

To the attention of the advertisers of the magazine *"Plant Protection & Seeds and Fertilizers"*

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The "Plant Protection" magazine is launching a new informational product focused on **Ecologically Focused Areas (EFA)**, which the EU will specifically fund and support during the new programming period (2014-2020) (so-called green payments, part of the Area-Based Direct Payments System). This initiative by our publication, driven by significant professional reader interest and the need for competent knowledge and practical advice for the successful production of leguminous (nitrogen-fixing) agricultural crops, most of which have not been cultivated in Bulgaria for many years, has the following characteristics:

I. The main theme of issue 5/2015 of the magazine (published on June 5th) will be soybean pest protection. This topic is being prepared by a team from the Soybean Experimental Station in Pavlikeni. It covers all aspects of combating diseases, pests, and weeds, varietal composition, and some agronomic practices. The goal is to demonstrate that quality plant protection is a key factor for achieving stable production in an uncertain climatic and phytosanitary environment and for the full realization of the yield potential of varieties.

If you are interested in this editorial intention, you can participate in the special information panel with an advertisement or PR material. The price for one PR (1 A4 page) is 300 leva, and for one advertisement (1 A4 page) is 400 leva. PR material + advertisement (2 A4 pages) is 500 leva.

Given the circumstances related to the technological deadlines for preparing and printing the issue, we ask you to inform us of your decision, whatever it may be (positive or negative), by April 30th at the phones: 0889 44 97 33 – V. Shishkova, 0885 368 131 – E. Ivanov, or at the email address vesi51@abv.bg.

The final deadline for receiving advertising materials is May 7, 2015.

II. The next initiative of "Plant Protection" magazine will be the publication of a special luxury Supplement, which will be distributed together with issue 6/2015 of the magazine (published on July 5th). The topic of plant protection, varietal structure, and yield potential of the "green" crops from the EFA project will be presented on a large scale: vetch, pea, alfalfa, bean, lentil, chickpea. Authors of this current practical guide are researchers from the Institute of Forage Crops in Pleven and the Dobrudzha Agricultural Institute near Gen. Toshevo.

If you recognize this endeavor of ours as a successful authorial attempt to offer modern, highly professional information to the Bulgarian farmer, which they undoubtedly need, we offer you advertising participation in the special Supplement.

Prices:

- Second cover – 400 leva
- Page facing the second cover – 350 leva
- Page facing the beginning of the text – 350 leva
- Third cover – 350 leva
- Page facing the third cover – 300 leva
- Fourth cover – 500 leva
- Folio (two pages in the middle) - 400 leva
- Advertising page without choice of placement – 250 leva
- PR material – 300 leva
- Advertisement + PR material (two A4 pages) - 400 leva

We would be grateful if you inform us of your intentions by April 30th at the phones or email address provided above.

Our request is to receive a response, whatever it may be! Silent disagreement (or agreement) hinders the planning and subsequent actions for realizing the concept within the desired deadlines.

Respectfully,

V. Shishkova

Editor-in-Chief of "Plant Protection" magazine