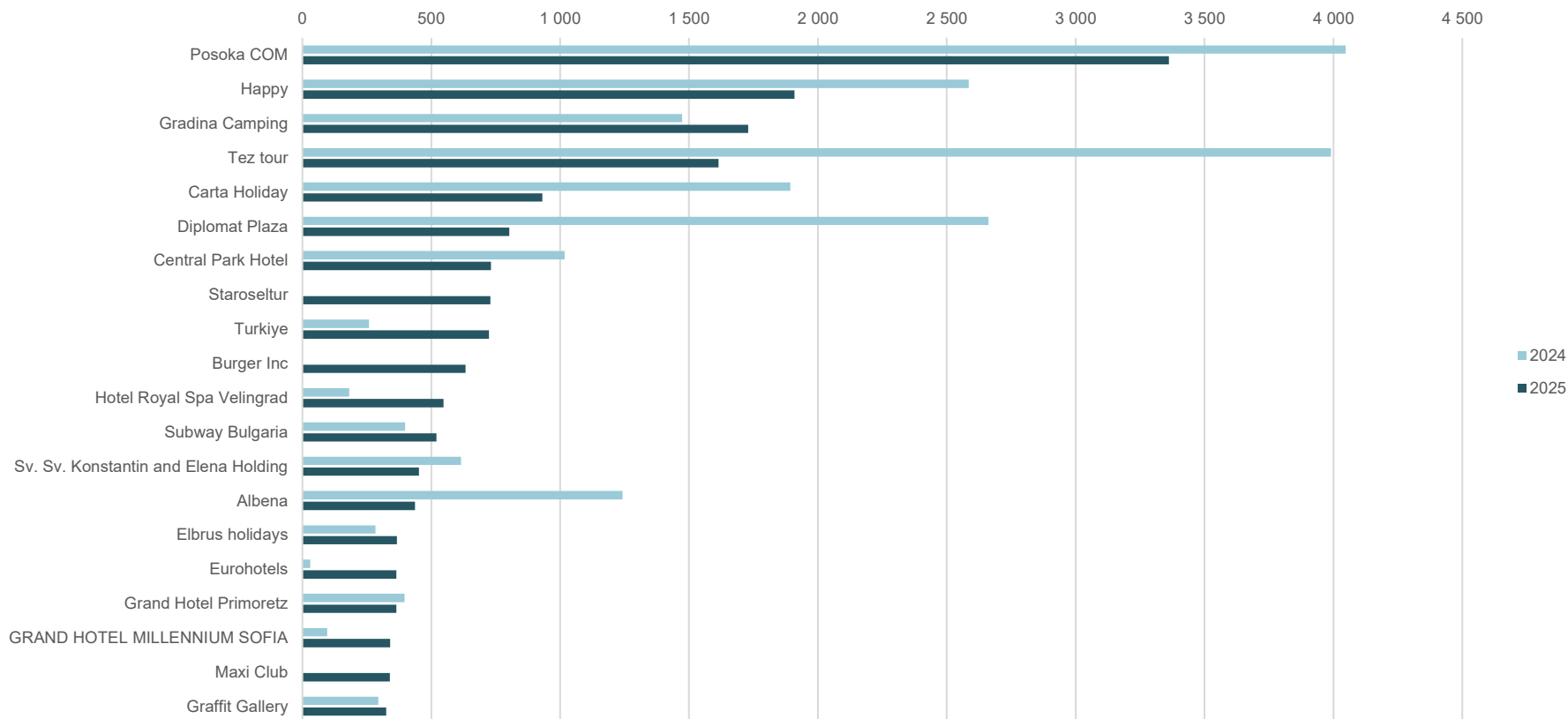


TOP 5 CATEGORIES by campaigns strength - Jan/Dec 2024

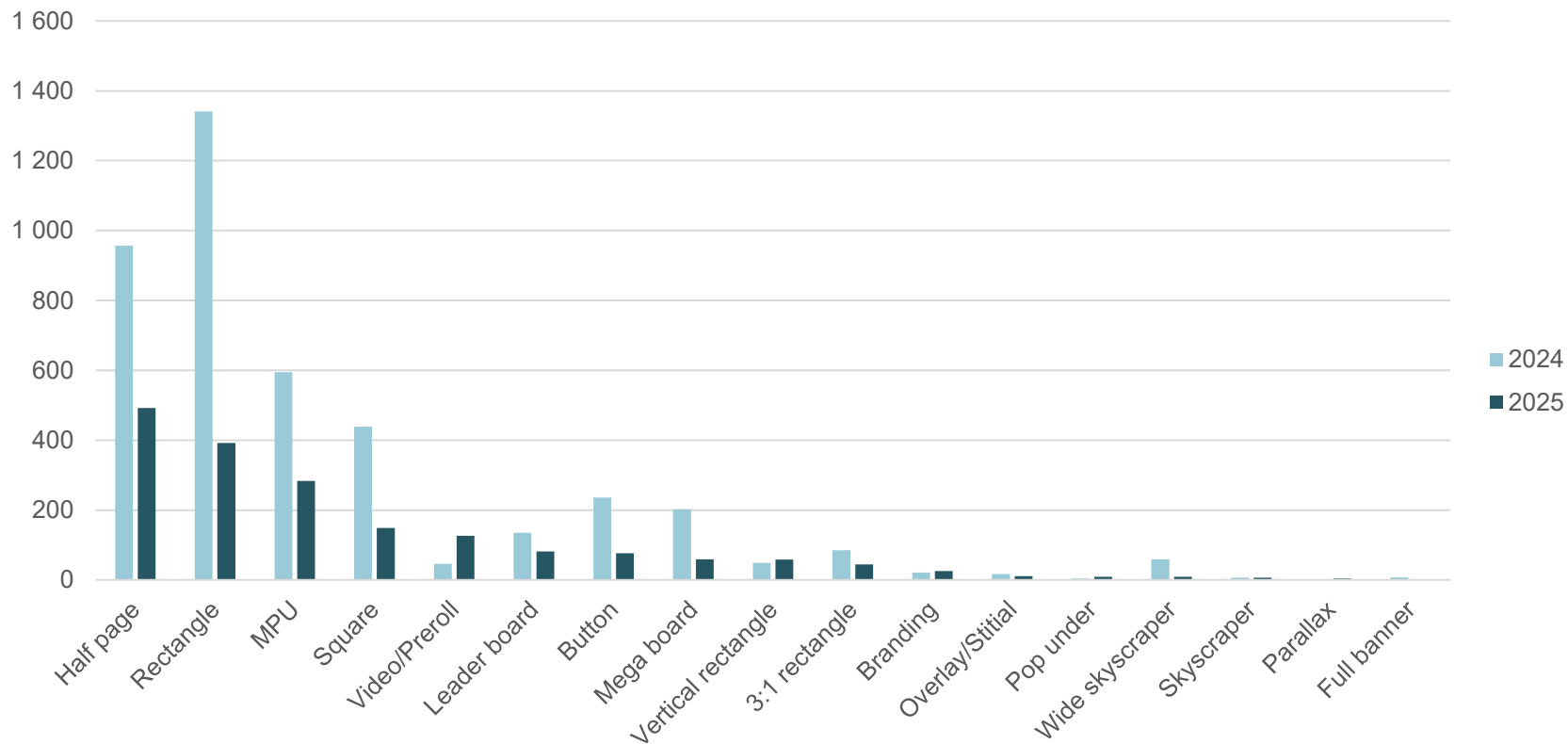




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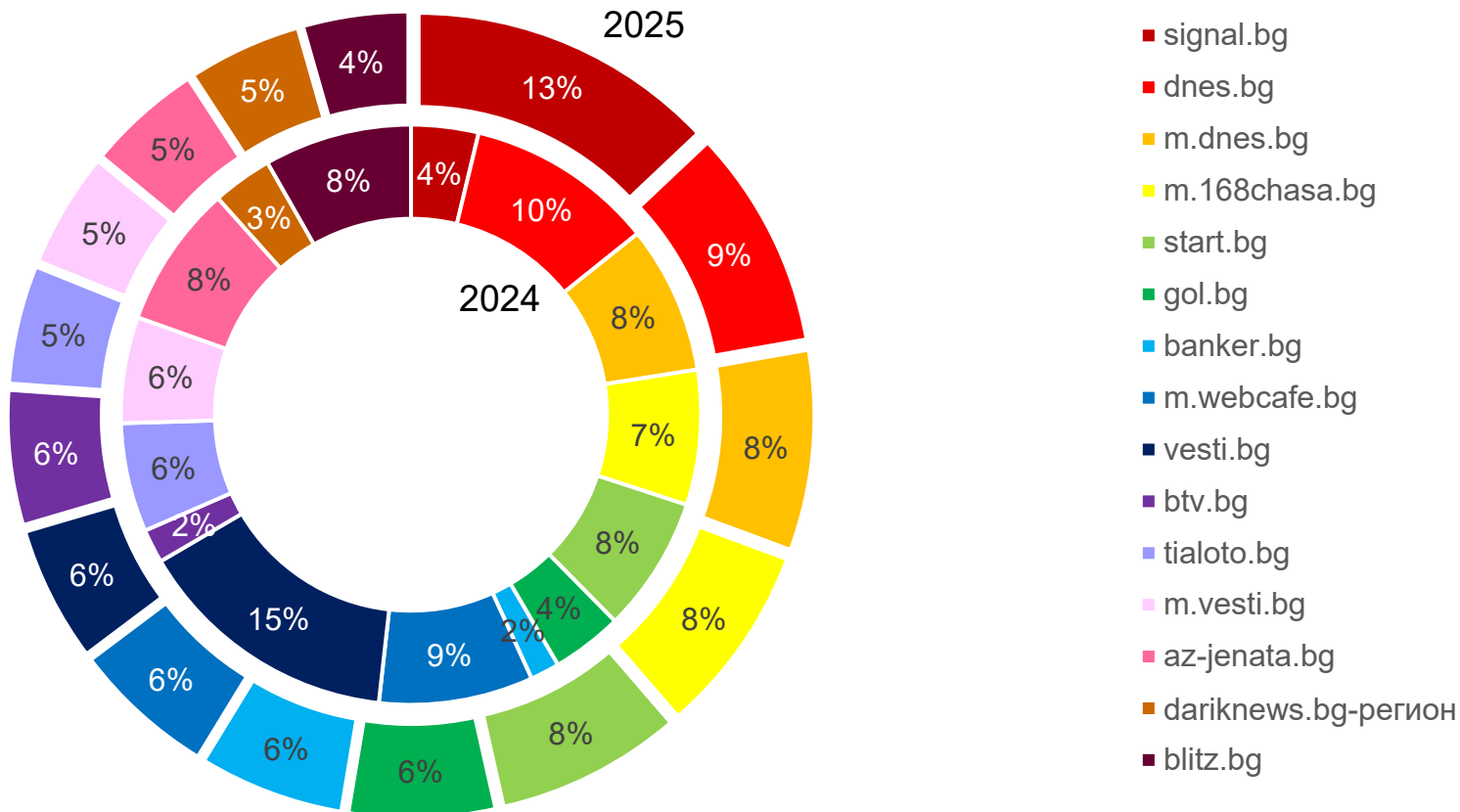


BANNER FORMATS by number of creatives – 2024 & 2025





TOP 15 WEBSITES by campaigns strength – 2024 & 2025





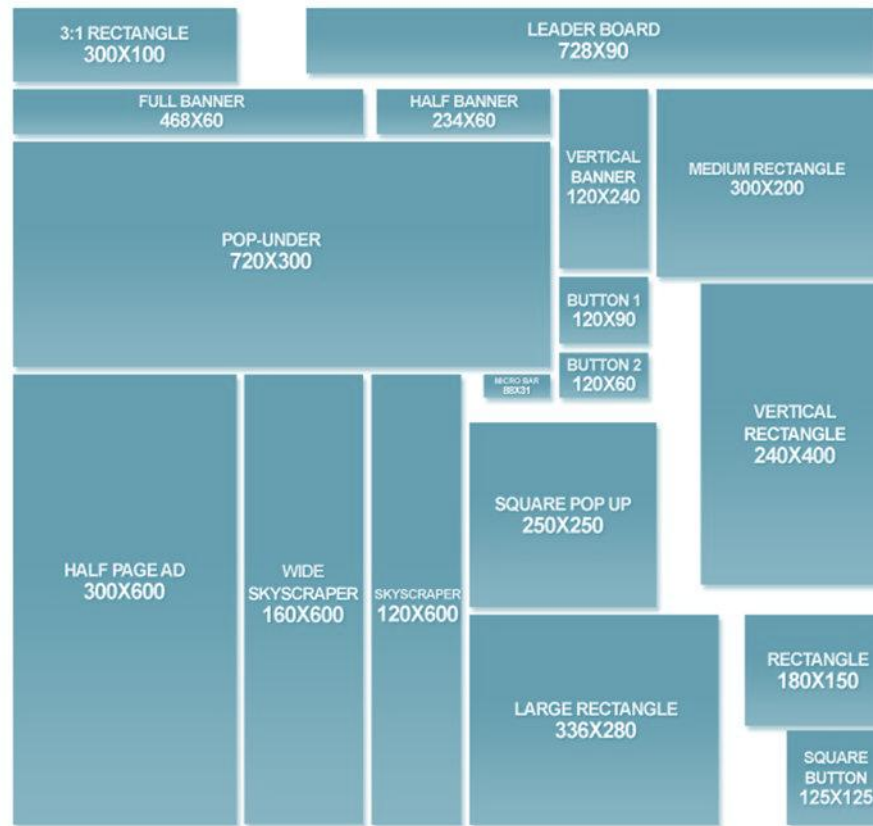
Banner Monitoring

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





Banner Monitoring

For more information you can contact us on:

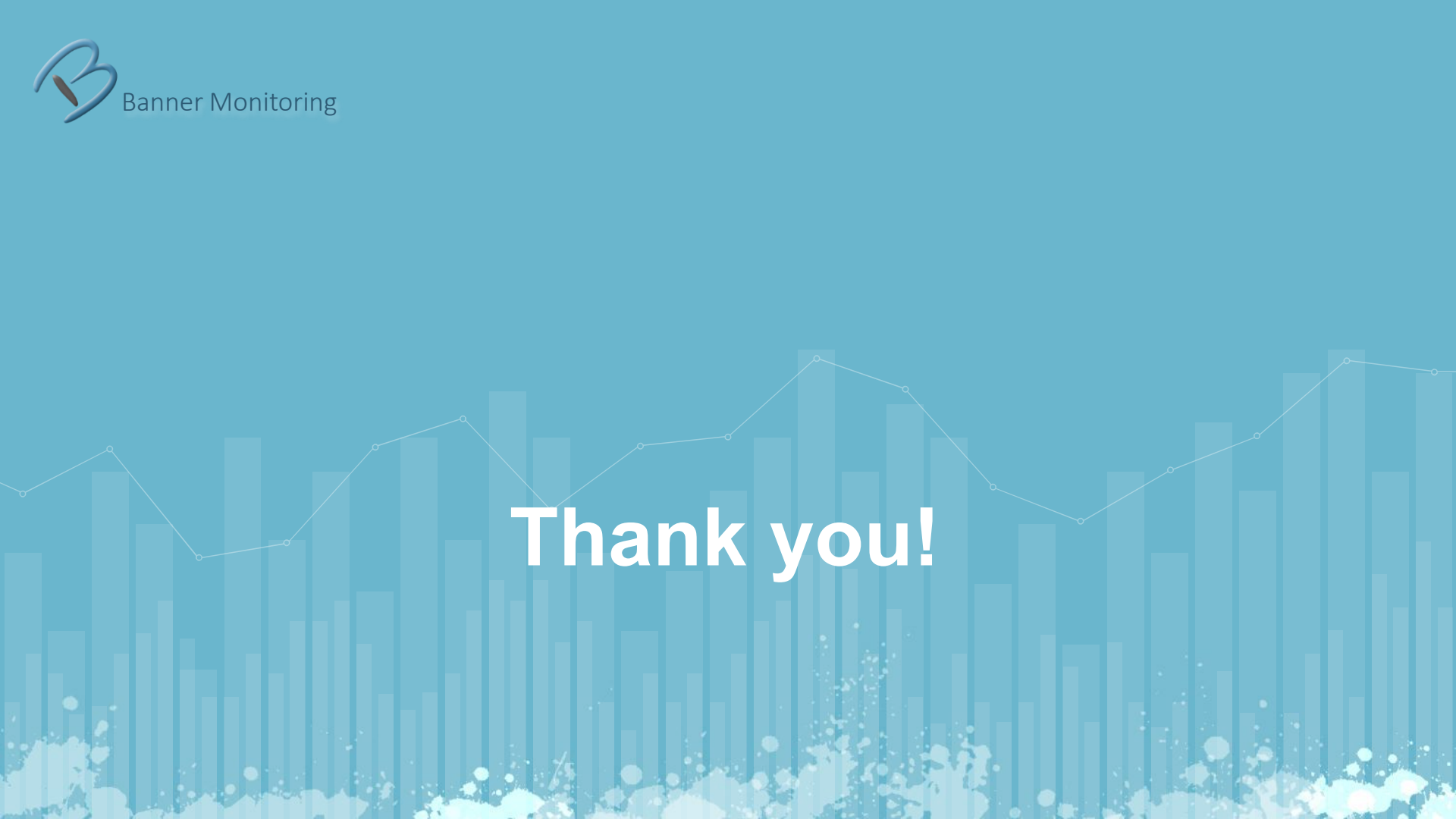
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+ 359 888 510027

bannermonitoring.com

Stefan Stefanov





Thank you!