

The world of modern technology.  
For communication. For entertainment.  
For business success. For everything we dream about and fight for, every single day.  
One exciting, involving and challenging world.

# HiComm

The biggest technology focused magazine in Bulgaria



**A** world, reflected in a magazine. About our vision for these technologies. About how they force us to drive in the fast lane and inspire us to look for and take every chance to make it more modern, more successful, or simply better. About every opportunity to find and exchange ideas with people sharing the same views. About every option for raising adrenalin. About every way to overleap ourselves. To make our private and professional dreams come true.

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**hiend**  
publishing

# HiComm

**Content format:** techno lifestyle

**Body format:** 235 x 310 mm,  
UV lack covered

**Volume:** 150 – 200 pages

**Circulation:** 9500 copies per month

**Distribution:**

Kiosks, gas stations, offices and homes thanks to the subscriptions made by Bulgarian Post and all press distributors in the country.

**Street price:** 6 BGN.

**Audience:** mostly male, dynamic, inquisitive and well educated, aged 18-40, with high to medium living standard



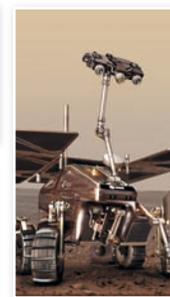
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## Main topics

- modern communication in terms of style, technology and devices
- home and portable entertainment units and services
- modern office technologies
- automobiles of today and tomorrow
- phenomena of nature and amazing scientific discoveries and inventions

## Content style

The magazine is decided in a modern style of information presenting – simple design, with eye-catching pictures, text accents, block-structured content and other ways for attracting and holding the readers' attention by the means of words and graphical design. In every issue you can find in-brief business and product news, as well as in-depth analyses on different topics, plus catalogues with resumed market information helping in the final stage of purchase decision.





**Start** – A strong beginning of the issue with a report from a hot event or a comment about news or a product which change the market. A mix of news and new products in a breaking and attractive design follows. It provokes the reader to continue reading about the magic of new technologies.

**Business** – A short series of materials such as business interviews, discovering personal and corporate experience of people well-known in the contemporary hi-tech world, editorial comments and analyses of hot topics in targeted market segments, forecasts and trends in the development of these segments.

**Selected** Editorial selection of product reviews in more details with an accent on the functions and the specs which provided them with a place in the section. Comparison tests of offerings from different vendors and themed selections of products depending on the season, the people they are meant to target or another unifying factor.

**Hit Story** – Extremely attractive topic for most of the audience of the magazine. It covers 5-6 pages of comprehensive material, started with a special internal cover.



**Hi-tech** – Articles about hiend technologies, concepts, developments in the areas of future communications, products and energy sources, scientific findings, investigations in the secrets of human brain, and all kinds of topics, revealing possible ways for the future of our technological civilization.

**Play** – a review of the new cult games of the month and one different look to movies much talked about plus attractive presentations of technological products with a strong focus on home and mobile entertainment.

**Shopping** – a traditional for the magazine catalogue part with technical specs and prices of mobile phones, photo cameras, memory cards, mobile computers and other products related to a certain topic or accent in the issue.

