



# Web Media Group

Audience Segments & Targeting

# What is Audience Segment?

Web Media Group (WMG) uses cutting edge technology based on Google's DoubleClick for Publishers software, that allows the company to segment the users based on their behavior and/or personal data.

WMG has over 100 segments based on the interests of its users and has built these on top of the habits, content and behavior through our platform.

All data bellow is anonymized audience segment members and their 30 day impressions within the platform of WMG, which consist of news.bg, money.bg, lifestyle.bg and topsport.bg.

# Key Audience Segments

AUDIENCE SEGMENT	30-DAY IMPRESSIONS	TOTAL SIZE	MOBILE SIZE
Technology	1,824,728	385,416	260,000
Finance	1,521,896	197,792	130,000
Travel	1,473,596	193,656	120,000
Auto	1,380,220	170,792	120,000
Personal Finance	1,213,858	148,184	100,000
Tennis	1,531,677	141,784	86,000
Health	911,831	107,616	71,000
Property	944,233	100,224	68,000
Career	718,477	86,960	61,000
Savings	611,411	54,792	35,000
Airlines	519,806	54,704	38,000
Digital Currency	309,479	47,752	30,000
Retail	243,244	18,520	13,000
Agriculture	335,162	12,928	8,300
Credits	81,121	6,440	4,700

Source: DoubleClick for Publishers, December 2017

# Finance

AUDIENCE SEGMENT	30-DAY IMPRESSIONS	TOTAL SIZE	MOBILE SIZE
Finance	1,521,896	197,792	130,000
Personal Finance	1,213,858	148,184	100,000
Savings	611,411	54,792	35,000
Digital Currency	309,479	47,752	30,000
Foreign Exchange	551,875	40,800	27,000
Gold	299,868	18,592	13,000
Credits	81,121	6,440	4,700
Stock Exchange	24,310	1,904	1,200

Source: DoubleClick for Publishers, December 2017

# Savings, Property & Personal Finance

AUDIENCE SEGMENT	30-DAY IMPRESSIONS	TOTAL SIZE	MOBILE SIZE
Personal Finance	1,213,858	148,184	100,000
Property	944,233	100,224	68,000
Career	718,477	86,960	61,000
Savings	611,411	54,792	35,000
Stock Exchange	24,310	1,904	1,200

# Demographics & Other Audiences

WVG has a set of audiences based on demographics data such as gender, age and permanent location.

Other audiences include interests in specific brands such as mobile phone producers, automobile producers, banks, retail chains, sport clubs etc.

More broad audiences include WVG network targeting based on people who are interested in politics, business, sport and lifestyle.

# Contacts & Thank You!

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