



CONSTRUCTION AND INVESTMENTS

May 2023

Second issue in print and digital format

For the second year, the Manager Business Magazine will publish its special edition dedicated to the global and national construction industry and investments. The project offers a detailed look at one of the major sectors in Bulgaria with a focus on the important projects, the big companies, the plans and ambitions of investors, the alternatives, the changes in citizen's attitude towards the quality of life and the place where they want to live.

We will focus on all key areas of the construction industry in Bulgaria and their current status: infrastructure construction, building construction, retail/office space, urban environment. The materials will cover advances in building technologies and green building construction, and the standout proptech solutions. We will offer space for architectural studios' visions of modern settlements and the ways the buildings harmonize with the environment. Last but not least, we will give a voice to interior designers to share their perspectives on the latest trends and people's attitudes towards comfortable, functional and cosy homes.

Some of the questions whose answers we will seek through perspectives of the experts:

- What will be the investment environment in Bulgaria by the end of the year – what do entrepreneurs and investors expect?
- What changes are to be expected in the building construction industry in the context of increased sustainability requirements? How will construction companies meet them?
- How do investors and experts assess the condition of commercial properties and office spaces?
- What is the effect of technological growth on the industry?
- What do the clients expect from the residential sector? What is the balance between supply and demand?
- How is the luxury housing market evolving?
- How does the industry rate the access to funding? Are the conditions favourable enough?
- How do they choose projects with the best returns?
- How does the proptech industry help at different stages of the construction process?



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Structure of the publication in several major sections:

Infrastructure projects

- National, urban and underground infrastructure
- What has contract indexation achieved
- Regional economies and direct dependence on infrastructure quality
- Construction supervision

Building construction

- Company rankings - investors and contractors
- Sector analysis and yearly forecasts
- Digitisation in construction
- Investors' perspectives on residential and office construction
- Retail parks, commercial spaces
- Quality and price of the construction materials
- Good examples from Japan and the Netherlands
- Smart homes

Architecture

- Trends in new buildings
- Multifamily residentials in urban environments
- Consumer attitudes towards interior design
- Interiors in buildings, offices, homes

Quality of life

- Urban design - the balance between green and residential areas
- What are the big projects coming up in Sofia and other major cities?
- Creating a sustainable urban environment
- Coliving solutions

The first issue of the 2022 edition is accessible [here](#).

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Distribution:

- The Construction & Investments special edition will be published in May 2023 with a print run of 15,000.
- Available as:
 - A print edition on sale at all sales points in the national distribution network for 2 months
 - A digital edition accessible through the mobile app of the Manager Business Magazine - ZinZin
 - Online at manager.bg/spisanie (the new subsite of the Manager Business Magazine to be launched soon)
 - A gift to the guests of the Annual Construction & Investments Conference 2023 on 03.10.2023 at the Hyatt Hotel, Sofia.

Participation formats::

1. Q&A – an interview with the editorial team of the Manager Business Magazine
2. Advertorial – a material prepared by the client which can be edited by the team of the Manager Business Magazine
3. Advertising page/cover - a visual material sent by the client

Each format includes:

- -An optional QR code in the print edition leading to the client's landing page
- Publication on manager.bg with an optional link/video/more photos

Print

Position	Price in BGN excluding VAT
1 page	4,650
2 pages	6,950
3 pages	8,050
2nd cover	6,750
3rd cover	5,650
4th cover	9,550

Combo offer – print + online –

on the websites manager.bg/obekti.bg/
noviteroditeli.bg (in 2023, formats 300x600/9
70x250/1000x100/300x100 desktop/mobile)

Position	Price 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

Deadlines:

- Applications - 10.04.2023.
- Submission - 19.04.2023.
- On the market - from May, for 2 months