

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 EACH ISSUE OF KAMIONI MAGAZINE INCLUDES:

- 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 (IToY)
- Truck Innovation Award
- International Minibus of the Year
- International Pick-up Award
- International Bus of the Year
- International Van of the Year
- International Trailer Award.

The information provided by the magazine is complemented by content on the website www.kamioni.bg as well as the Facebook and LinkedIn pages of the magazine which are updated daily with current short news.

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 2024 (except in the months of January and August).

Format: A4, full-color

Circulation: 4000

Publication Dates 2024:

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		10. 02	17. 02
3	April	Construction Machines	15. 03	21. 03
4	May		14. 04	20. 04
5	June	Construction Machines	15. 05	22. 05
6	July		16. 06	22. 06
7	September	Construction Machines	15. 08	21. 08
8	October	Construction Machines	15. 09	21. 09
9	November		16. 10	23. 10
10	December	Construction Machines	15. 11	21. 11



Изработка на видео по договаряне
Организиране на събития по договаряне

Rates card

(valid from 1.1.2024)

Frimming	Formats (mm):		Prices (Euro):	Discounts:
	before	after		
1/1 Page	215 x 300	210 x 290	832	Per volume
1/2 Page	horizontal	215 x 150	210 x 145	1500 – 2300 Euro -5%
	horizontal	120 x 300	110 x 290	2301 – 3100 Euro -8%
1/3 Page	horizontal	215 x 100	210 x 95	3101 – 3900 Euro -12%
				3901 – 4700 Euro -15%
1/4 Page	horizontal	215 x 75	210 x 70	4701 – 5700 Euro -18%
	horizontal	100 x 140		5701 – 7100 Euro -20%
100 x 100	100 x 100		139	7101 – 8800 Euro -22%
90 x 50	90 x 50		62	

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.

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

PR Material 832 Euro
(picture, logo and text to 3000 characters)

Inserts (for total circulation) 980 Euro

Paper band surrounding the magazine 700 Euro

Cover pages:

Second cover page 1050 Euro

Third cover page 897 Euro

Fourth cover page 1190 Euro

All prices are subject to 20% VAT.

Every long-term contract advertiser receives a free subscription.

The print-ready ad materials should be submitted in the following formats:

- ❖ PDF or EPS (Adobe Illustrator) – all texts converted to curves with bitmap resolution 300 dpi, CMYK
- ❖ JPG (300 dpi quality 12)
- ❖ TIFF 300 dpi