

Rate Card for Broadcasting Commercial Communications in BTV Media Group Valid from Sep 1, 2026



Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

bMG defines the following TV bundles that include the channels specified below, according to the target group.

A25-64	A 18-49	F 25-54
bTV	bTV	bTV
bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story
RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper
Wness TV	Wness TV	Wness TV
Dizi	Dizi	Dizi

For all channels in a TV bundle, subject to the present ratecard, for standard advertising (spots) bMG guarantees rating points as described in detail in the current Rate card. The gross costs will be applied to the guaranteed rating points for each program in bTV and the guaranteed rating points for the respective time slot in each Thematic Channel.

The rating points (RTG) in the rate card include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the audience measurement agency whose services BTV Media Group EAD uses.

Time Slots

bMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

Time Slot	From - To
Off Prime Time	00:00 – 17:29
Prime Time	17:30 – 23:59

Sponsorship and alternative forms of advertising

Special proposals can be made by the Sales Department according to the clients' needs, including all possible alternative forms of advertising.

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2026 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD.

The Sales Department of bTV Media Group reserves the right to make changes in the present Rate Card.



Guaranteed Rating Points in bTV channel

Valid from Sep 1, 2026



Buying Target Group									
Channel	From Date	To Date	Program	Day	From	To	A 18-49	A 25-64	F 25-54
bTV	07.09.2026	22.09.2026	History Untold	MT.....	6:00	6:59	1.0	2.0	2.0
bTV	01.09.2026	30.09.2026	Morning show	MTWTF..	6:00	9:29	2.5	6.3	5.0
bTV	07.09.2026	22.09.2026	Morning show	MT.....	7:00	9:29	2.5	4.2	3.3
bTV	01.09.2026	30.09.2026	Late Morning Show	MTWTF..	9:30	11:59	2.5	3.3	3.3
bTV	01.09.2026	30.09.2026	12 o'clock News	MTWTF..	12:00	12:29	2.5	3.3	3.3
bTV	01.09.2026	30.09.2026	The Comedians and Friends (re-run)	MTWTF..	12:30	13:29	2.0	2.7	2.7
bTV	01.09.2026	30.09.2026	Series	MTWTF..	13:30	14:29	2.0	3.0	3.0
bTV	07.09.2026	22.09.2026	Movie	MT.....	13:30	15:59	2.0	3.0	3.0
bTV	01.09.2026	30.09.2026	Series	MTWTF..	14:30	15:59	2.0	3.0	3.0
bTV	01.09.2026	30.09.2026	Series	MTWTF..	16:00	16:59	2.0	3.0	3.0
bTV	07.09.2026	22.09.2026	Movie *	MT.....	16:00	17:29	2.0	2.7	2.0
bTV	07.09.2026	22.09.2026	Movie *	MT.....	17:30	17:59	2.0	2.7	2.0
bTV	01.09.2026	30.09.2026	17 o'clock News	MTWTF..	17:00	17:29	3.0	4.5	3.0
bTV	01.09.2026	30.09.2026	Face to Face	MTWTF..	17:30	17:59	3.0	4.2	3.6
bTV	01.09.2026	30.09.2026	Who Wants To Be A Millionaire	MTWTF..	18:00	18:59	4.5	6.0	5.3
bTV	01.09.2026	30.09.2026	News Hour	MTWTF..	19:00	19:59	7.0	9.8	9.1
bTV	01.09.2026	30.09.2026	The Farm	TWTF..	20:00	21:59	10.0	11.9	11.3
bTV	07.09.2026	28.09.2026	The Farm	M.....	20:00	22:59	10.0	11.9	11.3
bTV	01.09.2026	30.09.2026	Bachelor in Paradise S2	TWTF..	22:00	23:29	9.0	10.3	10.3
bTV	07.09.2026	28.09.2026	Late News	M.....	23:00	23:29	5.0	5.7	5.7
bTV	01.09.2026	30.09.2026	Late News	TWTF..	23:30	23:59	5.0	5.7	5.7
bTV	07.09.2026	28.09.2026	Series *	M.....	23:30	23:59	2.5	2.5	3.1
bTV	07.09.2026	28.09.2026	Series *	M.....	0:00	0:29	2.5	2.5	3.1
bTV	01.09.2026	30.09.2026	Series	TWTF..	0:00	0:59	2.0	2.0	2.0
bTV	07.09.2026	28.09.2026	Series	M.....	0:30	1:29	2.0	2.0	2.0
bTV	01.09.2026	30.09.2026	Series	TWTF..	1:00	1:59	1.5	1.5	1.5
bTV	07.09.2026	28.09.2026	Series	M.....	1:30	1:59	1.5	1.5	1.5
bTV	01.09.2026	30.09.2026	Night Program	MTWTF..	2:00	5:59	1.0	1.0	1.0
bTV	05.09.2026	26.09.2026	World of Health (re-run)	S.	6:00	6:29	1.0	2.0	1.0
bTV	05.09.2026	26.09.2026	Series	S.	6:30	7:29	2.0	4.0	2.0
bTV	05.09.2026	26.09.2026	This Saturday	S.	7:30	10:59	2.5	3.8	3.1
bTV	05.09.2026	26.09.2026	The Taste of Bulgaria (re-run)	S.	11:00	11:29	2.5	3.1	3.1
bTV	05.09.2026	26.09.2026	World of Health	S.	11:30	11:59	2.5	3.1	3.1
bTV	05.09.2026	26.09.2026	12 o'clock News	S.	12:00	12:29	3.0	3.0	3.0
bTV	05.09.2026	05.09.2026	Movie 12:30	S.	12:30	15:29	2.5	2.5	2.5
bTV	12.09.2026	26.09.2026	bTV World	S.	12:30	12:59	3.0	3.0	3.0
bTV	12.09.2026	26.09.2026	Movie 13:00	S.	13:00	14:59	2.0	2.7	2.7
bTV	05.09.2026	05.09.2026	Series	S.	15:30	16:29	2.0	2.7	2.7
bTV	12.09.2026	26.09.2026	Series	S.	15:00	15:59	2.0	2.7	2.7
bTV	12.09.2026	26.09.2026	Life based on a true story *	S.	16:00	17:29	3.0	4.5	4.5
bTV	12.09.2026	26.09.2026	Life based on a true story *	S.	17:30	17:59	3.0	4.5	4.5
bTV	05.09.2026	05.09.2026	Teodor Salparov - Tribute Game *	S.	16:30	17:29	7.0	9.8	7.0
bTV	05.09.2026	05.09.2026	Teodor Salparov - Tribute Game *	S.	17:30	18:59	7.0	9.8	7.0
bTV	12.09.2026	26.09.2026	Who Knew? (re-run)	S.	18:00	18:59	5.0	6.1	5.6
bTV	05.09.2026	26.09.2026	News Hour	S.	19:00	19:59	6.0	7.3	6.7
bTV	05.09.2026	26.09.2026	The Farm	S.	20:00	21:59	10.0	11.9	11.3
bTV	05.09.2026	26.09.2026	Bachelor in Paradise S2	S.	22:00	23:29	9.0	10.3	10.3
bTV	05.09.2026	26.09.2026	Movie 23:30 *	S.	23:30	23:59	3.0	4.0	4.0
bTV	05.09.2026	26.09.2026	Movie 23:30 *	S.	0:00	1:59	3.0	4.0	4.0
bTV	05.09.2026	26.09.2026	Night Program	S.	2:00	5:59	1.0	1.0	1.0
bTV	06.09.2026	27.09.2026	World of Health (re-run)	S.	6:00	6:29	1.0	2.0	2.0
bTV	06.09.2026	27.09.2026	Series	S.	6:30	7:29	1.0	2.0	2.0
bTV	06.09.2026	27.09.2026	This Sunday	S.	7:30	10:59	2.5	3.8	3.1
bTV	06.09.2026	27.09.2026	The Taste of Bulgaria (re-run)	S.	11:00	11:29	2.5	3.8	3.1
bTV	06.09.2026	27.09.2026	World of Health	S.	11:30	11:59	2.5	3.8	3.1
bTV	06.09.2026	27.09.2026	12 o'clock News	S.	12:00	12:29	2.5	3.8	3.1
bTV	06.09.2026	06.09.2026	Concert Bourgas & The Sea	S.	12:30	14:29	2.5	3.8	3.1
bTV	13.09.2026	27.09.2026	Movie 12:30	S.	12:30	14:29	2.5	3.8	3.1
bTV	06.09.2026	27.09.2026	Movie 14:30	S.	14:30	16:29	2.5	3.8	3.1
bTV	06.09.2026	27.09.2026	120 minutes *	S.	16:30	17:29	3.5	4.9	4.2
bTV	06.09.2026	27.09.2026	120 minutes *	S.	17:30	18:59	3.5	4.9	4.2
bTV	06.09.2026	27.09.2026	News Hour	S.	19:00	19:59	6.0	7.8	7.2
bTV	06.09.2026	06.09.2026	The Voice of Bulgaria Kick Off **	S.	20:00	22:29	11.0	13.5	13.5
bTV	13.09.2026	27.09.2026	The Voice of Bulgaria	S.	20:00	21:59	11.0	13.5	13.5
bTV	13.09.2026	27.09.2026	Movie 22:00 *	S.	22:00	23:59	3.5	4.0	4.0
bTV	20.09.2026	27.09.2026	Movie 22:00 *	S.	0:00	0:59	3.5	4.0	4.0
bTV	06.09.2026	06.09.2026	Movie 22:30 *	S.	22:30	23:59	2.5	2.5	2.5
bTV	06.09.2026	06.09.2026	Movie 22:30 *	S.	0:00	0:59	2.5	2.5	2.5
bTV	13.09.2026	13.09.2026	Movie 00:00	S.	0:00	1:59	1.5	1.5	1.5
bTV	06.09.2026	06.09.2026	Concert Andrea Bocelli	S.	1:00	1:59	1.0	1.0	1.0
bTV	20.09.2026	27.09.2026	Movie 01:00	S.	1:00	1:59	1.0	1.0	1.0
bTV	06.09.2026	27.09.2026	Night Program	S.	2:00	5:59	1.0	1.0	1.0

**Programme which fits within two time slots.*

*** In the price for broadcast in a commercial break of this program a surcharge is included, as provided in the Surcharges section of this Rate card.*



Guaranteed Rating Points in Thematic Channels

Valid from Sep 1, 2026



Guaranteed rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

Buying Target Group									
Channel	From Date	To Date	Weekday	From Time	To Time	Time Slot	A 18-49	A 25-64	F 25-54
bTV ACTION	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.20	0.25	0.22
bTV ACTION	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.45	0.53	0.55
bTV CINEMA	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.32	0.33
bTV CINEMA	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.70	0.85	0.83
bTV COMEDY	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.33	0.46
bTV COMEDY	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.70	0.77	1.00
bTV STORY	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.15	0.21	0.25
bTV STORY	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.50	0.84	1.05
RING	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
RING	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.03	0.05	0.03
Dizi	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.09	0.08	0.04
Dizi	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.09	0.22	0.14
SOUL&PEPPER	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
SOUL&PEPPER	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01
WNESS	01.09.2026	30.09.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.05	0.05	0.02
WNESS	01.09.2026	30.09.2026	Mon-Sun	17:30	23:59	Prime Time	0.03	0.07	0.05

Guaranteed Rating Points for the sports tournaments/events in the thematic channels of bTV Media Group *

Buying Target Group									
Channel	From Date	To Date	Weekday	From Time	To Time	Name of sport event	A 18-49	A 25-64	F 25-54
bTV ACTION	09.09.2026	10.09.2026	..W...	17:30	23:59	bTV ACTION - PT - UEFA Champions League	1.50	1.81	1.02
bTV ACTION	01.09.2026	06.09.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Women BG Team	3.60	5.15	2.79
bTV ACTION	01.09.2026	06.09.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Women BG Team	3.60	5.15	2.79
bTV ACTION	10.09.2026	26.09.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Men	4.00	4.76	2.30
bTV ACTION	10.09.2026	26.09.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Men	4.00	4.76	2.30
bTV ACTION	10.09.2026	26.09.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Men BG Team	5.00	5.96	2.88
bTV ACTION	10.09.2026	26.09.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Men BG Team	5.00	5.97	2.88
bTV ACTION	16.09.2026	17.09.2026	...T...	17:30	23:59	bTV ACTION - PT - UEFA Europa League	0.50	0.70	0.27
RING	09.09.2026	10.09.2026	MTWTFSS	17:30	23:59	RING - PT - UEFA Champions League	0.65	0.73	0.21
RING	01.09.2026	06.09.2026	MTWTFSS	0:00	17:29	RING - OPT - CEV EuroVolley Women	0.70	1.31	0.51
RING	01.09.2026	06.09.2026	MTWTFSS	17:30	23:59	RING - PT - CEV EuroVolley Women	0.70	1.31	0.51
bTV ACTION	06.09.2026	06.09.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Women Finals	3.60	5.15	2.79
bTV ACTION	06.09.2026	06.09.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Women Finals	3.60	5.15	2.79
RING	10.09.2026	25.09.2026	MTWTFSS	0:00	17:29	RING - OPT - CEV EuroVolley Men	1.00	1.59	0.70
RING	10.09.2026	25.09.2026	MTWTFSS	17:30	23:59	RING - PT - CEV EuroVolley Мъже	1.00	1.59	0.70
RING	16.09.2026	17.09.2026	MTWTFSS	17:30	23:59	RING - PT - UEFA Europa League	0.15	0.14	0.03
bTV ACTION	26.09.2026	26.09.2026	MTWTFSS	0:00	17:29	bTV ACTION - OPT - CEV EuroVolley Men Finals	5.00	5.96	2.88
bTV ACTION	26.09.2026	26.09.2026	MTWTFSS	17:30	23:59	bTV ACTION - PT - CEV EuroVolley Men Finals	5.00	5.96	2.88

* A surcharge is applied to the sports tournament/event, in accordance with the surcharge section in the present monthly ratecard.
All games from sports tournaments will be published on <https://www.btv.bg/english/advertising/pricing/>



Ratecard for broadcasting commercial communications in bTV,
No rating guaranteed
Valid from Sep 1, 2026



Час	Понеделник	Вторник	Сряда	Четвъртък	Петък	Събота	Неделя	Час
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Светът на здравето (n.) 975	Светът на здравето (n.) 975	6:00
6:30						Series	Series	6:30
7:00						1 950	975	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00	2 438	2 438	2 438	2 438	2 438			9:00
9:30	Late morning show	Late morning show	Late morning show	Late morning show	Late morning show			9:30
10:00								10:00
10:30						2 438	2 438	10:30
11:00						The Taste of Bulgaria (re-run) 2 438	Treasures of Bulgaria (re-run) 2 438	11:00
11:30	2 438	2 438	2 438	2 438	2 438	World of Health 2 438	World of Health 2 438	11:30
12:00	News 2 438	News 2 438	News 2 438	News 2 438	News 2 438	News 2 925	News 2 438	12:00
12:30	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	bTV World 2 925	Movie	12:30
13:00	1 950	1 950	1 950	1 950	1 950	Movie		13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00	1 950	1 950	1 950	1 950	1 950		2 438	14:00
14:30	Series	Series	Series	Series	Series	1 950	Movie	14:30
15:00						Series		15:00
15:30	1 950	1 950	1 950	1 950	1 950	1 950		15:30
16:00	Series	Series	Series	Series	Series	Life based on a true story *		16:00
16:30	1 950	1 950	1 950	1 950	1 950		2 438 120 minutes *	16:30
17:00	News 2 925	News 2 925	News 2 925	News 2 925	News 2 925	2 925	3 413	17:00
17:30	Face to Face 3 715	Face to Face 3 715	Face to Face 3 715	Face to Face 3 715	Face to Face 3 715	Life based on a true story * 3 715	120 minutes *	17:30
18:00	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Knew? (re-run)		18:00
18:30								18:30
19:00	5 572	5 572	5 572	5 572	5 572	6 191	4 334	19:00
19:30	News	News	News	News	News	News	News	19:30
	8 668	8 668	8 668	8 668	8 668	7 430	7 430	
20:00	The Farm	The Farm	The Farm	The Farm	The Farm	The Farm	The Voice of Bulgaria	20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00		12 383	12 383	12 383	12 383	12 383	13 621	22:00
22:30		Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Movie *	
23:00	12 383							23:00
	News							
23:30	6 191	11 144	11 144	11 144	11 144	11 144		23:30
	Series *	News	News	News	News	Movie *		
	3 096	6 191	6 191	6 191	6 191	3 715	4 334	
0:00	Series *	Series	Series	Series	Series	Movie *	Movie *	0:00
	2 438							
0:30	Series	1 950	1 950	1 950	1 950		3 413	0:30
1:00	1 950	Series	Series	Series	Series		Movie	1:00
1:30	Series 1 463	1 463	1 463	1 463	1 463	2 925	975	1:30
2:00	Night	Night	Night	Night	Night	Night	Night	2:00
6:00	975	975	975	975	975	975	975	6:00

The above prices are gross (in Euro, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.

- Programme which fits within two time slots.

Ratecard for broadcasting commercial communications in
Thematic Channels
No rating guaranteed
Valid from Sep 1, 2026



Time Slot	Price
Off prime time	195
Prime time	557
Off prime time	244
Prime time	867
Off prime time	293
Prime time	867
Off prime time	146
Prime time	619
Off prime time	10
Prime time	37



The above prices are gross (in Euro, VAT excl, without discounts) for 30" airings in a selected time slot in each of the thematic channels bTV Action, bTV Cinema, , bTV Comedy, bTV Story, RING, no rating guaranteed.



Pricing Indexes



Length indexes

Type of advertising form	Length	Index to 30" spot
Advertising Spot	5"	50%x 30" price
Advertising Spot	10"	60%x 30" price
Advertising Spot	15"	75%x 30" price
Advertising Spot	20"	90%x 30" price
Advertising Spot	25"	95%x 30" price
Advertising Spot	30"	100%x 30" price
Advertising Spot	35"	120%x 30" price
Advertising Spot	40"	160%x 30" price
Advertising Spot	45"	175%x 30" price
Advertising Spot	50"	190%x 30" price
Advertising Spot	55"	200%x 30" price
Advertising Spot	60"	220%x 30" price

The prices of spots with different lengths (minimum 3 seconds) are calculated as follows: the ones whose length ends in 1, 2, 6 and 7 shall be rounded to the lower price and the ones whose length ends in 3, 4, 8 and 9 shall be rounded to the higher price.

AA Forms Indexes

Type of AA Form	Index to 30" bTV	Max Length in Sec
7"+7" Sponsorship tags	120%	14
Sponsored promo	110%	15
Sponsored Content Frame for 30" spot	120%	30
Wrapper	250%	10
5"+5" Break IDs	120%	10
5"+5" Break IDs + VO	140%	10
Content split	180%	10
Countdown	110%	10
Skyscraper	110%	10
Cut-in	110%	10
Branded bug	100%	10
Branded promo-bug	100%	10
Premium Break for two 30" spots	300%	30



Surcharges



Surcharge	Price Surcharge Coefficient
Break Choice	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Surcharge for requesting campaigns with AR forms only in bTV	20%
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - 250 / 50 Euro, VAT excl., per each day of delay
Late submission of the commercial material during any of the months Jaunary, February, July, August	bTV / TC - 250/ 50 Euro, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - 500/ 100 Euro, VAT excl., per each day of delay
• 30% surcharge for broadcast in a commercial break of the following sports events – CEV EuroVolley Men and Women 2026 in the channels of bTV Media Group • 30% surcharge for broadcast in a commercial break of the following sports events - UEFA Champions League, UEFA Europa League in the channels of bTV Media Group • 20% surcharge for broadcast in a commercial break of the kickoff episodes of the following programs: “The Voice of Bulgaria”	

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).

