



МЕНЕДЖЕР.

A COMPANY OF  VM FINANCE GROUP

MAGAZINE



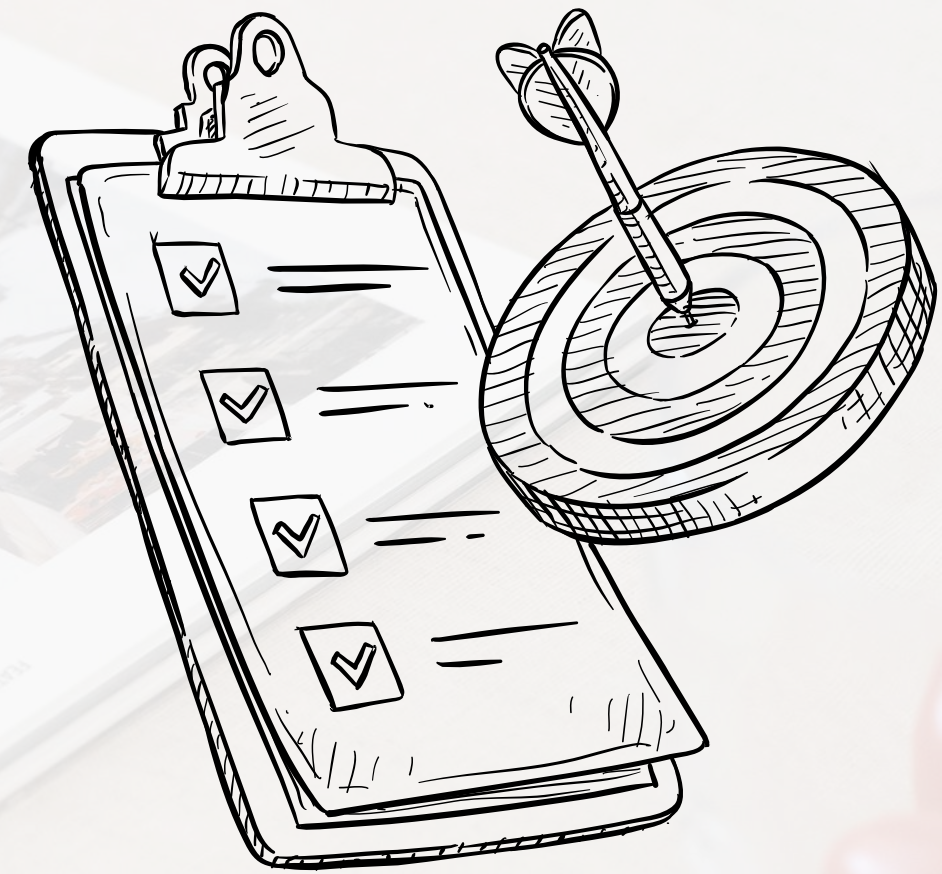


WHO ARE WE?

Manager magazine is the most prestigious print media aimed at Bulgarian managers, entrepreneurs, business active and awake people. It creates in-depth content on the important geopolitical, economic and cultural developments in our country and globally. For **Manager**, different points of view, original thought and new theses are extremely valuable. **Manager** strives to offer solutions and to be an influential media in the circles determining the development of Bulgaria and business.

MAGAZINE OBJECTIVES

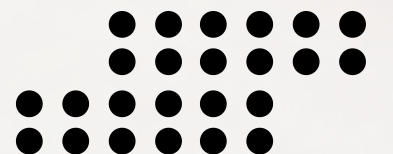
- to inform our readers about the latest trends in global politics, economics, finance, technology, regulation, science, the labour market and the cultural environment that shape the conditions in which business operates - thus becoming an indispensable assistant and friend to leaders, managers, entrepreneurs and all active people;
- helping them navigate a rapidly changing world;
- introduce them to the most modern and effective practices in management, marketing, business and technology;
- create an environment to share experiences and pose questions that we can seek answers to together.



MAIN CATEGORIES



- **At a glance** - the important and interesting events of the last month;
- **Momentum** - an important event presented with a photo.
- **GlobalEdge** - in-depth geopolitical analyses by recognized names in the field, (we have almost no competition here on the Bulgarian market);
- **Topic of the issue** - a multi-faceted look at a topic with practical guidance;
- **Profile (Close-up)** - an interview with the cover personality - a recognized authority in the business community;
- **Business** - macroeconomic cross-section of the economy, analysis of various industries, latest trends in energy, green economy, investment strategies, entrepreneurship, etc;



MAIN CATEGORIES

- **Tech&Science** - latest trends in technology, development and application of AI, space technology, digital economy;
- **Leader's Hub** - articles on effective team management, leadership skills, career development and employee motivation;

Subrubrics:

- **Case study** - managers share their opinion on a given management case study;
 - **New appointments** - introducing people to new positions;
 - **Conversation** - a conversation between experts in a given field on a topic of interest to business and the public;
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- **ArtVista** - everything from the world of marketing, PR, media and communications;
 - **AdVenture** - topics in this section are in the areas of culture, art, fashion, entertainment, travel and wellbeing;
 - **In one sentence** - we ask ten people from the business world to answer a question in one sentence.

WHERE DO THEY READ US?



PRINT

- throughout the country's distribution network.
Circulation of the regular issue - 10 000 pcs., of special editions - 12 000 pcs.
- in petrol stations and retail outlets

ONLINE



- as a digital magazine in ePUB format in the **ZinZin** app
- in the form of online publications at manager.bg/cnucanie

REGULAR SUBSCRIBERS: 4 500+

READERS PROFILE

A significant number of them hold C-level positions and lead teams.

Run their own business or plan to start one later in life.

They are connoisseurs of high quality - they like to own products bearing a prestigious brand and identify with it.

People with a rich general culture and good education.

They are connoisseurs of good food and quality beverages, they love to indulge themselves and try new tastes.

They would not hesitate to pay more for a commodity, that they believe is quality.

They believe that financial security is a personal responsibility and they are beneficiaries.

SPECIAL EDITIONS



- In addition to the regular issues, which come out at the end of each month, we also publish special annual issues:
- **"The Woman Is"** (8 published editions);
- **"First in Business"** (10 published editions);
- **"Tech Connect"** (3 published editions);
- **"Construction & Investment"** (3 published editions).

In 2025 - for the first time - the special edition **Education 360°**.



All regular issues and special annual issues can be found at:

- in retail outlets across the country;
- at **manager.bg/cnucanue**
- on the ZinZin digital reading platform **ZinZin**

SUBSCRIBE NOW

Get **12 months** of up-to-date information, analysis and forecasts from Bulgarian and global experts with one of the following subscription plans:

- **DIGITAL**
- **PRINT**
- **COMBINED** - print and digital
- **PREMIUM DIGITAL** - special editions (digital) + combined
- **PREMIUM COMBINED** - special editions (digital and print) + combined

SEARCH AT **ZINZIN.BG**



SEE THE SUBSCRIPTIONS

EVENTS

We hold many events every year,
dedicated to topical and significant issues:

[SEE MORE](#)

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A COMPANY OF  VM FINANCE GROUP

2025

СЪБИТИЯ

март

7-и годишен форум
„Отговорно
производство и
търговия“

април

Next level HR
2025

май

16-и Зелен форум
Галавечер
„Хоризонти 2025“

юни

12-и национален
Фарма форум
Technovation
2025

септември

MODERNITY **Парти**
Време за мен
Калпазанска
есен 2025
НОВИТЕ РОДИТЕЛИ

октомври

4-та годишна
конференция за
строителство и
инвестиции
8-и банково-финансов
форум „Бъдещето
на парите“

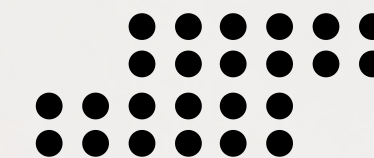
ноември

Коктейл „Жената е“
Церемония по
награждаване в
конкурса
„Мениджър на
годината 2025“

декември

2-ри годишен форум
за транспорт,
логистика и
спедияция





THANK YOU FOR YOUR ATTENTION!

FOR SPECIAL TOPICS IN THE MAGAZINE - ON REQUEST

2025 ANNUAL PROJECTS CALENDAR

FOR DIGITAL ADVERTISING

FOR MAGAZINES



adv@manager.bg



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