



AgroCompass

AgroCompass magazine shows the direction of building a successful agribusiness

Periodicity:

monthly

Printing:

10,000 copies per month

Subscription:

9,000 pieces

Online PDF:

1,000 electronic paid copies



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 expertise 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 10,000 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 agribusiness. The magazine has its **Facebook page** as well.



Subscribe online at
www.agrocompass.bg



THE SAME DATA REMAINS, BUT THE YEAR CHANGES TO 2018



Distribution :	The actual number of realized	% of total circulation printed edition
Average - monthly circulation of online PDF format of Agrocompass magazine	1100	6,39
Total circulation (print edition)	10 000	100,00
Free sales and advertising	472	4,72
Subscription	9528	95,28
Realized circulation	9811	98,11
Scrapping and advertising (counting unsold publications)	189	1,89
Realization on types of companies working in the field of agriculture		
Distributors of commercial companies	518	5,18
Agricultural companies	9040	90,40
Research institutes and universities	128	1,28
Governmental organizations	125	1,25
Scrapping and promotional items	189	1,89

Geographical distribution:	Actual realized prints	% from the circulation of the print edition	Implementation of the online edition (real number)	% of total circulation online
Northwestern Bulgaria	1861	18,61	195	19,48
Central North Bulgaria	2257	22,57	116	11,65
Northeast Bulgaria	1964	19,64	100	10,78
Sofia, Sofia - district	515	5,15	280	28,17
Southwest Bulgaria	540	5,40	74	7,39
Central South Bulgaria	2239	22,39	186	18,61
South-East Bulgaria	624	6,24	40	3,91

Readers groups and interest	Number	% of total realized circulation in the print media
Agronomists /staff/	584	5,84
Managers /crop, livestock /	8337	83,37
Farmers - sole traders or hobby production	204	2,04
Researchers	130	1,30
Government officials	74	0,74
Specialists from agricultural offices	54	0,54
Livestock farmers /small livestock farms/	425	4,25
Private companies serving the farming sector (banks, leasing companies, processing companies herb producers, fruit growers and gardeners, greenhouse production)	193	1,93



ADVERTISING RATES

(Prices are without VAT valid from 01.01.2019)

N of monthly copies: 10 000
Issues: 12 editions per year
N of pages per issue: 80 pages

Position/size		PRICE
I; II ; III and IV cover	215 x 280 мм (cut format)	1500.00 EUR
Internal Pages	215 x 280 мм (cut format)*	800.00 EUR
½ internal pages	186 x 120 мм (horizontal) 90 x 249 мм (vertical)	530.00 EUR
LOGO FIRST PAGES		250.00 EUR
PR material	One pages	600.00 EUR
PR material	Two pages	800.00 EUR

Format: A4

Please send us in Corel draw or some flexible format to be managed for our editing department.

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