



PRINT & ONLINE PUBLICATION ON WWW.TRANSPORT-PRESS.BG

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.

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 as well as the Facebook and LinkedIn pages of the magazine which are updated daily with current short news.

LOGISTIKA magazine organizes:

LOGISTICS BUSINESS CONFERENCE – (conference.logistika.bg).

GREEN LOGISTICS PODCAST (SOCIAL MEDIA)

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 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	Deadline for ads orders	Deadline for submitting the print-ready ads
1	February	13. 01	20. 01
2	March	10. 02	17. 02
3	April	15. 03	21. 03
4	May	14. 04	20. 04
5	June	15. 05	22. 05
6	July	16. 06	22. 06
7	September	15. 08	21. 08
8 – Logistics Conference	October	15. 09	21. 09
9	November	16. 10	23. 10
10	December	15. 11	21. 11



Creating video clips upon contract
Organisation of events upon contract

Rates card

(valid from 1.1.2024)

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