

# SZÍNES KÉTHETES

SCHEDULE AND AD SIZES 2020



## Bi-weekly premium program guide:

- **Unique on the market:** bi-weekly program and magazine!
- **Practical:** lasts for two weeks
- **Optimal price-value ratio**
- **Extra content**

## MARKET INFORMATION

Readership	164.181
Reach (%)	2,0%
CPI	6,9
GI	1.129.722
Sold copies	33.197
Target group	18-59 year-old people with family who live in cities
Reader's profile	Exigent, quality-oriented readers
Market price	335 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	200x264	215x290	225x300	1 215 000
B3	200x264	215x290	225x300	1 040 000
B2	200x264	215x290	225x300	1 215 000
1/1	200x264	215x290	225x300	1 040 000
2/1	410x264	430x290	440x300	1 590 000
1/2 vertical	98x264	103x290	115x300	540 000
1/2 horizontal	200x132	210x136	220x146	540 000
1/3 horizontal	200x88	210x93	220x103	370 000
1/3 vertical		71,5x290	76,5x300	370 000
1/4 vertical	98x132			305 000
strip on head of page	100x10			65 000

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
2-3.	2020.01.03.	2019.12.20.	2019.12.13.
4-5.	2020.01.16.	2020.01.03.	2019.12.27.
6-7.	2020.01.30.	2020.01.17.	2020.01.10.
8-9.	2020.02.13.	2020.01.31.	2020.01.24.
10-11.	2020.02.27.	2020.02.14.	2020.02.07.
12-13.	2020.03.12.	2020.02.28.	2020.02.21.
14-15.	2020.03.26.	2020.03.13.	2020.03.06.
16-17.	2020.04.09.	2020.03.27.	2020.03.20.
18-19.	2020.04.23.	2020.04.09.	2020.04.02.
20-21.	2020.05.07.	2020.04.24.	2020.04.17.
22-23.	2020.05.21.	2020.05.08.	2020.05.01.
24-25.	2020.06.04.	2020.05.22.	2020.05.15.
26-27.	2020.06.18.	2020.06.05.	2020.05.29.
28-29.	2020.07.02.	2020.06.19.	2020.06.12.
30-31.	2020.07.16.	2020.07.03.	2020.06.26.
32-33.	2020.07.30.	2020.07.17.	2020.07.10.
34-35.	2020.08.13.	2020.07.31.	2020.07.24.
36-37.	2020.08.27.	2020.08.13.	2020.08.06.
38-39.	2020.09.10.	2020.08.28.	2020.08.21.
40-41.	2020.09.24.	2020.09.11.	2020.09.04.
42-43.	2020.10.08.	2020.09.25.	2020.09.18.
44-45.	2020.10.22.	2020.10.09.	2020.10.02.
46-47.	2020.11.05.	2020.10.22.	2020.10.15.
48-49.	2020.11.19.	2020.11.06.	2020.10.30.
50-51.	2020.12.03.	2020.11.20.	2020.11.13.
52-1.	2020.12.17.	2020.12.04.	2020.11.27.

#### MŰSZAKI PARAMÉTEREK

- Trim size: 215x290 mm
- Spread: 64 + 4 pages
- Material Delivery: digital
- Paper: inside 45g Holmen XLNT, cover 80g corrected LWC

#### 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: Napilap Bt.** 1097 Budapest, Kén u. 6., **Lapcom Nyomda**, 6729 Szeged, Szabadkai út 20.

Last modification: október 10, 2019 11:18 de.

