MEDIA REPORT

Congress Center
International Plovdiv Fair
27 May 2005 – Plovdiv – Bulgaria
Press pack

- Folder
- Press release
- Branded CD: Dr. Stefanov’s presentation, press release
Press conference

• Dr. Rumen Stefanov – Chairman of the Bulgarian Association for Promotion of Education and Science;
• Dr. Erica Daina – Mario Negri Institute, Italy
Media

- 35 Media invited
- 14 Media present
- 4 TV stations
- 3 Radio stations
- 3 News Agencies
- 6 Newspapers
- 3 Internet portals
## Publications

<table>
<thead>
<tr>
<th>Date:</th>
<th>Print Media:</th>
<th>Circulation</th>
<th>Title of Article</th>
<th>Type of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 27, 2005</td>
<td>24 chasa daily - Plovdiv</td>
<td>120 000</td>
<td>A Forum for Rare Hereditary Defects Announced: ½ Million People Suffer From Genetic Diseases</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>24 chasa daily - Plovdiv</td>
<td>120 000</td>
<td>More than Half a Million Bulgarians Suffer From Rare Diseases</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Marica daily</td>
<td></td>
<td>500 000 Bulgarians Suffer from Rare Diseases</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Standart daily</td>
<td>40 000</td>
<td>500 000 Bulgarians Suffer from Rare Diseases - link from first page</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Monitor daily</td>
<td>40 000</td>
<td>500 000 Bulgarians Suffer from Rare Diseases - article</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Sega daily</td>
<td>40 000</td>
<td>500 000 Bulgarians Suffer from Rare Diseases</td>
<td></td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Telegraph daily</td>
<td>38 000</td>
<td>Half a Million Seriously Ill People without Drugs - link from first page</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Telegraph daily</td>
<td>38 000</td>
<td>Half a Million Seriously Ill People without Drugs - article</td>
<td>Yes</td>
</tr>
<tr>
<td>May 28, 2005</td>
<td>Duma daily</td>
<td>12 000</td>
<td>Half a Million Bulgarians Suffer from Rare Diseases</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Title: An Information Center for Rare Diseases Is Opened

Date: 27 May 2005
Media: 24 chasa Plovdiv
Page: 1
Vision: No
Circulation: 120 000
Feature: Yes
Size: 17/16 cm.
Title: A Forum for Rare Hereditary Defects Announced: ½ Million People Suffer From Genetic Diseases

Vision: No
Date: 28 May 2005
Media: 24 chasa
Plovdiv
Page: 7
Circulation: 120 000
Feature: Yes
Size: 10/25,5 cm.
More than Half a Million Bulgarians Suffer From Rare Diseases

Date: 28 May 2005
Media: Marica daily
Page: 2
Vision: No
Circulation: 000
Feature: Yes
Size: 11,5/11,5cm.
Title: 500 000 People Suffer from Rare Diseases

Date: 28 May 2005
Media: Standart daily
Page: 3
Vision: No
Circulation: 40 000
Feature: Yes
Size: 4/12,5cm.
Title: 500 000 Bulgarians Suffer from Rare Diseases

Date: 28 May 2005
Media: Monitor daily
Page: 1
Vision: No
Circulation: 40 000
Feature: Yes
Size: 4/8,5cm.
Title: 500 000 Bulgarians Suffer from Rare Diseases

Date: 28 May 2005
Media: Monitor daily
Page: 8
Vision: No
Circulation: 40 000
Feature: Yes
Size: 25,5/15cm.
Title: 500 000 Bulgarians Suffer from Rare Diseases

Date: 28 May 2005
Media: Sega daily
Page: 5
Vision: No
Circulation: 40 000
Feature: Yes
Size: 29,5/8 cm.
Title: Half a Million Seriously Ill People without Drugs

Date: 28 May 2005
Media: Telegraf daily
Page: 1
Vision: Yes
Circulation: 38 000
Feature: Yes
Size: 14,5/4,5 cm.
Title: Half a Million Seriously Ill People without Drugs

Date: 28 May 2005
Media: Telegraf daily
Page: 2-3
Vision: Yes
Circulation: 38 000
Feature: Yes
Size: 30/23.5 cm.
Title: Half a Million Bulgarians Suffer from Rare Diseases

Date: 28 May 2005
Media: Duma daily
Page: 5
Vision: Yes
Circulation: 12,000
Feature: Yes
Size: 13.5/20 cm.
### Publications

<table>
<thead>
<tr>
<th>Date</th>
<th>Radio &amp; TV</th>
<th>Circulation</th>
<th>Title of program</th>
<th>Type of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 27, 2004</td>
<td>Darik radio</td>
<td>Central newscast</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>May 27, 2004</td>
<td>Bulgarian National Radio &quot;Horizont&quot;</td>
<td>Midday news/afternoon program</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>May 27, 2004</td>
<td>Bulgarian National Radio &quot;Plovdiv&quot;</td>
<td>Bulgaria Afternoon</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>October 22, 2004</td>
<td>Evrokom TV</td>
<td>Central newscast</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>October 22, 2004</td>
<td>MSAT TV</td>
<td>Central newscast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 5, 2004</td>
<td>Bulgarian National TV Plovdiv</td>
<td>Central newscast</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>October 11, 2004</td>
<td>Evropa TV</td>
<td>&quot;On Focus&quot; program</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Radio

Date: 27 May 2004  
Media: Bulgarian National Radio  
Program: midday news/afternoon program  
Duration: 1,19 min. / 2,55 min.  
Feature: Yes

Date: 27 May 2004  
Media: Darik Radio  
Program: Central news  
Duration: 40 sec.  
Feature: Yes

Date: 27 May 2004  
Media: Bulgarian National Radio “Plovdiv”  
Program: afternoon program  
Duration: 3,5 min.  
Feature: Yes
TV

Date: 27 October 2005
Media: Bulgarian national TV Plovdiv
Program: Newscast
Duration: 1,25 min.
Feature: Yes
Date: 27 October 2005
Media: MSAT
Program: Newscast
Duration: 1.17 min.
Feature: Yes
Date: 27 October 2005
Media: Evropa TV
Program: Na focus
Duration: 16.32 min.
Feature: Yes
### Publications

<table>
<thead>
<tr>
<th>Date</th>
<th>Information Agencies</th>
<th>Circulation</th>
<th>Title of program</th>
<th>Type of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 27, 2005</td>
<td>BTA</td>
<td>Rare Diseases – Specialists - Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Dnesplus.com</td>
<td>Expensive Drugs Make Treatment of Rare Diseases Difficult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Cross.bg</td>
<td>More than 500 000 Bulgarians Suffer from Rare Diseases the Treatment of Which Is Difficult Due to Expensive Drugs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>BNR.bg</td>
<td>World Famous Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Sega.bg</td>
<td>Half of the Bulgarians Suffer from Rare Diseases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Big.bg</td>
<td>World Famous Specialists Discuss the Problems of Patients with Rare Diseases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Forum.all. bg</td>
<td>Posts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Media-net.bg</td>
<td>Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Dir.bg</td>
<td>Half of the Bulgarians Suffer from Rare Diseases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Dir.bg</td>
<td>World Famous Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Dir.bg</td>
<td>Expensive Drugs Make Treatment of Rare Disease Difficult</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Dir.bg</td>
<td>World Famous Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Zdrave.net</td>
<td>Banners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 26, 2005</td>
<td>Zdrave.net</td>
<td>First Eastern European Conference on Rare Diseases and Orphan Drugs Is Opened on 27 May in Plovdiv</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Zdrave.net</td>
<td>An Information Center Unique for the Balkan Peninsula Was Opened in Plovdiv</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 27, 2005</td>
<td>Zdrave.net</td>
<td>More Than 500 000 Bulgarians Suffer from Rare Diseases</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Title: Rare Diseases - Specialists - Conference

Date: 27 May 2005

Vision: No

Lines: 2

Media: Bulgarian Telegraph Agency

Feature: Yes
INTERNET

**Title:** Expensive Drugs Make Treatment of Rare Diseases Difficult

**Date:** 27 May 2005

**Media:** Dnesplus.com

**Vision:** No

**Lines:** 29

**Feature:** Yes
Title: More than 500 000 Bulgarians Suffer from Rare Diseases the Treatment of Which Is Difficult Due to Expensive Drugs

Date: 27 May 2005
Media: Cross.com
Vision: No
Lines: 2
Feature: Yes
INTERNET

Title: World Famous Specialists Discuss the Problems of Patients with Rare
Date: 27 May 2005
Media: Big.bg
Vision: No
Lines: 24
Feature: Yes
Title: Half of the Bulgarians Suffer from Rare Diseases
Date: 27 May 2005
Media: Sega.bg
Vision: No
Lines: 42
Feature: Yes
Title: Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment

Date: 27 May 2005

Media: Dir.bg

Vision: No

Lines: 42

Feature: Yes
Title: Half million of the Bulgarians Suffer from Rare Diseases
Date: 27 May 2005
Media: Dir.bg
Vision: No
Lines: 28
Feature: Yes
INTERNET

Title: World Famous Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases and Their Treatment

Date: 27 May 2005

Media: Dir.bg

Vision: No

Lines: 28

Feature: Yes
Title: World Famous Specialists Discuss in Plovdiv the Problems of Patients with Rare Diseases

Date: 27 May 2005
Media: Dir.bg
Vision: No
Lines: 5
Feature: Yes
INTERNET

Title: Expensive Drugs Make Treatment of Rare Disease Difficult

Date: 27 May 2005
Media: Dir.bg
Vision: No
Lines: 5
Feature: Yes
Title: An Information Center Unique for the Balkan Peninsula Was Opened in Plovdiv

More Than 500,000 Bulgarians Suffer from Rare Diseases

First Eastern European Conference on Rare Diseases and Orphan Drugs Is Opened on 27 May in Plovdiv
Title: An Information Center Unique for the Balkan Peninsula Was Opened in Plovdiv

Date: 27 May 2005

Media: Zdrave.net

Vision: No

Lines: 8

Feature: Yes
Title: More Than 500 000 Bulgarians Suffer from Rare Diseases

Date: 27 May 2005
Media: Zdrave.net
Vision: No
Lines: 13
Feature: Yes
Title: First Eastern European Conference on Rare Diseases and Orphan Drugs Is Opened on 27 May in Plovdiv

Date: 27 May 2005
Media: Zdrave.net
Vision: No
Lines: 5
Feature: Yes
## PR results for Bulgaria (population ~ 8 m)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total articles – press</td>
<td>16</td>
</tr>
<tr>
<td>Total articles – news agencies</td>
<td>4</td>
</tr>
<tr>
<td>Total broadcasts</td>
<td>7</td>
</tr>
<tr>
<td>Total articles – Internet media</td>
<td>14</td>
</tr>
<tr>
<td>Total TV duration</td>
<td>19,32 min.</td>
</tr>
<tr>
<td>Total radio duration</td>
<td>5,49 min.</td>
</tr>
<tr>
<td>TOTAL POPULATION INFORMED</td>
<td>~ 4 500 000</td>
</tr>
</tbody>
</table>