




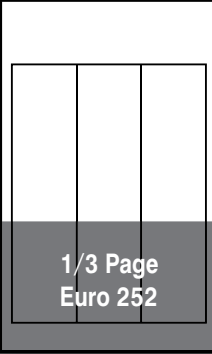
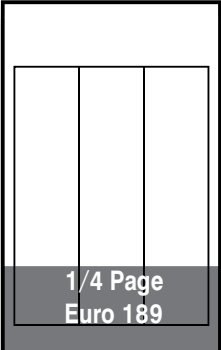
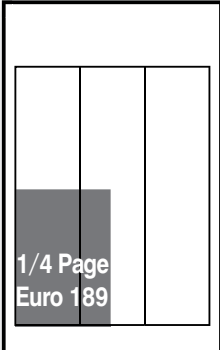
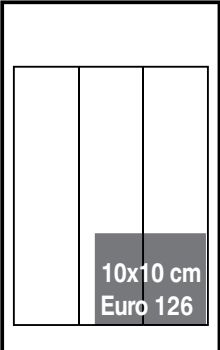
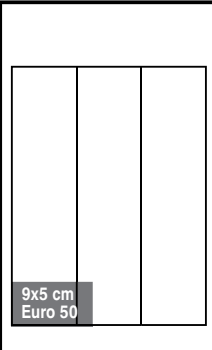
❖ **Editorial policy:**

- ✓ LOGISTIKA magazine (published since 2005) aims at connecting the providers of logistic services to their users.
- ✓ LOGISTIKA magazine covers freight forwarding, warehousing, packaging, transport, optimization, informatics, theory and practices and includes: principles and methods of building logistic chains; internal and external material flow management; warehousing, supply, cargo processing technology; packing, distribution, recycling; transport and freight forwarding service and evaluation criteria; quality management; information technologies in logistics; presentations of companies offering freight forward and logistic services, examples of logistic organization in Bulgarian companies (retail chains, production plants); international experience and news in the branch; surveys on topics like lifting equipment, telematics, etc.; news – new services, newly opened warehouses and logistic facilities, news in the Bulgarian and international law with regard to the logistics.
- ✓ In the end of each number there are abstracts in English of the more important articles.
- ❖ LOGISTIKA magazine is a **member of the prestigious International Forklift of the Year (IFOY) jury.**
- ❖ The information provided by the magazine is complemented by content **on the website www.logistika.bg and the facebook page of the magazine**, which are updated daily with short news of the day.
- ❖ LOGISTIKA magazine organizes:
 - ✓ **LOGISTICS BUSINESS CONFERENCE** - October 27th, 2020 (www.conference.logistika.bg).
 - ✓ **SHOW in the WAREHOUSE** – (www.sklad.logistika.bg).
- ❖ **Readership:** Manufacturing, distribution, transport and logistics companies, retail chains, importers, companies providing warehousing equipment, software companies, courier services, designers and builders of warehouses.
- ❖ **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	Deadline for ads orders	Deadline for submitting the print-ready ads
1	February	13. 01	20. 01
2	March	13. 02	19. 02
3	April	13. 03	20. 03
4	May	13. 04	20. 04
5	June	13. 05	20. 05
6	July	12. 06	22. 06
7	September	13. 08	20. 08
8 – Logistics Conference	October	14. 09	21. 09
9	November	14. 10	21. 10
10	December	13. 11	20. 11

Rates card (valid from 1.1.2020)

 1/1 Page Euro 756	 1/2 Page Euro 378	 1/2 Page Euro 378	 1/3 Page Euro 252
 1/4 Page Euro 189	 1/4 Page Euro 189	 10x10 cm Euro 126	 9x5 cm Euro 50



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).