

TV KÉTHETES

SCHEDULE AND AD SIZES 2020



Bi-weekly functional program guide:

- Only program description, little magazine part
- Economical and practical

MARKET INFORMATION	
Readership	107.208
Reach (%)	1,3%
CPI	6,14
GI	657.878
Sold copies	47.244
Target group	Family people who live in cities
Reader's profile	Price-conscious consumers open for promotions
Market price	199 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	200x263,5	215x290	225x300	850 000
1/1	200x263,5			550 000
2/1	410x263,5	430x290	440x300	1 100 000
2 X 1/2	410x133	430x133	440x148	680 000
1/2 vertical	98x263	108x290	113x300	340 000
1/2 horizontal	200x133	210x143	220x148	340 000
1/3 horizontal	200x86	210x95	220x100	260 000
1/4 vertical	98x133			230 000
1/4 horizontal	200x63,5			230 000

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
3-4.	2020.01.08.	2019.12.27.	2019.12.20.
5-6.	2020.01.22.	2020.01.10.	2020.01.03.
7-8.	2020.02.05.	2020.01.24.	2020.01.17.
9-10.	2020.02.19.	2020.02.07.	2020.01.31.
11-12.	2020.03.04.	2020.02.21.	2020.02.14.
13-14.	2020.03.18.	2020.03.06.	2020.02.28.
15-16.	2020.04.01.	2020.03.20.	2020.03.13.
17-18.	2020.04.15.	2020.04.02.	2020.03.26.
19-20.	2020.04.29.	2020.04.17.	2020.04.10.
21-22.	2020.05.13.	2020.05.01.	2020.04.24.
23-24.	2020.05.27.	2020.05.15.	2020.05.08.
25-26.	2020.06.10.	2020.05.29.	2020.05.22.
27-28.	2020.06.24.	2020.06.12.	2020.06.05.
29-30.	2020.07.08.	2020.06.26.	2020.06.19.
31-32.	2020.07.22.	2020.07.10.	2020.07.03.
33-34.	2020.08.05.	2020.07.24.	2020.07.17.
35-36.	2020.08.19.	2020.08.06.	2020.07.30.
37-38.	2020.09.02.	2020.08.21.	2020.08.14.
39-40.	2020.09.16.	2020.09.04.	2020.08.28.
41-42.	2020.09.30.	2020.09.18.	2020.09.11.
43-44.	2020.10.14.	2020.10.02.	2020.09.25.
45-46.	2020.10.28.	2020.10.16.	2020.10.09.
47-48.	2020.11.11.	2020.10.30.	2020.10.22.
49-50.	2020.11.25.	2020.11.13.	2020.11.06.
51-52.	2020.12.09.	2020.11.27.	2020.11.20.
1-2.	2020.12.23.	2020.12.10.	2020.12.03.

TECHNICAL PARAMETERS

- Trim size: 215x290 mm
- Spread: 32 pages
- Material Delivery: digital
- Print: 4+4 color, paper 45g

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.

Beérkezett anyagon fel kell tüntetni: anyag/hirdető neve, anyag pontos darabszáma és megoszlása, lap neve, lapszáma, megjelenési dátuma.

Address: RAS-Nyomda Kft., Szilády üzem 6000 Kecskemét, Mindszenti Krt. 63.

Faragó Tamás +36 30 963-6502

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

