Prosveta Publishing House

Sofia, Bulgaria
Prosveta Publishing House is the biggest educational publisher in Bulgaria.

Established in 1945 with the Edict of the Regency Council of Bulgaria.
Produces textbooks for all grades and subjects from nursery to 12th school grade.

Vienna, 8th – 9th June, 2015
Produces different types of teaching aids like:

- Worksheets
- Preparatory Tests for External Evaluation and Different Exams
- Collections of Mathematical Problems
- Reference Books
- Methodological Literature for Teachers
Vienna, 8th - 9th June, 2015
Throughout the years, Prosveta:

- has published more than 17,000 titles
- has worked with more than 50,000 authors and artists
- has got a print run of more than 9 million of ABC books
- has got the total print run of more than 2 billions for all titles.
In 2011 Prosveta started producing e-textbooks.

At present Prosveta has more than 100 e-textbooks with additional educational resources included in them – presentations, videos, clips, quizzes, tests, crosswords, audios, interactive exercises, games, etc.
Our head office is based in Sofia – the capital city of Bulgaria and we have 28 offices around the country.
The annual turnover of Prosveta Publishing House for 2014 is approximately €11 334 000.

Our market share is different for different school stages:
- appr. 56% for grades 1\textsuperscript{st} – 4\textsuperscript{th}
- appr. 51% for grades 5\textsuperscript{th} – 7\textsuperscript{th}
- no reliable data due to the huge secondhand market.
Our most successful titles are as follows:

For Primary School – Grades 1st – 4th
- Music – 72%
- Handcrafts – 65%
- Bulgarian Language – 57%
- Arts – 50%
- Maths – 47%

For Lower Secondary School – Grades 5th – 7th
- Music – 66%
- History and Civilization – 54%
- Bulgarian Language – 50%
- Geography and Economics – 44%
- Literature – 37%
Prosveta is now working on the enrichment of its e-textbooks with more learning resources and their conversion for tablets and mobile devices.
Thank you for your attention!