

FIFTY FIVE

STORIES OF WINE, GOURMET AND TRAVEL

ISSUE
13

DISTRIBUTION

A luxury free publication for first-class hotels, wineries, restaurants and spa centres. The magazine's circulation is 8000 copies. 4500 of them are delivered to a mailing list of selected connoisseurs of wine culture, of intelligent readings and of first-class experience.

ISSUES

April and November

TARGET GROUP

Connoisseurs of good wine, quality time, gourmet food, natural beauty, and a sophisticated lifestyle. Our readers are people from the big cities who spend their free time at first-class hotels, spa centres and wineries in South Bulgaria. 80% of them are Bulgarians from the big cities and 20% – tourists from neighbouring countries.

ADVERTISING EXPOSURE

April-October, November-March

SUBJECTS

The name of the magazine, 55, comes from one of the most Bulgarian of wine varieties – Melnik 55. Thus we make a symbolic reference to the entire Southwestern Region of Bulgaria, which offers a combination, rather unique for Europe, of opportunities for all types of tourism: wine, mountain, cultural and historical, spa, golf, ski, culinary, and so deserves to have its own first-rate magazine to boost its popularity. The subjects we write about cover everything that is of interest to the users of quality tourist services: popular travel destinations in this country and abroad, the finer points of the gourmet culture, the hottest restaurants, all about the Michelin stars, top wine cellars, spa rituals, designer items...



CIRCULATION – 5000

ADVERTISING RATES Prices without VAT

Inner page – € 725

1st Spread – € 1500

Spread – € 1200

Second cover – € 1100

Third cover – € 1100

Fourth cover – € 1450

Spread 1st cover – € 2000

PR publication, one page – € 650

EDITORIAL TEAM

Marko Stoychev – *Project Manager*

Prolet Yordanova – *Editor in Chief*

Rossen Jordanov – *Graphic Designer*

Vanya Teneva – *Advertising*

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WINE CELLARS

- Sintica
- Orbelia
- Rupel
- Orbelus
- Zlaten Rozhen
- Villa Melnik
- Medi Valley
- Zornitza Family Estate
- Karabunar
- Kapatovo
- Chateau Copsa

HOTELS

- Yastrebets Spa Hotel (Borovets)
- Park Hotel Sandanski
- Medite Resort Spa Hotel (Sandanski)
- Park Hotel Pirin (Sandanski)
- Interhotel Sandanski
- Central Park Hotel (Sofia)
- Trakia Hotel (Sofia)
- Grand Hotel Sofia
- Terma Palace Kranevo
- Copernicus Hotel Krakow
- Graffit Gallery Hotel Varna

WINE SHOPS

- La Petit Quche, 16 Oborishte Str.
- Miele
- Casavino
- Wineroom
- Enjoywine
- Vivenda

RESTAURANTS

- Quche Wine Sweet Social, 37 Oborishte Str.
- Corso
- La Casa
- La Bottega
- La Pastaria
- Residence Club
- Spagetti Kitchen Bar
- Rakia – Raketa Bar
- Bar Cosmos
- Cinecitta
- Manzo
- Hamachi
- Captain Cook
- Atelier

GOLF RESORTS

- BlackSeaRama Golf & Villas
- Pirin Golf & Country Club
- St. Sofia Golf Club

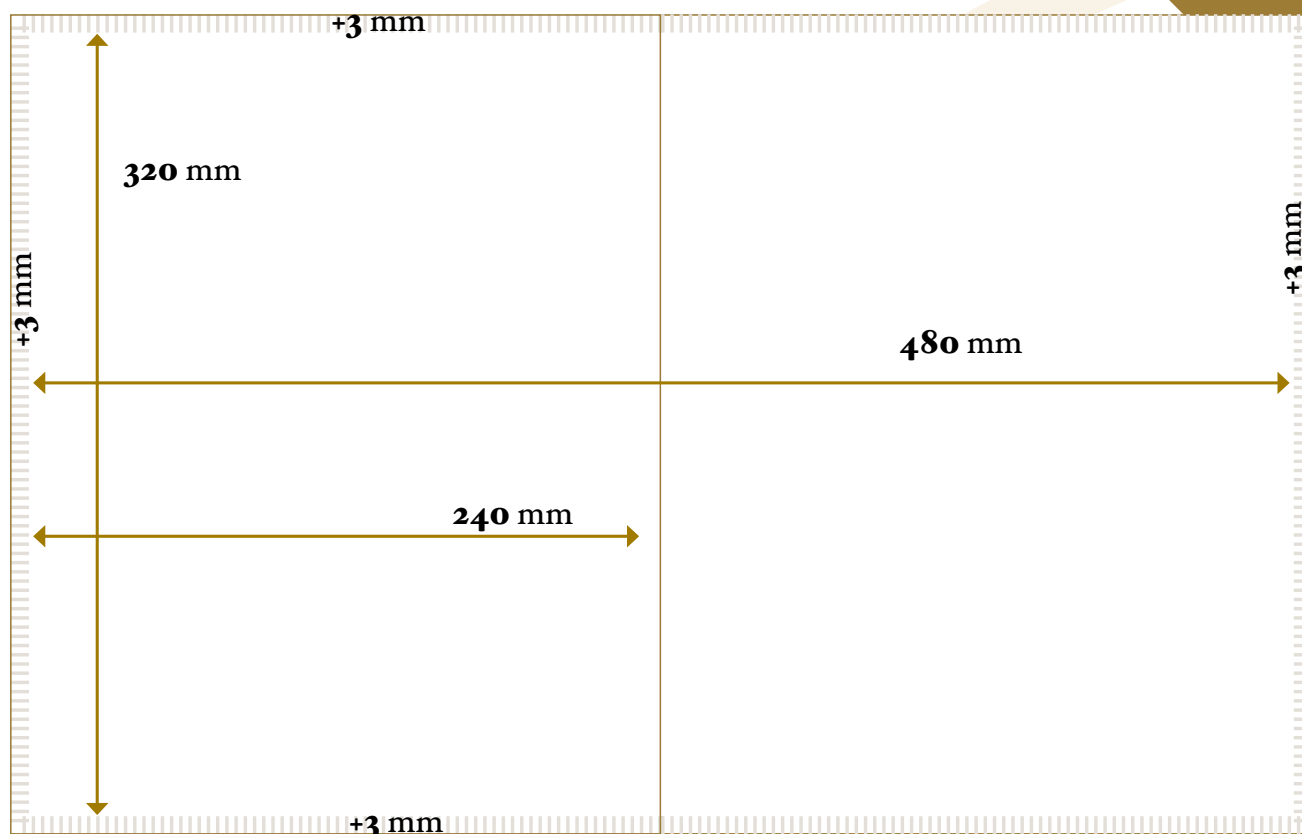
OTHER

- FIB – Private banking offices
- Aesthe Clinic
- Galeria fitness centre
- Showroom MM Auto
- ATAMA fitness centre
- Members of the French-Bulgarian Chamber of Commerce
- Inter Expo Center
- Business Park Sofia

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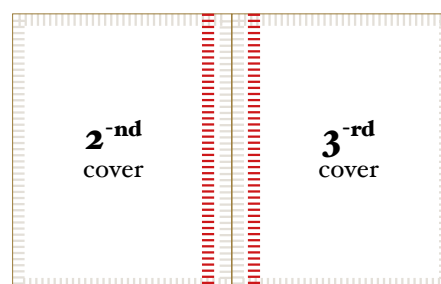
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SIZES

1 page – 240/320 mm (246/326 untrimmed) | double page spread – 480/320 mm (486/326 untrimmed)

IMPORTANT! The ads on the 2nd and 3rd covers will lose up to 4 mm of their visible width because of the sticking of the cover to the body. For the 2nd cover, this is true for the right part of the ad, and for the 3rd – for its left. Please consider this technological feature while preparing them.



TECHNICAL REQUIREMENTS

Files accepted in following formats: **EPS, PDF, AI**

Color space: **CMYK**, no Pantone colors attached

Texts converted to curves if possible.