

**HIDRIVE IS A MAGAZINE**, orientated to a wide circle of readers, which are interested in everything, related with the world of the cars. The structure of the edition is automobile life-style magazine, covering the new fashion way of life.

HiDRIVE is a wide spectral actual family magazine. The magazine presents full content of information about the news, the events in Bulgaria and abroad, and all the rest, related to the automobile and the life around it.

The pilot issue of the magazine appeared in June 2011.

From September 2011 HiDrive is published monthly in a volume of 82 pages. Parallel with the published edition will be also available an electronic edition, which will reach rich 2500 active consumers.



periodicity	circulation	volume	cover price	size
monthly issue	6000 copies	68+ pages	5.00 BGN	210 x 290 (A4)

The printed version is distributed all over the country.  
Main objective group – 25-50 years old.

### Editorial contents

**NEWS** – the last news from the automobile world

**PRESENTING** – detailed introduction to readers with the last models of the different segments

**TEST** – testing actual models in real conditions

**CONCEPTION** – a column about technical news and conceptual models

**ROUTE** – Offer the readers destinations, related with different nature and historical landmarks, also places for active relax

**TECHNOLOGIES** – covering the last technological elaboration

of the cars industry

**ACCESSORIES** – Presenting luxurious accessories, created from or for the different automobiles branches

**HISTORY** – a column, which goes after the development of a concrete model from the appearing until the last modification

**SPORT** – Covering the Bulgarian and the international automobile sport

**KALEIDOSCOPE** – curious and exotic

information from the world of the automobiles  
**PERSONALITIES** – interviews with popular personalities from the sphere of the economics, political and cultural life

### Why HiDRIVE magazine?

Specialized and professional edition.

An effective channel to communicate with intelligent, educated and economy active audience.

An wide spectral, contemporary automobile magazine, focused on the whole family, but not only on some of them.

## Advertisement rate 2019

Format of the advertisements	Size* (mm)	Note	Price in BGN
<b>POSITIONS</b>			
1/1	210 x 290	interior page	1760 BGN
1/2	210 x 145	horizontal	990 BGN
1/3	68 x 290	vertical	770 BGN
1/4	210 x 71	horizontal	528 BGN
Branding	a page	a column	77 BGN

## COVERS AND FOILS

Foil (key foil)	420 x 290	second cover + first page of the body	3960 BGN
Foil	420 x 290	interior after the contents	2970 BGN
2nd cover	210 x 290	with advanced conservation	2860 BGN
3rd cover	210 x 290	with advanced conservation	2585 BGN
4th cover	210 x 290	with advanced conservation	3930 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 -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