

The second issue of the technology print/digital edition of the Manager Business Magazine

**The tech boom is still going strong and no one can predict when it will come to an end. Bets on technology have become a make-or-break for almost every business. Lots of companies are known to “revolutionise” business processes, but the actual implementation surely takes time.**

Innovations are no longer a reserved area of business. They play a major role in how work and production processes are optimised, but also affect our everyday lives – how we pay, shop and even how we take care of our health. Some solutions can be implemented in a very short time, while others may take several years.

With every year comes new technological breakthroughs that are rapidly changing the rules of the game. Sometimes it is hard for the business to keep up. The IT managers have an increasingly important role to play. The IT sector is in a process of global reprioritizing – from the smallest companies to giants like Google and Microsoft.

In 2023, Tech Connect will introduce you to the trends that will drive the implementation of new solutions in the foreseeable future and will guide you through the reasons for the business to write these novelties up in their strategic plans.

Tech Connect will reveal the scale of one of the most promising sectors in Bulgaria by seeking answers to several key questions through perspectives of leading experts:

- What are the technologies that most rapidly change the standards in a sector?
- What companies offer game-changing solutions and what are the best examples?
- What are the businesses in Bulgaria which actively search for and implement these solutions?
- What new links do technologies bring between different sectors?
- How does the Bulgarian IT sector stand on the world stage?
- What are the global trends in emerging technologies? Are they applicable in Bulgaria?

To fulfill these plans, Tech Connect 2023 will be structured in sections focused on the use of technology in different sectors:

- |                                   |                       |
|-----------------------------------|-----------------------|
| • Retail Tech                     | • Game Tech & eSports |
| • Health Tech & MedTech & BioTech | • Car Tech            |
| • Agritech                        | • Logi Tech           |
| • GreenTech & CleanTech           | • Data Tech           |
| • Edtech                          | • Cyber Tech          |
| • Fintech & Regtech               | • Telco Tech          |
| • Insurtech                       | • Industry Tech       |
| • Energy Tech                     | • Space Tech          |

Tech Connect 2023  
Октомври

### Distribution:

- Tech Connect 2023 will be published in October 2023 in a print run of 15,000 copies.
- Available as:
  - A print edition on sale 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](http://manager.bg/spisanie) (subsite of the Manager Business Magazine)
- On offer to subscribers of the Manager Business Magazine according to their subscriptions plans:
  - As a print and a digital edition on ZinZin
  - Online access on [manager.bg/spisanie](http://manager.bg/spisanie)

### Participation formats:

1. **Q&A** – an interview with the editorial team of the Manager Business Magazine
2. **Advertorial** – a material created by the client which may be further edited by our team
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](http://manager.bg) with an optional link/video in it

### Prices:

#### PRINT

Position	Prices 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 OPTION – PRINT + CORPORATE ONLINE CAMPAIGN

on websites [manager.bg/obekti.bg/](http://manager.bg/obekti.bg/)  
[noviteroditeli.bg](http://noviteroditeli.bg) (for 4 months, formats 300x600/970x250/1000x150/300x100 desktop/mobile)

Positions	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

### Deadlines:

- Applications – 18.09.2023
- Submission – 03.10.2023