

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 AGROCOMPASS MAGAZINE IS DISTRIBUTED FOR FREE TO ALL MAJOR EXHIBITIONS HELD THROUGHOUT THE COUNTRY.

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 |

ADVERTISING RATES 2023

(Prices are without VAT valid from 01.08.2023)

Printing: 4000 copies per month

Issues: 12 editions per year

Number of pages per issue: 80

Format: 220x290 mm (215x285 mm cut format)

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

| POSITION | SIZE | PRICE |
|-------------------------|---------------------------|----------|
| I, II, III AND IV COVER | 215 x 285 mm (cut format) | 1500 EUR |
| INTERNAL PAGE | 215 x 285 mm (cut format) | 800 EUR |
| HALFPAGE | 177 x 120 mm (horizontal) | 530 EUR |
| | 90 x 240 mm (vertical) | 530 EUR |
| LOGO FIRST PAGE | | 250 EUR |
| PR MATERIAL | one page | 600 EUR |
| PR MATERIAL | two pages | 800 EUR |



ADVERTISING AND PR TARIFF ON www.agrocompass.bg WEBSITE

BANNER AD

| FORMATS | POSITION | ROTATION IN % | | | | | |
|-------------------------|---------------------------------|----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| | | 10% | 20% | 30% | 40% | 50% | 100% |
| Billboard 900x110 pxl | ALL PAGES | BGN 15 /€ 7.67 | BGN 30 /€ 15.34 | BGN 45 /€ 23 | BGN 45 /€ 23 | BGN 75 /€ 38.35 | BGN 150 /€ 76.69 |
| COVER PAGE 300x250 pxl | Home page позиция 1 | BGN 15 /€ 7.67 | BGN 30 /€ 15.34 | BGN 45 /€ 23 | BGN 45 /€ 23 | BGN 75 /€ 38.35 | BGN 150 /€ 76.69 |
| | Home page позиция 2 | BGN 10 /€ 5.11 | BGN 20 /€ 10.26 | BGN 30 /€ 15.34 | BGN 30 /€ 15.34 | BGN 50 /€ 25.56 | BGN 100 /€ 51.13 |
| | All pages / for position 1 or 2 | BGN 10 /€ 5.11 | BGN 20 /€ 10.26 | BGN 30 /€ 15.34 | BGN 30 /€ 15.34 | BGN 50 /€ 25.56 | BGN 100 /€ 51.13 |
| INSIDE PAGE 300x250 pxl | Inside page position 1 | BGN 8 /€ 4.09 | BGN 16 /€ 8.18 | BGN 24 /€ 12.27 | BGN 24 /€ 12.27 | BGN 40 /€ 20.45 | BGN 80 /€ 40.90 |
| | Inside page position 2 | BGN 5 /€ 2.56 | BGN 10 /€ 5.11 | BGN 15 /€ 7.67 | BGN 15 /€ 7.67 | BGN 25 /€ 12.78 | BGN 50 /€ 25.56 |
| BANNER 728x90 pxl | Home page position 1 | BGN 12 /€ 6.14 | BGN 24 /€ 12.27 | BGN 36 /€ 18.41 | BGN 36 /€ 18.41 | BGN 60 /€ 30.68 | BGN 120 /€ 61.36 |
| | Home page position 2 | BGN 10 /€ 5.11 | BGN 20 /€ 10.26 | BGN 30 /€ 15.34 | BGN 30 /€ 15.34 | BGN 50 /€ 25.56 | BGN 100 /€ 51.13 |
| | All pages | BGN 12 /€ 6.14 | BGN 24 /€ 12.27 | BGN 36 /€ 18.41 | BGN 36 /€ 18.41 | BGN 60 /€ 30.68 | BGN 120 /€ 61.36 |
| HALFPAGE 300x600 pxl | Home page | BGN 15 /€ 7.67 | BGN 30 /€ 15.34 | BGN 45 /€ 23 | BGN 45 /€ 23 | BGN 75 /€ 38.35 | BGN 150 /€ 76.69 |
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* all kinds of banner ad previews can be seen here: <https://demo.adocean-global.com>

| *MAKING A BANNER | |
|-------------------------------------------------------------------------------------------------------------------|------------------|
| HTML5 | BGN 150/€ 76.69 |
| GIF формат | BGN 100/€ 51.13 |
| JPG формат | BGN 80/€ 40.90 |
| Video banner - video duration up to 7 seconds and up to 10MB | BGN 300/€ 153.39 |
| Required materials: Reserved logo signs - fonts, colors, copyright, images and video | |
| When making a video banner, it includes: editing, announcer, visual effects, background music and idea concept | |
| Banner and video banner production time up to 5 working days | |

| PUBLICATION OF TEXT INFORMATION AND PR MATERIAL | |
|-----------------------------------------------------------------------------------------------|------------------|
| Publication of one material + photos (up to 3 pieces) in the "NEWS" section and sharing on FB | BGN 270/€ 138.05 |

| ONLINE PDF | |
|----------------------------------------------|------------------|
| Publication of link with VIDEO in online PDF | BGN 300/€ 153.39 |
| Photo album publication in online PDF | BGN 150/€ 76.69 |
| Insert link - 1 issue in online PDF | BGN 150/€ 76.69 |

| SOCIAL MEDIA | |
|-------------------------------------------|-----------------|
| Publication of promotional video material | BGN 100/€ 51.13 |
| Publication of text PR material | BGN 50/€ 25.56 |

*reinforcement is billed separately - by agreement

| *DISCOUNTS | |
|------------------|-----------------|
| budget reacheder | discount factor |
| до 5000 | 5% |
| 5001 до 10000 | 7% |
| 10001 - 15000 | 9% |
| 15001 - 20000 | 12% |
| 20001 - 30000 | 14% |
| 30001 - 45000 | 16% |
| 45001 - 60000 | 18% |
| 60001 - 80000 | 21% |

advance payment discount: 3%

The prices listed above are in Bulgarian leva and Euro excluding VAT. According to the Law on the Introduction of the Euro in the Republic of Bulgaria, the currency conversion is calculated at the official rate of 1.95583 leva for 1 euro.



1421 Sofia, Lozenets r.c.,
46 Chervena Stena Str.,
phone.: 0700 200 63,
e-mail: office@agrocompass.bg

Martin Stoev - Marketing and Advertising,
phone.: +359 886 058 173, e-mail: m.stoev@agro.bg



Part of a media group:

