

KISKEGYED OTTHONA

SCHEDULE AND AD SIZES 2020



Bi-monthly home and interior magazine:

- Practical advice and ideas about the whole house

MARKET INFORMATION	
Sold copies	18.729
Target group	18-59 year-old, active women
Reader's profile	Active customers interested in interior decoration, who need practical advice and look for realizable at an affordable price
Market price	335 HUF

Source: RAS own data

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	185x247	205x275	215x285	950 000
B3	185x247	205x275	215x285	850 000
B2	185x247	205x275	215x285	890 000
1/1	185x247	205x275	215x285	790 000
2/1	388x247	410x275	420x285	1 290 000
1/2 horizontal	90x247	101x275	111x285	420 000
1/2 vertical	185x121	205x135	215x145	420 000
1/3 horizontal	59x247	70x275	80x285	340 000
1/3 vertical	185x80	205x93	215x103	340 000
1/4 horizontal	90x121	101x135	111x145	290 000
1/4 vertical	185x57	205x70	215x80	290 000
1/8 vertical	90x57			170 000

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.

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
1.	2020.02.05.	2020.01.21.	2020.01.14.
2.	2020.04.08.	2020.03.24.	2020.03.17.
3.	2020.06.10.	2020.05.26.	2020.05.19.
4.	2020.08.05.	2020.07.21.	2020.07.14.
5.	2020.09.23.	2020.09.08.	2020.09.01.
6.	2020.11.18.	2020.11.03.	2020.10.27.

TECHNICAL PARAMETERS

- Trim size: 205x275 mm
- Spread: 40+4, 48+4 pages
- Material Delivery: digital
- Paper: inside 56 g SC-A, cover 90g MWC

MATERIAL SUBMISSION

- e-mail: 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.

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, Nádas u. 6. Dakó Csaba +36 30 3749171

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