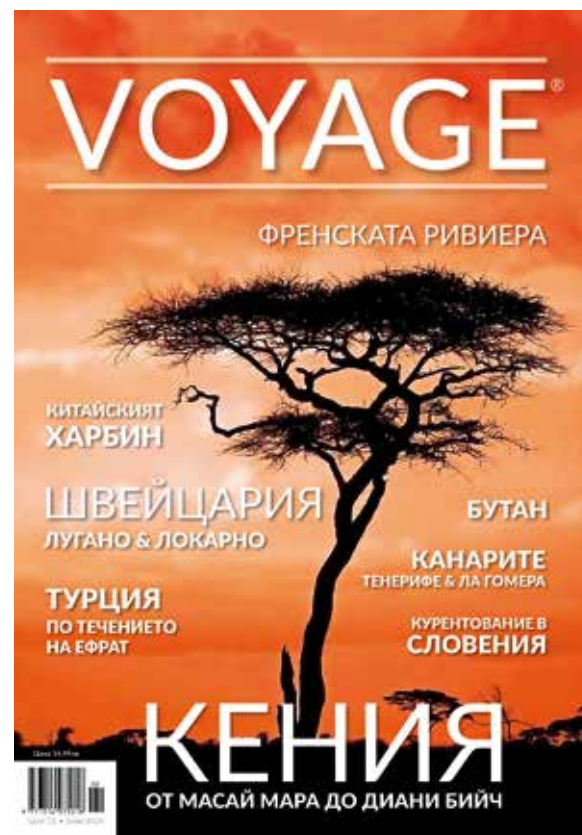

VOYAGE[®]



THE BULGARIAN MAGAZINE FOR LUXURY TRAVEL



VOYAGE

THE MAGAZINE



Created as a guide for the Bulgarians in the world of luxury travel VOYAGE magazine has been inspiring its readers to discover new holiday destinations for already 13 years. Published 4 times a year, written in Bulgarian, with each issue dedicated to the travel trends of the forthcoming season, VOYAGE is the only print edition of its kind in Bulgaria.

VOYAGE[®]

THE MAGAZINE

We keep our readers informed of the latest news in the world of the luxury vacations. We carefully gather and gladly share with them the whole information and all tips needed to chose their next holiday destination, so that it could become better than dreamt.



VOYAGE®

THE MAGAZINE



The Special Selection rubric of the magazine features hotels and resorts uncompromisingly meeting the philosophy “Luxury has not only physical dimensions, but also includes dedicated service, personal touch and undeviating attention to the smallest detail.”

Our team’s choice on topics, covers, destinations, products and services fulfill highest-class requirements. We are proud that our partners are elite hotel chains, cruise and airlines companies, national tourist boards, Bulgarian and foreign travel industry organizations.

VOYAGE[®]

OUR READERS



Audience 20 000 people

Gender: Male: 45%

Female: 55%

Age:
18-25: 13%
25-35: 31%
35-45: 38%
+46: 18%



Our readers love to travel and they do it in style. They search for the latest travel news to discover trendy and inspiring holiday destinations. They spend time reading the magazine, pay attention to the advertisements and use the information in the articles as a practical guide when deciding on their next vacation or journey. They are educated and open-minded, with mid to high incomes.

VOYAGE Magazine is read also by the top managing staff of one of the biggest Bulgarian and foreign companies present on the Bulgarian market.

VOYAGE[®]

DISTRIBUTION



VOYAGE magazine is distributed in more than 800 points of sale in Bulgaria, including the nationwide network of petrol stations and shopping centers, with a circulation of 6,000 units. The magazine is also freely distributed at the VIP and business lounges within the airports in Sofia, Varna, Bourgas and Plovdiv, in selected 5-star hotels in Bulgaria, golf courses, beauty salons and aesthetic clinics, fitness centers and at Thu Residence Exclusive Club in Sofia. Being in close partnership with many travel agencies VOYAGE is available at their offices for distribution among their clients.

VOYAGE[®]

OUR COMMUNICATIONS NETWORK



We have built a strong multiple channels communication network. It comprises not only the medium VOYAGE (print edition, website and social media pages), but also the communication B2B channels. We offer our partners all available options, effective to reach their targets.

VOYAGE®

PERIODICITY AND SCHEDULE



Schedule:

VOYAGE SPRING- March 2025, 2026

VOYAGE SUMMER- June 2025, 2026

VOYAGE FALL- September 2025, 2026

VOYAGE WINTER- December 2025, 2026

VOYAGE®

TECHNICAL REQUIREMENTS



Magazine size: Bleed size 215/307 mm (trim size 210/297 mm).

Trimming: 5 mm at the top and bottom, and 5 mm on either left or right side depending on page.

Spread: Bleed size 430/307 mm (trim size 420/297 mm).

Trimming: 5 mm at the top and bottom and 5 mm from the outer side of the left and right pages.

Note: The pages of VOYAGE Magazine are glued together. It is not recommended that text or important information are placed less than 10 mm away from the fold (the inner side of the page).

VOYAGE[®]

PERIODICITY AND SCHEDULE



Advertising Rates

COVERS	PRICE	PAGE	PRICE	DOUBLE SPREAD	PRICE
Inside front cover	2400 EUR	1/1 page	1750 EUR	1st double spread	3200 EUR
Inside back cover	2200 EUR	1/2 page	1150 EUR	2nd double spread	3000 EUR
Outside back cover	3000 EUR	1/3 page	950 EUR	Double spread	2600 EUR

*Rates excluding VAT

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