



❖ **Editorial policy:**

✓ KAMIONI magazine (published since 2001) covers all the aspects related to sales, maintenance and servicing of commercial vehicles – trucks, buses and coaches, vans, construction and utility machines, trailers, semitrailers and bodies. It covers in details the newly launched models as well as the rest of the technology novelties. The magazine is also oriented toward the practice and performs own tests of new and used vehicles focusing on models suitable for the Bulgarian market.

✓ **In every number of KAMIONI magazine there are:**

- Test drive of a truck, bus, coach or van
- Separate sections for vans, buses and coaches
- Interview with a carrier or freight forwarder
- News in the field of tires, lubricants, spare parts, changes in laws
- Second hand vehicles column

✓ KAMIONI magazine makes **analyses** on different topics:

- Market of new and used commercial vehicles, trailers and semitrailers, vans, buses and coaches
- Market of financial and leasing services
- Authorized and specialized service stations
- Service equipment
- Spare parts

✓ KAMIONI magazine visits and reports on exhibitions of transport and commercial vehicles.

❖ KAMIONI magazine is **a member of the prestigious international juries:**

- International Truck Of the Year
- International Van Of the Year
- Trailer Innovation Award
- International Bus Of the Year
- International Minibus Of the Year
- International Pick-Up Of the Year

❖ All editors of KAMIONI have driving licenses for categories C+E and/or D+E, driver cards and driver qualification cards.

❖ **Online:**

✓ The information that the magazine gives to its readers is complemented by the website ***www.kamioni.bg and the facebook page of the magazine***, which are updated daily with short news of the day.

✓ ***www.borsa.kamioni.bg*** – a website for publishing of sell and buy ads for commercial vehicles.

❖ **Readership:** Transport and forwarding companies for international and domestic road haulage, road construction companies, workshops, importers and dealers on the market of vehicles as well as of components, spare parts, and accessories, drivers and technicians, companies involved in trading, manufacturing, and travel business which also own a fleet of trucks and/or buses/coaches.

❖ **Periodicity:** monthly, 10 issues in 2020 (except in the months of January and August)

❖ **Format:** A4, full-color

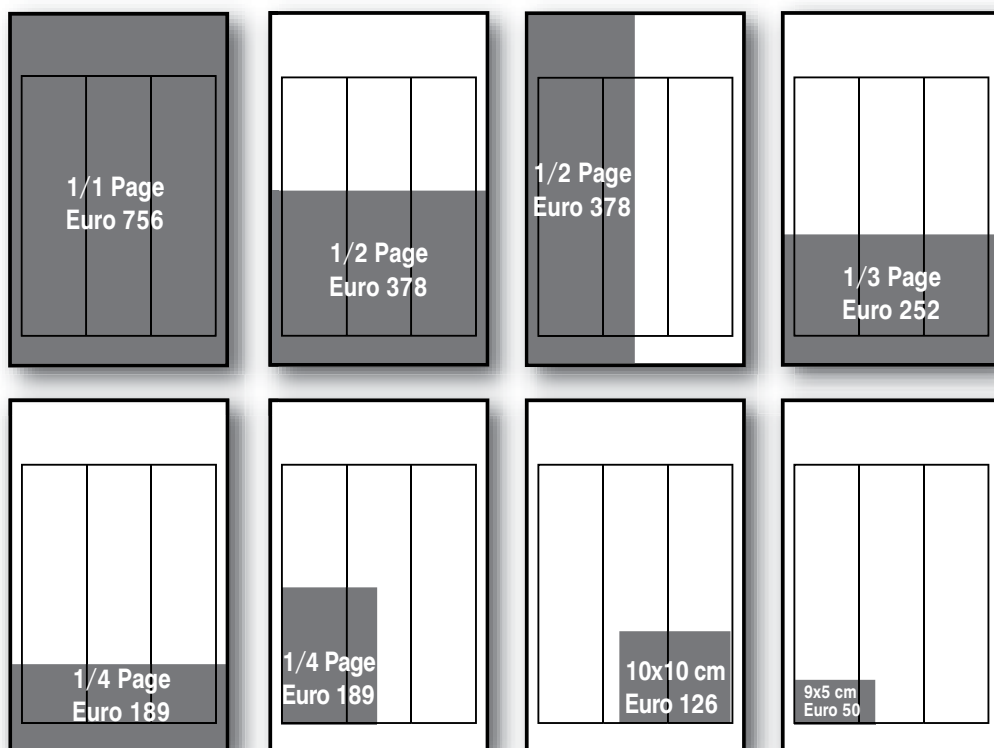
❖ **Circulation:** 5,500

❖ **Distribution:** 3,000 copies on subscription and controlled circulation, 2,500 copies on newsstands

Publication Dates 2020

Issue	Appears in the first week of the month	Supplement to KAMIONI magazine as a separate publication	Deadline for ads orders	Deadline for submitting the print-ready ads
1	February	Construction Machines	13. 01	20. 01
2	March		13. 02	19. 02
3	April	Construction Machines	13. 03	20. 03
4	May		13. 04	20. 04
5	June	Construction Machines	13. 05	20. 05
6	July		12. 06	22. 06
7	September	Construction Machines	13. 08	20. 08
8	October	Construction Machines	14. 09	21. 09
9	November		14. 10	21. 10
10	December	Construction Machines	13. 11	20. 11

Rates card (valid from 1.1.2020)



Discounts:

per volume:	
Euro 1400 – 2100	-5%
Euro 2101 – 2800	-8%
Euro 2801 – 3500	-12%
Euro 3501 – 4300	-15%
Euro 4301 – 5200	-18%
Euro 5201 – 6500	-20%
Euro 6501 – 8000	-22%

Surcharges:

For ad pre-press work	10%
(but not less than Euro 100)	
For fixed place	10%

PR Material (picture, logo and text to 3000 characters)	Euro 756
Inserts (for total circulation)	Euro 980
Paper band surrounding the magazine	Euro 650
Cover pages:	
Second cover page	Euro 950
Third cover page	Euro 815
Fourth cover page	Euro 1080

All prices are subject to 20% VAT.

Every long-term contract advertiser receives a free subscription.

Formats (mm):

	before trimming	after trimming
1/1 page	215 x 300	210 x 290
1/2 page		
horizontal	215 x 150	210 x 145
vertical	120 x 300	110 x 290
1/3 page		
horizontal	215 x 100	210 x 95
1/4 page		
horizontal	215 x 75	210 x 70
vertical		100 x 140
100 x 100		100 x 100
90 x 50		90 x 50

in the case of ads with a width of 210 mm, please keep in mind that the leftmost 5 mm fall in the binding area.

The print-ready ad materials should be submitted in the following formats: EPS (Adobe Illustrator – all texts converted to curves), JPEG (300 dpi, quality 12), or TIFF (300 dpi).