

BackToSchool 2023



Radio Group



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NJOY Radio

1 112 426

LISTENERS
PER MONTH*

183 049 page views

njoy.bg

156 590 likes

Facebook

2 734 followers

Instagram

Source: GARB, averaged for 2022, Google Analytics, Monthly basis, December 2022, Facebook and Instagram, February 2023

BackToSchool 2023/ September 16

Let us welcome the new school year together!

Be a part of our unforgettable BackToSchool adventure with N-JOY Radio! Traditionally, we will hold it in the South Park of the capital just before the start of the school year.

Lots of fun, games, interactions, songs, laughter and countless gifts will delight children and their parents in the South Park.

On a specially built stage, the hosts from Radio N-JOY together with favorite Bulgarian performers will take care of the good mood of the audience. Our partners and sponsors are placed amphitheatrically on the big stage. In their specially built tents, they welcome their visitors, present their products and delight them with small gifts.

Centrally in front of the stage is the place for fun competitions, specially organized by professional animators. Among the competitive games are: archery, ball dribbling, darts, relay games, wheel of fortune. One of these challenges can be dedicated to your brand.

Before the event, on air, through sponsored promo announcements and live inclusions from our hosts, we will invite listeners to be guests of our joint event. Your participation will be noted and visualized on the radio site and social media.



BackToSchool2023/PARAMETERS

Advertising form – 10 days	Count	Price
Promo announcements distributed at 7 per day, ten days before the event	70	BGN 5,880
Live announcements from the hosts, 3 per day	30	Bonus
Scheduled social media posts	-	Bonus
Publication of preliminary news with emphasis on your participation www.njoy.bg	1	Bonus
Setting up your tent with an advertising stand with fixed and wing banners, product positioning among attendees during the event	1	-
An on-site game included in the event script during which we give away your gifts announced by the hosts	1	Bonus
Distribution of leaflets, samples, actual products and other advertising materials by your representatives throughout the event territory	1	Bonus
Opportunity to give a big prize on stage and an address to the guests by your representative	1	Bonus
Live announcements from the hosts, written in advance into the event script, with mention of your brand	3	Bonus
Package price including 5% agency and 20% volume discount, as well as BGN 500 organizational and production costs		BGN 4,969 sans VAT

Let us celebrate the start of the school
year together!



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