



PRINT & DIGITAL – WWW.TRANSPORT-PRESS.BG

Rates card (valid from 1.1.2023)

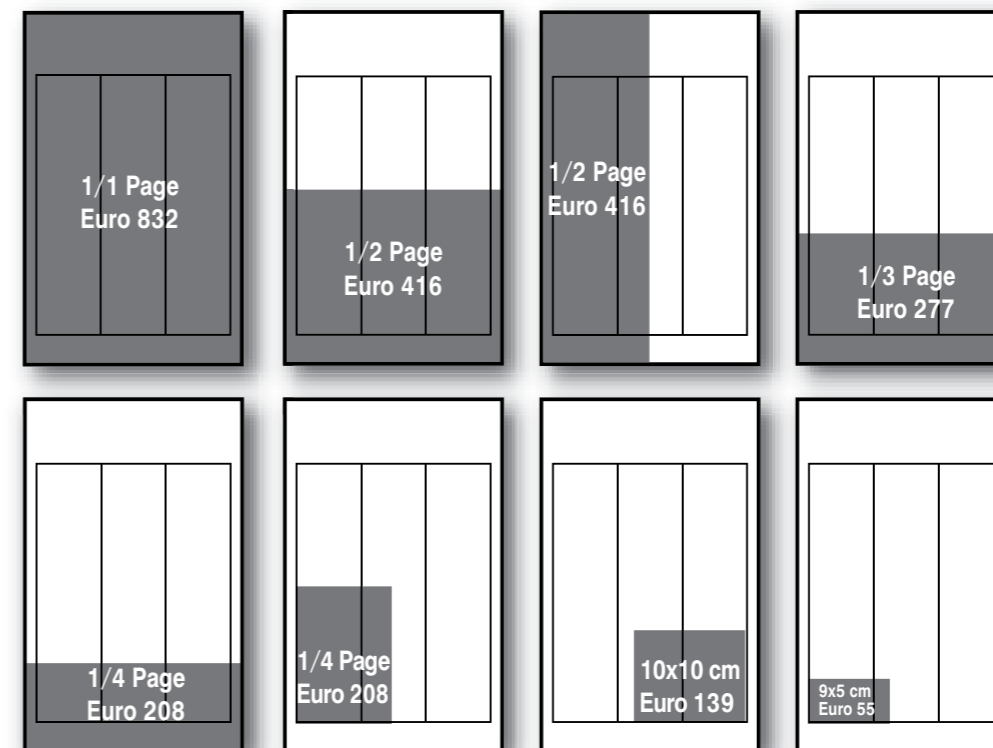
❖ **Editorial policy:**

- ✓ 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 digital edition contains additional pages with articles as well as links in all ad insertions to the corresponding websites of the advertisers.
- ❖ 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 2023 (February, April, June, September, October and December).
- ❖ **Format:** A4, full-color
- ❖ **Circulation:** 4,300, including package distribution with KAMIONI magazine

Publication Dates 2023

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	15. 03	21. 03
3	June	15. 05	22. 05
4	September	15. 08	21. 08
5	October	15. 09	21. 09
6	December	15. 11	21. 11



Discounts:

per volume:	
Euro 1500 – 2300	-5%
Euro 2301 – 3100	-8%
Euro 3101 – 3900	-12%
Euro 3901 – 4700	-15%
Euro 4701 – 5700	-18%
Euro 5701 – 7100	-20%
Euro 7101 – 8800	-22%

Surcharges:

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

PR Material	Euro 832
(picture, logo and text to 3000 characters)	
Inserts (for total circulation)	Euro 980
Paper band surrounding the magazine	Euro 700
Cover pages:	
Second cover page	Euro 1050
Third cover page	Euro 897
Fourth cover page	Euro 1190

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).



www.bageri.bg

www.bageri.bg



www.piero97.com