



www.logistika.bg

LOGISTIKA Magazine

❖ **Editorial policy:** LOGISTIKA – the Bulgarian logistics magazine aims at connecting the providers of logistics services to their clients as well as at presenting the current trends in the world economy and the management of material resources together with the information, transport and financial flows related to it.

LOGISTIKA magazine covers a wide range of aspects in modern trading and manufacturing, storage and distribution, transport and freight forwarding, management and optimization, packaging and handling, information services and quality control, warehousing technology and telematics, logistics theory and practice offering news and articles, thematic overviews and analyses, interviews and product or company presentation, events on the Bulgarian and international logistics market, information on Bulgarian and foreign legislation regarding the logistics field etc.

Besides practical orientation toward the needs of the business today LOGISTIKA offers also educational information in a modern field whose activities penetrate more often and more deeply our daily life, a field that requires well trained specialists. The Persons column makes acquaintance with the pioneers in logistics who account for their experience and problems. In order to offer up-to-date, interesting and useful information in the dynamic world of logistics the magazine works in cooperation with the logistics titles published by DVV Media Group in Hamburg.

All articles in LOGISTIKA have an abstract in English language.

The information provided by the magazine is complemented by content on the website www.logistika.bg which is updated daily.

Since 2009 LOGISTIKA magazine offers on a periodic basis the specialized product catalogue **EVERYTHING FOR THE WAREHOUSE** which includes useful and up-to-date information for this market segment.

❖ **Readership:** Manufacturing, distribution, transport and logistics companies, trading chains, importers, companies providing warehousing equipment, software companies, courier services, designers and builders of warehouses.

❖ **Periodicity:** monthly, 10 issues in 2012 (except in the months of January and August)

❖ **Format:** A4, full-color

❖ **Circulation:** 5500

❖ **Distribution:** 3000 copies on subscription and controlled circulation, 2500 copies on newsstands

Publication Dates 2012

Issue	Appears in the first week of the month	Survey Topics	Deadline for ads orders	Deadline for submitting the print-ready ads
1 – Transport & Logistics	February	WMS – Warehouse Management Systems	12. 01	19. 01
2	March		13. 02	17. 02
3	April	Pallets and Load Securing Systems	14. 03	20. 03
4	May	Logistics Point: Bourgas	13. 04	18. 04
5	June	Business Process Management Software	14. 05	21. 05
6	July		13. 06	19. 06
7 – Plovdiv Fair – Autumn	September	Logistics Point: Rousse	14. 08	21. 08
8	October	Industrial Doors and Loading Ramps	12. 09	18. 09
9	November	Logistics Point: Plovdiv	12. 10	19. 10
10	December		13. 11	20. 11

LOGISTIKA Magazine Rates card (valid from 1.1.2012)

Basic prices:

Ads black&white	Euro 0.87 per sq.cm
Ads full color (4c)	Euro 1.26 per sq.cm

Cover pages:

Second cover page	Euro 950
Third cover page	Euro 815
Fourth cover page	Euro 1080

Surcharges:

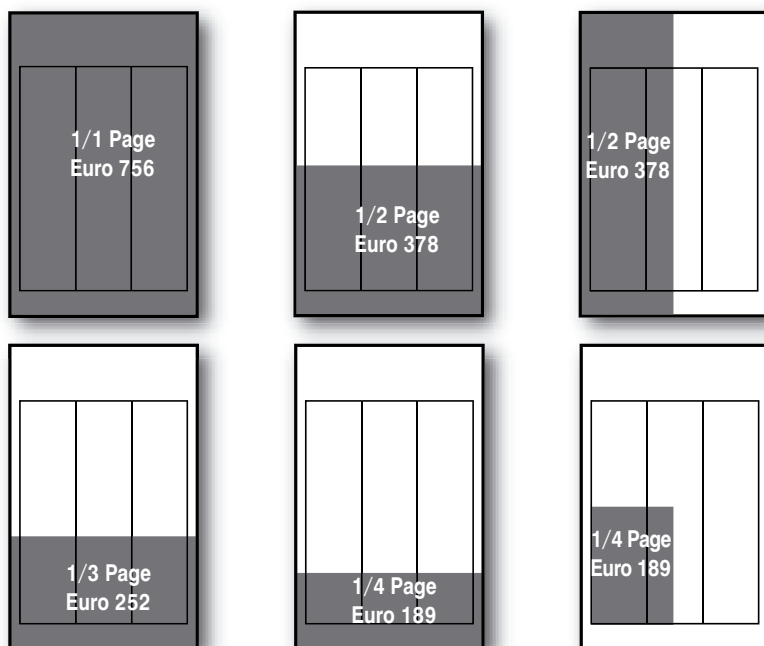
For ad pre-press work (but not less than Euro 100)	10%
For fixed place	10%

Discounts:

per volume	
Euro 700 – 1400	5%
Euro 1401 – 2100	8%
Euro 2101 – 2800	10%
Euro 2801 – 3500	12%
Euro 3501 – 4300	15%
Euro 4301 – 5200	18%
Euro 5201 – 6500	20%
Euro 6501 – 8000	22%
Euro over 8000	25%

Inserts

Euro 980



Formats (mm):

	before trimming	after trimming
1/1 page	220 x 300	210 x 290
1/2 page		
horizontal	220 x 150	210 x 145
vertical	120 x 300	110 x 290
1/3 page		
horizontal	220 x 100	210 x 95
1/4 page		
horizontal	220 x 75	210 x 70
vertical		100 x 140

Every long-term contract advertiser receives a free subscription.

The print-ready ad materials should be submitted in the following formats: EPS (Adobe Illustrator – all texts converted to curves), JPEG (300 dpi, quality 12), or TIFF (300 dpi).

All prices are subject to 20% VAT.