

# KISKEGYED KONYHÁJA

SCHEDULE AND AD SIZES 2020



## Gastronomical monthly magazine:

- The monthly gastronomic magazine appearing regularly
- It focuses on the seasonal dishes of the given month

### MARKET INFORMATION

Readership	86.591
Reach (%)	1,0%
CPI	4,3
GI	369.451
Sold copies	22.766
Target group	20-55 year-old women interested in gastronomy
Reader's profile	Mainly family-women who like doing the cooking and are open to novelties and cuisine ideas or quick receipts
Market price	445 HUF

CPI: contact per issue – the number of times 1 consumer reads 1 issue

GI: gross impression – total contacts with the readers

Source: NOK 2019/H1 Kantar Hoffmann - Mediameter, RAS own data

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	185x247	205x275	215x285	790 000
B3	185x247	205x275	215x285	750 000
B2	185x247	205x275	215x285	750 000
1/1	185x247	205x275	215x285	735 000
2/1	388x247	410x275	420x285	1 090 000
2 X 1/2	388x121	410x135	420x145	690 000
2/3	122x247	133x275	143x285	520 000
1/2 vertical	90x247	101x275	111x285	440 000
1/2 horizontal	185x121	205x135	215x145	440 000
1/3 vertical	59x247	70x275	80x285	285 000
1/3 horizontal	185x80	205x93	215x103	285 000
1/4 vertical	90x121	101x135	111x145	240 000
1/4 horizontal	185x57	205x70	215x80	240 000
1/8 horizontal	90x57			145 000

Extra charges: Text page: 15%; Right hand page: 15%; Right hand text page/opposite text: 20%; Extra charge for 3rd party product (maximum for 3 extra products): 30%

Discounts: Discount for new clients: 10% (For those clients who have not advertise in the publisher's magazines – except in the GLAMOUR magazine).

All prices are in HUF- and without VAT.

REACH  
YOUR GOALS



ringier  
axel springer

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
2.	2020.01.31.	2020.01.15.	2020.01.08.
3.	2020.03.06.	2020.02.19.	2020.02.12.
4.	2020.04.03.	2020.03.18.	2020.03.11.
5.	2020.05.04.	2020.04.15.	2020.04.06.
6.	2020.06.05.	2020.05.20.	2020.05.13.
7.	2020.07.03.	2020.06.17.	2020.06.10.
8.	2020.07.31.	2020.07.15.	2020.07.08.
9.	2020.09.04.	2020.08.17.	2020.08.10.
10.	2020.10.02.	2020.09.16.	2020.09.09.
11.	2020.11.06.	2020.10.20.	2020.10.13.
12-1.	2020.12.04.	2020.11.18.	2020.11.11.

#### TECHNICAL PARAMETERS

- Trim size: 205x275 mm
- Spread: 48+4 pages
- Material Delivery: digital
- Print: inside + cover 4+4 color offset
- Paper: inside 56g SC-A, cover 135g enamelled paper

#### MATERIAL SUBMISSION

- e-mail: [asbhirdetes@ringieraxelspringer.hu](mailto:asbhirdetes@ringieraxelspringer.hu)
- In the e-mail and in the name of the materials please give the name and size of the advertisement, the name of the title in which it should appear and the date of the appearance.
- FTP: server: <ftp.axels.hu> / user name: [asmhirdetes](#) / password: [annamaria](#)
- In case of loading to the FTP, please give the name of the advertisement loaded, the title and the issue of the title to which the advertisement was sent, the appearance date of the advertisement and the name of the folder, in which the material has been placed, per e-mail on [asbhirdetes@ringieraxelspringer.hu](mailto:asbhirdetes@ringieraxelspringer.hu).

#### TECHNICAL INFORMATION

We can accept the ready materials in Photoshop (eps, tif, pdf), Illustrator formats in 300 dpi resolution, with CMYK colour resolution.

**When planning, you should by all means pay attention to the following points:** Please provide the text in the file in a curved form (outline, curve). Please pay attention to the correctness of the overprint and knock-out settings. In case of advertisements prepared in the program InDesign, the text layer should be on top. As for Photoshop eps/tif/jpg formats, we can accept in every case flattened, CMYK materials with at least 300 dpi resolution. In case of a JPG-compression, please use the setting Maximum Quality in order to minimize the distortion and fragmentation of smaller letters and thin lines. The technological limitations of the applied printing process (different paper qualities, deviations in folding, cutting and colour fitting, thin graphical elements turned into negative, letter size, black texts should be only on black plate, and avoid, in any case, the application of direct colours). Materials prepared in CorelDraw cannot be accepted.

**Further expectations in case of overrunning advertisements:** Do not design useful information within 5 mm from the cutting line.

Cutting and registration signs as well as colour scales should be minimum 5 mm from the cutting line, however outside the advertisement in any case.

**In case of materials with an overrunning size please leave 5 mm overrun around.**

**For advertisements to be prepared: Please send the photos and logos for the advertisement to be published in a 300 dpi resolution and the texts saved as word document.**

#### INSTERS

Material deadline: 10 days before on sale date.

Name of the advertiser, exact number of the items, title of the magazine, issue date of the magazine.

Address: **Ipress Center Hungary Kft.**, 2600 Vác, Nádás u. 6. Dakó Csaba +36 30 3749171

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