



❖ **Editorial policy:**

- ✓ CONSTRUCTION MACHINES magazine is a periodical trade publication which covers a wide range of issues and topics related to machines, plants, systems and technologies used in construction of buildings, infrastructure, roads and tunnels, extraction and processing of aggregates, coal and other mineral resources. This specific variety of equipment includes excavators, loaders, bulldozers, motor graders, rollers, asphalt and concrete pavers, dumpers, crushers, screens, cranes, working platforms, compressors etc. The magazine publishes information about new models, maintenance, servicing, sales, markets, manufacturers and technologies.
- ✓ CONSTRUCTION MACHINES has columns which help following various important trends. The most popular are News, New in BG, Launches, His Majesty the Customer.
- ✓ The magazine covers leading exhibitions in Europe and Bulgaria. Editors of CONSTRUCTION MACHINES visit as a rule bauma (Munich), Intermat (Paris) and Samoter (Verona).

❖ The information provided by the magazine is complemented by content on the website ***www.bageri.bg and the facebook page of the magazine*** which are updated daily.

❖ **Readership:** Owners, managers and employees (operators and technicians) of companies using equipment and operating in the construction of buildings, infrastructure, roads and tunnels, extraction and processing of aggregates, coal and other mineral resources. Also manufacturers, importers, and service companies dealing with construction, mining, quarry, lifting and access equipment as well as suppliers of components, spare parts and consumables.

❖ **Periodicity:** bi-monthly, 6 issues in 2020 (February, April, June, September, October and December).

❖ **Format:** A4, full-color

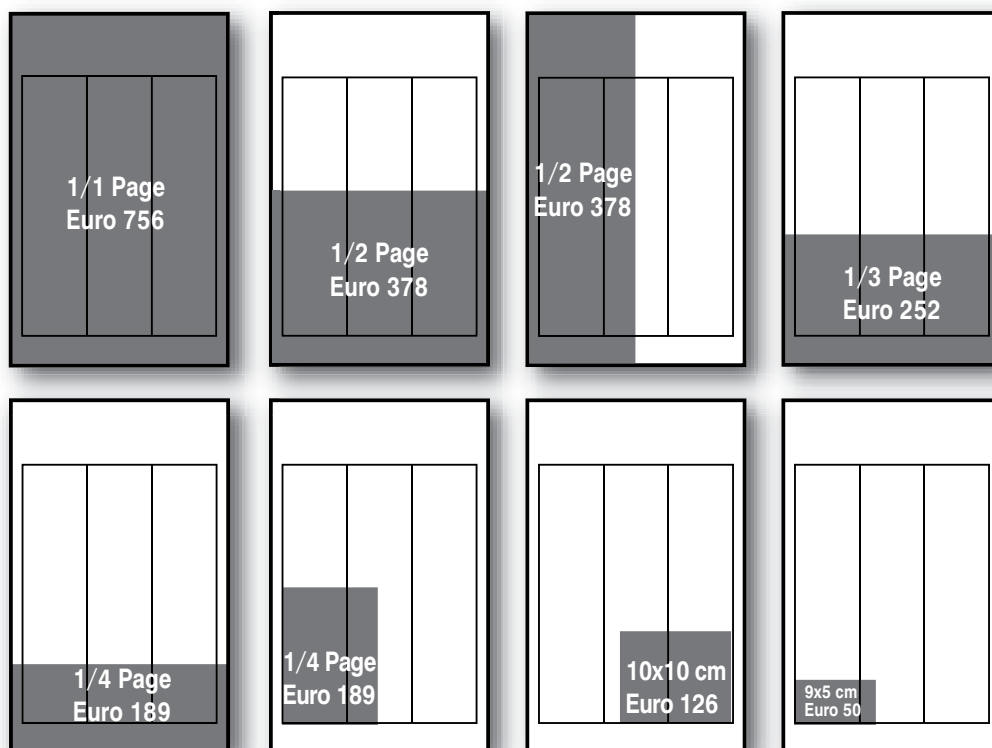
❖ **Circulation:** 5500, including package distribution with KAMIONI magazine

❖ **Distribution:** 3000 copies on subscription and controlled circulation, 2500 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	April	13. 03	20. 03
3	June	13. 05	20. 05
4	September	13. 08	20. 08
5	October	14. 09	21. 09
6	December	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

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).