

Outdoor advertising in Sofia and other big cities in Bulgaria

Outdoor advertising in Sofia and other big cities in Bulgaria is a research on the market segment of the advertising industry in Bulgaria in 2013.

The client was a logistic company, aiming to expand its activity in the big Bulgarian towns.

We made the research using secondary and primary research, and consulted the experts.

The result was a report about the whole advertising market in Bulgaria - overview, size and structure, regulations on the market, outdoor advertising, main sector players, trends and forecasts.