AmCham Bulgaria Magazine

Profile

The official publication of the American Chamber of Commerce in Bulgaria
· Focus on US-Bulgarian economic relations, US sponsored initiatives;
· Analyses: macroeconomic, HR, legal, IT, finance, politics, etc.;
· Reports on AmCham activities, AmCham member news;
· Travel, leisure and music.

Advertising Reach

Audience with above-the-average income in different ages segments: high- and mid-level executives, in charge of company budget allocation from leading US, international and Bulgarian companies; key decision-makers; opinion-leaders, trend-setters; corporate clients demanding high-quality products and services: premium brands of FMCG, luxury goods, Hi-Tech, automobiles, business services, including finance, banking, legal, real estate, courier, travel, hotel accommodation, catering, etc.

Distribution

Free of charge to:
AmCham members - leading US, international and Bulgarian companies operating in Bulgaria; Potential foreign investors/potential members, leading; Bulgarian companies; Bulgarian government, state institutions; American Chambers of Commerce worldwide network, US Chamber of Commerce; All diplomatic missions in Sofia; leading hotels in Sofia and the country, business centers, clubs/restaurants; Business Park Sofia; Audience at high-profile AmCham events, prominent journalists

Circulation

2000 copies/ print-out increase to 2500 copies for issues dedicated to major AmCham events.

Specifications & Deadlines

Body: 32 pages, paper: 115 g mat, colour: 4+4 / Cover: 4 pages,
Paper: 200 g matt / UV varnished, colour: 5+4
Format: 29 cm x 21 cm , Packing: single PVC packaging
Deadline for placing orders for advertising/PR is the 15th of the preceding month
Advertisements should be provided in Adobe Illustrator ver 9.0 EPS files or Adobe Photoshop TIFF files with minimum 300 DPI, with color print-out by the 25th of the preceding month

Standard Advertising Rates

Full Page (210x295 mm)	BGN 1060
Half Page (175x130 mm)	BGN 870
Quarter Page (85x130 mm)	BGN 650
Logo	BGN 350
Insert	BGN 940
Two-page Spread	BGN 1580
Centerfold	BGN 1560
Back Cover	BGN 1460
Second Cover	BGN 1340
Third Cover	BGN 1280

All rates quoted are subject to VAT.

Rate Details

23% discount for AmCham Members
5% off for 3 successive issues
7% off for 5 successive issues
9% off for 7 or more issues
12% off for 10 successful issues
17% off for advertising agencies
+ 20% for PR article
+ 10% for fixed position
+10% for right page
+ 40% for insert input

Misc

For further questions, please contact
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American Chamber of Commerce in Bulgaria