

AgroCompass

AGROCOMPASS MAGAZINE SHOWS THE DIRECTION OF BUILDING A SUCCESSFUL AGRIBUSINESS

Periodicity: monthly

Printing: 4000 copies per month

Subscription: 3200 pieces



AgroCompass Magazine is a landmark of the agribusiness and it shows products and practices of leading global companies for more than 30 years. The magazine presents real facts and experiences of the institutions, as well as it represents the experience of the successful farmers in different agricultural sectors. That is instructive and useful experience.

The topics of its leading rubrics and guests range from recent legislative changes to the concrete reflection of European and national policy on the competitiveness of agricultural production in Bulgaria. The magazine shows the options for financing in a relation to the development of the agricultural business, the changes in the Rural Development Program, the future of the new single land legislation, the development of the farms and rural areas in a sustainable balance with their natural resources. All of this in 80 pages of **AgroCompass Magazine**.

The magazine is mainly distributed through a subscription with a circulation of 4000 units per month.

Its users have the opportunity to check it online at www.agrocompass.bg.

The magazine has an online edition at www.agrocompass.bg. The website of the publication enjoys great interest and attendance.

The monthly Internet newsletter reaches a huge circle of stakeholders linked directly or indirectly to agrobusiness. The magazine has its **Facebook page** as well.



THE SAME DATA REMAINS, BUT THE YEAR CHANGES TO 2023



DISTRIBUTION:	the actual number of realized	% of total circulation printed edition
Total circulation (print edition)	4000	40
Free sales and advertising	180	1,8
Subscription	3200	32
Realized circulation	3380	33,80
REALIZATION ON TYPES OF COMPANIES WORKING IN THE FIELD OF AGRICULTURE		
Distributors of commercial companies	200	2
Agricultural companies	2560	25,60
Research institutes and universities	128	1,28
Governmental organizations	125	1,25

Geographical distribution:	actual realized prints	% from the circulation of the print edition
Northwestern Bulgaria	745	7,45
Central North Bulgaria	783	7,83
North-East Bulgaria	784	7,84
Sofia Sofia - district	45	0,45
Southwest Bulgaria	216	2,16
Central South Bulgaria	816	8,16
South-East Bulgaria	250	2,50

Readers groups and interest	number	% of total realized circulation in the print media
Agronomists (staff)	234	2,34
Managers (crop, livestock)	2960	29,60
Farmers (sole traders or hobby production)	80	0,80
Researchers	40	0,40
Government officials	36	0,36
Specialists from agricultural offices	20	0,20
Livestock farmers (small livestock farms)	170	1,70
Private companies serving the farming sector (banks, leasing companies, processing companies), herb producers, fruit growers and gardeners, greenhouse production	78	0,78



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Part of a media group:

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