



FIRST IN BUSINESS: AN INSIDER'S VIEW 2023/2024

Issue No. 9 of one of the most successful special editions of the Manager Business Magazine

What was 2023 for the business after the rampant inflation and recession forecasts? What direction has the year taken? What is the condition of the most important industries and the fastest progressing sectors in the transition to a new type of economic development and growth? What do companies expect from 2024?

The Manager Business Magazine looks for and presents, in statistical breakdown and through diverse expert perspectives, the answers to these questions in its 9th special annual edition „First in Business: An Insider's View“.

AN INSIDER'S VIEW

- Top 200 companies by revenue and profit
- Top 50 companies by fastest revenue and profit growth
- Top 50 biggest employers
- Top 10 structurally defining and promising sectors
- Sector analyses of the industries with the largest contribution to national GDP
- Overviews, interviews and perspectives on the economy in 2023 from leading foreign and national experts

A LOOK AHEAD

- Macroeconomic forecasts for 2024 by the country's leading economists
- PEST analysis for the Bulgarian economy in 2024
- Perspectives and expectations on the performance of individual industries over the next year from the leaders of the most successful companies in each sector
- Successful models of business transformation and entrepreneurship that drive new processes and trends in development and high added value
- Investment plans and growth strategies from the industry leaders

DISTRIBUTION

- „First in Business: An Insider's View“ will be published in December 2023 in a print run of 15,000.
- Available for sale as a print edition in the national distribution network for 2 months
- Available for sale as a digital edition on the Manager mobile app - ZinZin.bg
- Online at manager.bg/spisanie (the new subsite of the Manager Business Magazine)
- Both as a print and a digital edition for subscribers

RANK AMONG THE FIRST IN BUSINESS

The publication is an opportunity for the largest companies to introduce their CEOs, as well as their best managers and strongest team players who have been involved in the growth of business, human resources and processes during a year marked by recovery and growth effort. You can rank among the First in Business: An Insider's View, and to share your experience, success, challenges and vision with your current and prospective partners, clients and competitors, as well as with the new generation of managers in the Bulgarian business.

PARTICIPATION FORMATS:

Format 1: Q&A

An interview with the editorial team of the Manager Business Magazine.

Format 2: Business signature

An advertorial with questions from our editorial team in which you can present a product, a service or a project to reach the Manager Business Magazine audience in print, online and on social media.

Format 3: Business Impact

An advertising vision featuring an interactive graphic to show the company's history and key milestones in its growth.

Each participation format includes:

- An optional QR code to an advertising image in the print edition or a link to the client's landing page, accessible through the [ZinZin](#) mobile app
- Online publication of the material in the print edition – to be accessible at [manager.bg](#) + sharing in social media

The previous issue is accessible [here](#)

PRINT

Position	Prices in BGN excluding VAT
1 page	4,650
2 pages	6,950
3 pages	8,050
1 page, Business Impact	3,950
Leading folio	9,650
Internal folio	7,250
2nd cover	6,750
3rd cover	5,650
4th cover	9,550

КОМБИНИРАН ВАРИАНТ –

Combo option – print + online banner campaign on websites [manager.bg](#)/[obekti.bg](#)/[noviteroditeli.bg](#) (for 4 months, formats 300x600/970x250/1000x100/300x120 desktop/mobile)

Position	Prices in BGN excluding VAT
Print position + 100,000 impressions	+ 1 500
Print position + 300,000 impressions	+ 3 500
Print position + 500,000 impressions	+ 5 000

*Prices may be subject to additional discounts.

Deadlines:

- Applications – 23.10.2023
- Submission – 06.11.2023