

**RATE CARD FOR SALE OF COMMERCIAL COMMUNICATIONS
IN BNT PROGRAMMES, VALID FROM 01 SEPTEMBER 2025**

1. Rate Card for sale of commercial communications with guaranteed rating of the show programmes in BNT programme.

Guaranteed Rating 2025												
Time	Programme	Day	Price per 30"		All 25-54		F 25-54		M 25-54		All 45+	
			BGN	EUR	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	The Day Begins	M-F	1 053	538,39	1,4	752	1,3	840	1,3	789	2,6	402
09:30	100% Awake	M-F	752	384,49	1,0	752	0,9	840	1,0	789	1,9	402
11:00	Culture.BG	M-F	752	384,49	1,0	752	0,9	840	1,0	789	1,9	402
11:30	Weather Forecast	M-F	602	307,80	0,8	752	0,7	840	0,8	789	1,5	402
12:00	News	M-F	752	384,49	1,0	752	0,9	840	1,0	789	1,9	402
13:00	The Last One Wins (rep.)	M-F	526	268,94	0,7	752	0,6	840	0,7	789	1,3	402
14:15	Children Program	M-Th	451	230,59	0,6	752	0,5	840	0,6	789	1,1	402
14:30	Eternal Music	Fri	526	268,94	0,7	752	0,6	840	0,7	789	1,3	402
15:00	Children Program	Fri	526	268,94	0,7	752	0,6	840	0,7	789	1,3	402
16:00	Quickly, Easy, Tasty	M-F	677	346,14	0,9	752	0,8	840	0,9	789	1,7	402
16:30	The World and Us	M-F	752	384,49	1,0	752	0,9	840	1,0	789	1,9	402
17:00	Bulgaria in 60 Minutes	M-F	1 128	576,74	1,5	752	1,3	840	1,4	789	2,8	402
18:00	News	M-F	2 367	1 210,23	3,0	789	2,7	876	2,8	835	4,2	562
18:30	More From the Day	M-Th-F	2 525	1 291,01	3,2	789	2,9	876	3,0	835	4,5	562
18:45	Toto 2 and Second Chance	Thu	1 815	927,99	2,3	789	2,1	876	2,2	835	3,2	562
19:00	The Last One Wins	M-F	3 504	1 791,57	4,0	876	3,6	963	4,2	835	5,7	611
20:00	News	M-F	3 629	1 855,48	4,6	789	4,1	876	4,3	835	6,5	562
21:00	History.BG	Mon	1 815	927,99	2,3	789	2,1	876	2,2	835	3,2	562
21:00	Referendum	Tue	2 288	1 169,84	2,9	789	2,6	876	2,7	835	4,1	562
21:00	BNT Presents	Wed	1 815	927,99	2,3	789	2,1	876	2,2	835	3,2	562
21:00	The Traces Remain (once a month)	Wed	2 209	1 129,44	2,8	789	2,5	876	2,6	835	3,9	562
21:00	In Frame (once a month)	Wed	1 815	927,99	2,3	789	2,1	876	2,2	835	3,2	562
21:00	Evening Show	Thu	2 525	1 291,01	3,2	789	2,9	876	3,0	835	4,5	562
21:00	Panorama	Fri	2 683	1 371,80	3,4	789	3,1	876	3,2	835	4,8	562
22:00	Late Series	M-Th	1 302	665,70	1,7	789	1,5	876	1,6	835	2,3	562
22:00	Late BG Series	Fri	1 460	746,49	1,9	789	1,7	876	1,7	835	2,6	562
23:00	News	M-F	1 026	524,59	1,3	789	1,2	876	1,2	835	1,8	562
23:30	Late Series	M-Th	526	268,94	0,7	752	0,6	840	0,7	789	1,3	402
23:30	Feature Film	Fri	526	268,94	0,7	752	0,6	840	0,7	789	1,3	402
00:30	Repetitions	M-F	241	123,22	0,3	752	0,3	840	0,3	789	0,6	402
02:00	Night Programme	M-F	150	76,69	0,2	752	0,2	840	0,2	789	0,4	402
06:00	Children Program	Sat	343	175,37	0,4	858	0,4	963	0,4	876	0,8	439
07:30	The Library	Sat	944	482,66	1,1	858	1,0	963	1,1	876	2,2	439
08:00	The Day Begins with Georgi Lyubenov	Sat	1 716	877,38	2,0	858	1,8	963	2,0	876	3,9	439
11:00	Tourism.BG	Sat	1 630	833,41	1,9	858	1,7	963	1,9	876	3,7	439
11:30	In the Rhythm of the City	Sat	1 630	833,41	1,9	858	1,7	963	1,9	876	3,7	439
12:00	News	Sat	1 544	789,43	1,8	858	1,6	963	1,8	876	3,5	439
12:30	Furrows	Sat	2 488	1 272,09	2,9	858	2,6	963	2,8	876	5,7	439
13:15	Here Comes Our Music	Sat	1 802	921,35	2,1	858	1,9	963	2,1	876	4,1	439
14:30	Religion Today	Sat	944	482,66	1,1	858	1,0	963	1,1	876	2,2	439
15:30	Family Feature Film	Sat	1 201	614,06	1,4	858	1,2	963	1,4	876	2,7	439
17:00	Speak Now	Sat	1 949	996,51	2,1	928	1,9	1 049	2,0	963	3,7	525
19:45	Tell Me a Fairy Tale	Sat	1 856	948,96	2,0	928	1,8	1 049	1,9	963	3,5	525
20:00	News	Sat	3 526	1 802,82	3,8	928	3,4	1 049	3,6	963	6,7	525
21:00	Feature Film	Sat	2 413	1 233,75	2,6	928	2,3	1 049	2,5	963	4,6	525
23:00	News	Sat	2 320	1 186,20	2,5	928	2,2	1 049	2,4	963	4,4	525
23:15	Concert	Sat	1 670	853,86	1,8	928	1,6	1 049	1,7	963	3,2	525
00:45	Repetitions	Sat	257	131,40	0,3	858	0,3	963	0,3	876	0,6	439
02:00	Night Programme	Sat	172	87,94	0,2	858	0,2	963	0,2	876	0,4	439

Guaranteed Rating 2025

Time	Programme	Day	Price per 30"		All 25-54		F 25-54		M 25-54		All 45+	
			BGN	EUR	RTG	CPP	RTG	CPP	RTG	CPP	RTG	CPP
06:00	Children Program	Sun	257	131,40	0,3	858	0,3	963	0,3	876	0,6	439
07:30	The House of Faith	Sun	944	482,66	1,1	858	1,0	963	1,1	876	2,2	439
08:00	The Day Begins with Georgi Lyubenov	Sun	1 716	877,38	2,0	858	1,8	963	2,0	876	3,9	439
11:00	Up Close	Sun	1 373	702,00	1,6	858	1,4	963	1,6	876	3,1	439
12:00	News	Sun	1 459	745,97	1,7	858	1,5	963	1,7	876	3,3	439
12:30	Arena Sport	Sun	1 287	658,03	1,5	858	1,3	963	1,5	876	2,9	439
13:30	The Bulgarian Village	Sun	1 115	570,09	1,3	858	1,2	963	1,3	876	2,5	439
14:00	Little Stories	Sun	1 115	570,09	1,3	858	1,2	963	1,3	876	2,5	439
15:00	I Study, I Know and I Play	Sun	1 115	570,09	1,3	858	1,2	963	1,3	876	2,5	439
15:30	Family Feature Film	Sun	1 115	570,09	1,3	858	1,2	963	1,3	876	2,5	439
17:00	Kid's Quiz Show: I Know That	Sun	1 544	789,43	1,8	858	1,6	963	1,8	876	3,5	439
18:00	You Have an Appointment with...Diana Ljubenova	Sun	1 763	901,41	1,9	928	1,7	1 049	1,8	963	3,4	525
18:45	Toto 2 and Second Chance	Sun	1 392	711,72	1,5	928	1,3	1 049	1,4	963	2,6	525
19:00	With BNT Forever	Sun	1 856	948,96	2,0	928	1,8	1 049	1,9	963	3,5	525
19:45	Tell Me a Fairy Tale	Sun	1 856	948,96	2,0	928	1,8	1 049	1,9	963	3,5	525
20:00	News	Sun	3 619	1 850,37	3,9	928	3,5	1 049	3,8	963	6,9	525
21:00	BG Series	Sun	3 434	1 755,78	3,7	928	3,3	1 049	3,5	963	6,5	525
22:00	News	Sun	2 227	1 138,65	2,4	928	2,1	1 049	2,3	963	4,2	525
23:00	My Playlist	Sun	2 320	1 186,20	2,5	928	2,2	1 049	2,4	963	4,4	525
23:15	Feature Film	Sun	944	482,66	1,1	858	1,0	963	1,1	876	2,2	439
00:45	Repetitions	Sun	257	131,40	0,3	858	0,3	963	0,3	876	0,6	439
02:00	Night Programme	Sun	172	87,94	0,2	858	0,2	963	0,2	876	0,4	439

Note: The Guaranteed RTG values are round up to the first digit.

2. Rate Card for sale of commercial communications at unit prices and in time zones in BNT2, BNT3 and BNT4 programme.

BNT2, BNT3 and BNT4		
Monday-Sunday		
Time Zone	Price per 30 sec.	
	BGN	EUR
06:00 a.m. - 12:00 a.m.	240	122,71
12:00 p.m. - 04:00 p.m.	230	117,60
04:00 p.m. - 07:00 p.m.	280	143,16
07:00 p.m. - 10:00 p.m.	330	168,73
10:00 p.m. - 01:00 p.m.	240	122,71
01:00 p.m. - 06:00 a.m.	160	81,81

Valuation under the Rate Card for sale of commercial communications at unit prices is performed at the prices applicable to the respective requested time zones.

- The price of the time zone in which the programme begins, applies to show programmes which fall into two time zones.
- All advertising spaces, whether broadcast at the beginning or during the programme, or at the border of two time zones, are considered to the time zone in which the broadcast begins.
- Package prices are valid for purchase of optional advertising time in one or more of the listed channels and for volumes sold over a period of up to 4 weeks; in case of a longer period, the budget is increased in proportion to the requested period.

BNT2, BNT3 and BNT4				
Gross Budget				
Level	BGN	EUR	Price per Spot 30 sec.	
			BGN	EUR
1	1 860 - 5 400	952,03 - 2 757,40	160	81,81
2	5 401 - 9 000	2 757,91 - 4 595,49	130	66,47
3	Hag 9 001	Hag 4 596,00	110	56,24

- The broadcasts are planned by BNT Marketing and Sales Department, with up to 40% of them being planned in PrimeTime.
- Advertisers/agencies only use agency discounts.
- Package prices are not valid for broadcast of special programmes and/or sports events for which BNT has announced special prices.

4. Rate Card for sale of commercial communication Paid Report in BNT1, BNT2, BNT3 and BNT4 programme:

Form of Advertising	Index, about 30 sec.	Duration in seconds
Paid report Interview for advertising purposes	200%	up to 60

- The price to broadcast over one or more minutes of paid report is calculated linearly for the difference after the first minute based on the price of one-minute paid report.

4.1. Price to shoot and produce paid report:

- Within the city of Sofia - BGN 1 230 / EURO 628,89;
- Outside the city of Sofia - BGN 1 550 / EURO 792,50.

All prices indicated above are in Bulgarian Leva and Euro, VAT excluded.

BNT reserves the right to amend its 2025 Sales Policy

The 2025 Rate Card for sale of commercial communications in BNT programmes was approved by decision of BNT Management Board Protocol №32/28.08.2025, p.7.