x3News

ADVERTISE HERE



X3News

X3News is a specialised financial media outlet through which companies traded on the Bulgarian Stock Exchange disclose legally required information to the general public in both Bulgarian and English. X3News is a real-time source of reliable financial and business information for journalists, analysts and investors in Bulgaria and abroad.

For companies required to disclose regulated and price-sensitive information, x3news offers various packages and options, including news articles related to information disclosed by the company, PR materials and interviews.

x3News in numbers

as of 01 Jan 2026

Users

205K +

▲ **403%**

Page views

1M +

▲ **57%**

Users by region:

Bulgaria	80%
USA	15%
Other	5%

PRICE LIST FOR THE DISCLOSURE OF REGULATED INFORMATION

x3news – reach more people, engage your audience, make an impact and increase your visibility.

	Package 1 **Single** **33.60 €**	Package 2 **Basic** **216 €**	Package 3 **Pro** **360 €**	Package 4 **Unlimited** **624 €**	NEW Package 5 **Unlimited Premium** **900 €**
Number of announcements	1	8	15	unlimited	unlimited
Discounts for groups		✓	✓	✓	✓
Direct transfer to the FSC's UIS	✓	✓	✓	✓	✓
1200 × 300 banner				✓ 7 days	✓ 7 days
Banner/logo in company profile				✓ 1 year	✓ 1 year
Training discount		5%	15%	35%	50%
Article / PR publication				✓ 6 items	✓ 12 items
Viber post					✓
Inclusion in daily newsletter	✓	✓	✓	✓	✓
PR email to subscriber database					✓
Media partner discount					✓

**5% discount for up to two companies within a group. 10% discount for three or more companies within the group.*

- All prices include VAT.
- Each of the available pricing packages includes the free distribution of client-provided information in English, at no additional charge.
- Each pricing package is valid until 31 December 2027.
- Services included in the relevant package may be used during the period from 1 January 2027 to 31 December 2027.

Package 1 Single

Suitable for a one-time publication.

Package 2 Basic

Suitable for public companies disclosing the minimum required information – financial statements or financial condition notifications on an individual basis only; invitations and minutes of General Meetings of Shareholders.

Package 3 Pro

Suitable for public companies preparing financial statements or financial condition notifications on both an individual and consolidated basis, as well as bond issuers submitting reports on bond issues under Art. 100b/e of the Public Offering of Securities Act.

Packages 4 Unlimited and 5 Unlimited Premium

Suitable for all public companies and securities issuers that provide the investment community with as much information as possible about all the most important developments affecting them.

marketing@fms.capital

www.x3news.com

ADVERTISING PRICE LIST

Banners on X3NEWS

Advertising format	Description	Price
1200x300	Homepage	240 € per week
Banner/logo in company profile	Company profile	120 € per year

PR publications on X3NEWS

Advertising format	Price
PR article / native publication + post in the Viber channel	360 € per item
PR interview + post in the Viber channel	360 € per item
PR email to subscriber database	33.60 € per item

- All prices include VAT.
- Each service offered is valid until 31 December 2027.
- Services are provided and may be used from 1 January 2027 to 31 December 2027.

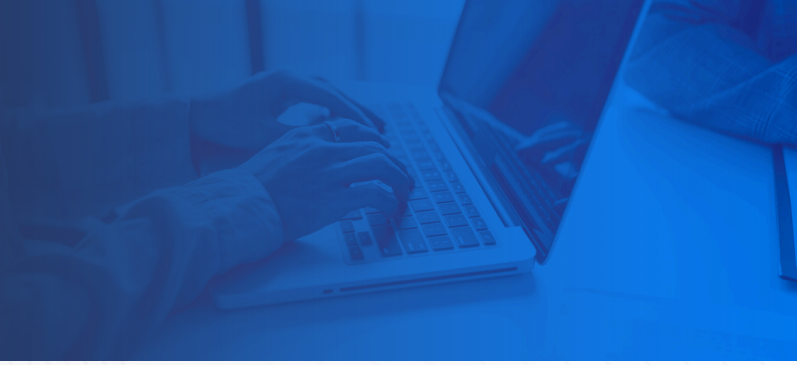


marketing@fms.capital

www.x3news.com

x3News

SERVICES



Number of announcements

The number of announcements that the company may publish on x3news during the calendar year, in accordance with the purchased package.

Each of the available pricing packages includes the free distribution of client-provided information in English, at no additional charge.

1200 × 300 banner

A large banner at the top of the x3news homepage, visible when visitors first access the site. Accepted formats: JPEG, PNG, GIF and SVG; the banner may include a link. Packages 4 and 5 include one banner placement for 7 days. Additional placements are charged according to this Price List. Upon request, clients are provided with statistics on unique impressions and clicks.

Banner/logo in company profile

A corporate banner or logo measuring 1200 × 300 px, displayed in the company profile for one year. It may include a link to the company website.

Training discount

Discount on training courses organised by Financial Market Services and the Bulgarian Stock Exchange AD, covering regulatory reporting, sustainable development and other topics.

Article / PR publication

A publication in the “Articles” section of x3news, separate from regulated announcements. Maximum length: 5000 characters; image size up to 1200 × 600 px, plus a headline. Materials should be sent to marketing@fms.capital and include a headline, subtitle, text, a 2:1 banner and the preferred publication date. Submission deadline: at least 2 days in advance. Package 5 includes 12 PR publications. Additional publications are invoiced in accordance with this Price List.

Viber post

Every material published in the “Articles” section of the website will also be posted on the media outlet’s Viber channel. Only the operator is authorised to publish in the channel; however, each post has an open comments section accessible to all subscribers. Anyone can subscribe to the channel via the form on the website.

Inclusion in the daily newsletter

The x3news daily email newsletter is sent to subscribers and includes the announcements published during the day, with direct links to the website. Subscription is available by registering on the website.

PR email to subscriber database

In addition to the automated daily newsletter, companies may use the subscriber database to send personalised PR emails. Companies purchasing Package 5 are entitled to 12 personalised messages included in the package. All other messages are invoiced in accordance with this Price List.

Media partner discount

The terms and discount rates are set out in the Price List.

x3News

MEDIA PARTNERS



Web Media Group

money.bg

infostock.bg news.bg

-45%

across the entire portfolio +
45% on their events

Darik

darik

Darik Business Review

-20%

on selected products

Webground

actualno.com EXPERT.BG

-35%

on selected products

Investor Media Group

Bloomberg Businessweek

ON AIR BULGARIA

-20%

across the entire portfolio

PARTNERSHIPS

Web Media Group -45%

Service	Description	Discount
WebCafe Price List	View Price List	-45%
News.bg / Money.bg Price List	View Price List	-45%
Infostock.bg Price List	View Price List	-45%
Media events organised by companies within the Web Media Group		-45%

Darik -20%

DARIK BUSINESS REVIEW IN NUMBERS

Darik Business Review

Service	Final price excl. VAT
Coverage of company news / submission of ready-made material, with no restrictions on text length, links or images	640 €
Publications, reels, quotes and posts on LinkedIn and social media channels / each item will be shared across the social media channels	
Podcast format on DBR.bg, package includes: 20-minute conversation with a company representative	1 760 €
Upload to Darik's YouTube channel – Darik Plus 3 reels from each video Article based on the conversation, published on DBR.bg Social media communication	
Appearance on Darik Radio, “Portfolio” segment. The package includes: 15-minute conversation with a company representative Live stream on the day of the interview Upload to Darik's YouTube channel – Darik Plus	1 920€
3 reels from each video Article based on the conversation, published on DBR.bg Social media communication	

marketing@fms.capital

www.x3news.com

PARTNERSHIPS

Webground -35%

Service		Final price excl. VAT
PR article on the homepage with featured placement + Facebook sharing + publication on Expert.bg	actualno.com EXPERT.BG	500 €
Video in the “Aktualno” studio	actualno.com	900 €
Interview on “Aktualno”	actualno.com	550 €

Investor Media Group

20% off all media group price lists

View Price Lists

investor

Service		Final price excl. VAT
Bloomberg Businessweek BG -20%		Bloomberg Businessweek
5th cover (front and back, cardboard)	Premium	1,600.00 €
2nd cover	Premium	1,349.81 €
3rd cover	Premium	1,227.10 €
1 right-hand page	*PR article	940.78 €
2 pages (spread)	*PR article	1,554.33 €
Bloomberg Businessweek BG / Bulgaria ON AIR The Inflight Magazine -20%		ON AIR
5th cover (front and back, cardboard)	Premium	2,372.39 €
2nd cover	Premium	2,045.17 €
3rd cover	Premium	1,840.65 €
1 right-hand page	*PR article	1,411.17 €
2 pages (spread)	*PR article	2,331.49 €

Advertising artwork and PR materials must be submitted in final form.
The fee for writing a PR article by an editor is €306.78 excl. VAT.

For further information, please contact: marketing@fms.capital