

❖ **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](http://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 25th, 2018 ([www.conference.logistika.bg](http://www.conference.logistika.bg)).
- ✓ **SHOW in the WAREHOUSE** – June 2018 ([www.sklad.logistika.bg](http://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 2018 (except in the months of January and August)

❖ **Format:** A4, full-color

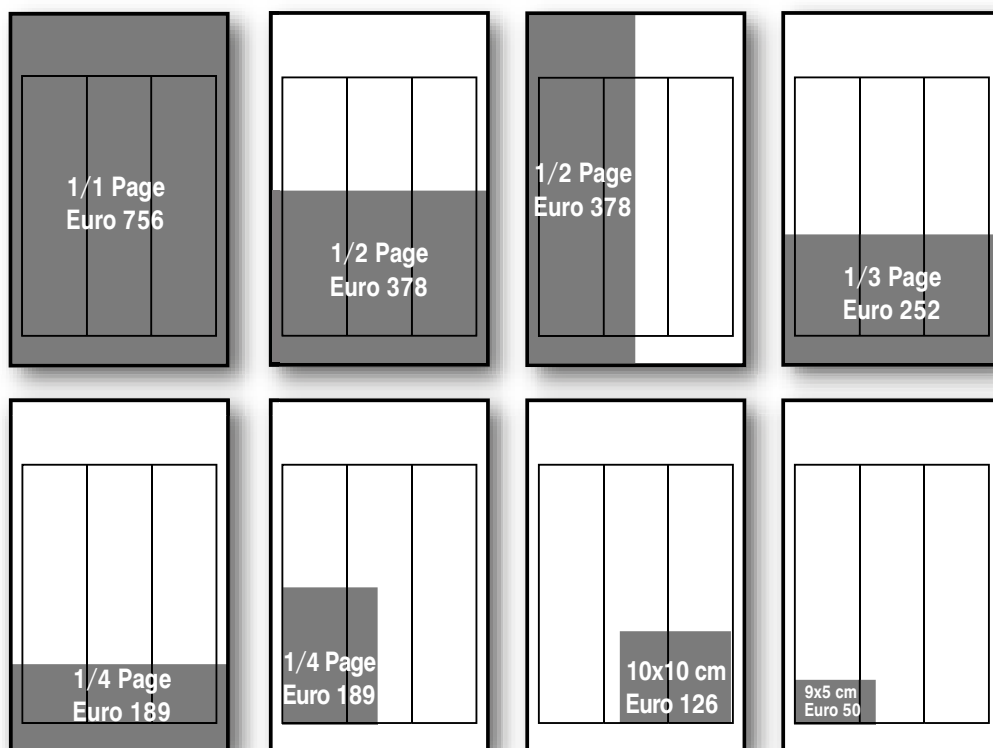
❖ **Circulation:** 5,500

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

**Publication Dates 2018**

Issue	Appears in the first week of the month	Deadline for ads orders	Deadline for submitting the print-ready ads
1	February	11. 01	18. 01
2	March	13. 02	19. 02
3	April	13. 03	20. 03
4	May	11. 04	18. 04
5 – Show in the Warehouse	June	11. 05	18. 05
6	July	13. 06	20. 06
7	September	13. 08	20. 08
8 – Logistics Conference	October	12. 09	19. 09
9	November	12. 10	19. 10
10	December	13. 11	20. 11

## Rates card (valid from 1.1.2018)



### 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%

<b>PR Material</b> (picture, logo and text to 3000 characters)	Euro 756
<b>Inserts</b> (for total circulation)	Euro 980
<b>Paper band surrounding the magazine</b>	Euro 650
<b>Cover pages:</b>	
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
<b>1/1 page</b>	215 x 300	210 x 290
<b>1/2 page</b>		
horizontal	215 x 150	210 x 145
vertical	120 x 300	110 x 290
<b>1/3 page</b>		
horizontal	215 x 100	210 x 95
<b>1/4 page</b>		
horizontal	215 x 75	210 x 70
vertical		100 x 140
<b>100 x 100</b>		100 x 100
<b>90 x 50</b>		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).