

**ATT IS A MAGAZINE**, orientated to professional circle of readers, which are interested in the development of the motor transport techniques. The structure of the edition is business to business magazine, covering the last innovations, the tendencies of the market and opinions of people, who have influence in the developing of the transport, construction and logistics. The magazine gives full content of information about the news and the events in Bulgaria and abroad, as all the rest, which may provoke the interest of the journalists and the readers.

ATT started in May 2000.

From May 2010 is also available as an electronic edition, which reaches 3500 companies from all the areas of the economy in Bulgaria. ATT is the first electronic magazine for motor transport in the country.



periodicity	circulation	volume	cover price	size
monthly issue	5000 copies	68 + pages	4.95 BGN	210 x 290 (A4)

The printed version is distributed all over the country.

### The ATT magazine in numbers

**Main** objective group – 35-60 years old (60 percent of the readers)

**Readers** of ATT in active age

20-60 years old – 90 percent

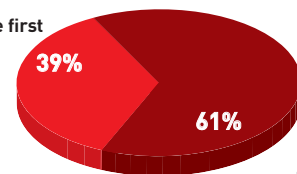
**28 percent** of the readers of ATT

Are working as managers

**Working** in the private sector – 70 percent

**Education** – 55 percent of the readers of ATT are with higher education

For the first time



I bought it also before

Proportion of the readers of ATT in percents

### Editorial contents

**NEWS** – the last news from the business and from the development of the branch.

**PRESENTING** – detailed introduction to readers with the last models of heavy-freight and light-freight motors, buses, trailers, specialized techniques.

**TEST** – testing actual models in the time of exploitation.

**SPECIAL INTERVIEW** – conversation with leading competent persons on actual issues.

**LOGISTICS** – a column, which presents technologies, personalities and machines, used in the logistics.

**TECHNOLOGIES** – covering the last technological elaboration of the cars brands and the attendant branches (suppliers of parts, spares, knots and aggregates, motor-car repairing etc.).

**ENERGY EFFICIENCY** – section, presenting the newest trends and technologies in the field of energy-saving solutions in the transport industry.

**CONSTRUCTIONAL TECHNIQUES** – a column, which is created about the machines, the people and the technologies in the construction.

**BUSES** – the last news from the branch of the passengers transport.

**TRAILERS AND SEMI-TRAILERS** – tendencies, news and technologies, related to the trailing techniques.

**VANS** – models, technologies and news, related to the vans.

**STATISTICS** – full monthly statistics about the selling of trucks, vans and buses in EU.

### Why the ATT magazine?

Specialized and professional edition, type - business to business.

Possibility to reach unique and difficult of access auditory.

A magazine, most of all focused on the last achievements in the developing of the road transport motor vehicles, construction techniques and the business, related to them.

Full monthly statistics about the market of the commercial vehicles in EU.

## Advertisement rate 2017

Format of the advertisements	Size* (mm)	Note	Price in BGN
<b>POSITIONS</b>			
1/1	210 x 290	interior page	1400 BGN
1/2	210 x 145	horizontal	780 BGN
1/3	68 x 290	vertical	560 BGN
1/4	210 x 71	horizontal	340 BGN
Branding	a page	a column	60 BGN

## COVERS AND FOILS

Foil (key foil)	420 x 290	second cover + first page of the body	2800 BGN
Foil	420 x 290	interior after the contents	2240 BGN
2nd cover	210 x 290	with advanced conservation	2180 BGN
3rd cover	210 x 290	with advanced conservation	1970 BGN
4th cover	210 x 290	with advanced conservation	2800 BGN

\*The sizes are for the final format ( after cutting)  
The prices are without VAT (20 percent)

Burden of fixed position: +30 percent  
Paid publication +20 percent

Discount for number of publications  
for 6 numbers -5 percent  
for 10 numbers -10 percent

Discount for advertisement agencies: -20 percent

Dates:  
About a request: 20 days before printing the issue  
About a vision: 10 days before printing the issue