



[www.vanove.bg](http://www.vanove.bg)

### VANOVE (Vans) Magazine

- ❖ **Editorial policy:** VANOVE (VANS) magazine is the only Bulgarian publication specialized in the field of light commercial vehicles. The VANOVE editor-in-chief represents Bulgaria in the International Van of the Year jury. The magazine contains self-conducted vans tests, news, premieres, technologies, service, financing, trends and law regulations related to the light commercial vehicles usage.  
The VANOVE magazine is distributed together with the KAMIONI magazine – the leading publication of Bulgarian Transport Press.  
The information provided by the magazine is complemented by content on the website [www.vanove.bg](http://www.vanove.bg) which is updated daily.
- ❖ **Readership:** Transport and courier companies, manufacturing and touristic business, trading associations and private users of light commercial vehicles, vans dealers, spare parts and accessories distributors, workshops, drivers and workshop specialists.
- ❖ **Periodicity:** monthly, 4 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	Deadline for ads orders	Deadline for submitting the print-ready ads
1	March	13. 02	17. 02
2	May	13. 04	18. 04
3	July	13. 06	19. 06
9	November	12. 10	19. 10



**VANOVE (Vans) 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

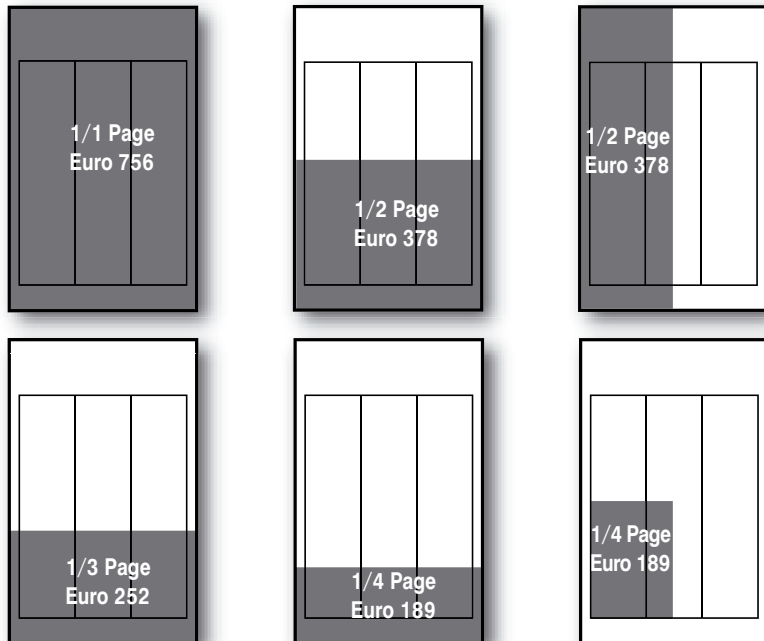
**Surcharges:**

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
<b>1/1 page</b>	220 x 300	210 x 290
<b>1/2 page</b>		
horizontal	220 x 150	210 x 145
vertical	120 x 300	110 x 290
<b>1/3 page</b>		
horizontal	220 x 100	210 x 95
<b>1/4 page</b>		
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.**