



RINGIER AXEL SPRINGER MAGYARORSZÁG KFT.
ADVERTISING RATE CARD PRICE LIST



ringier
axel springer

Titles	1/1	B1	B2	B3	B4	2/1	2 x 1/2	2/3	Junior	1/2	1/3	1/4	1/6	1/8
WOMEN'S MAGAZINE														
Kiskegyed	2 890 000		3 300 000	3 060 000	3 570 000	4 990 000	2 720 000	2 080 000	2 600 000	1 780 000	1 320 000	918 000	775 000	585 000
Kiskegyed Extra	1 300 000		1 500 000	1 450 000	1 600 000					800 000	600 000	400 000		
GLAMOUR¹														
first half	1 720 000		2 150 000	1 950 000	2 890 000	3 060 000				990 000	760 000			
second half	1 550 000					2 730 000		1 070 000		930 000	680 000			
GLAMOUR Supplemenet (TREND BIBLE, DOs&DONTs, BEAUTY, CHRISTMAS)	735 000		995 000	840 000	1 260 000	1 365 000				410 000				
GLAMOUR MAMI / FESZTIVAL SUPPLEMENT	270 000		290 000	290 000	340 000									
Blikk Nők*	1 190 000		1 490 000	1 190 000	1 490 000	2 150 000	1 090 000	750 000	865 000	690 000	490 000	390 000	275 000	250 000
Blikk Nők Extra*	640 000		740 000	740 000	780 000					390 000	280 000	195 000		
Csók és Könny	160 000		500 000	500 000	550 000	300 000	170 000	130 000		90 000	70 000	60 000	40 000	35 000
TV PROGRAMME MAGAZINES														
TVR-HÉT	1 950 000		2 015 000	1 950 000	2 015 000	3 185 000	1 885 000	1 385 000	1 800 000	1 240 000	880 000	680 000	520 000	380 000
SZÍNES KÉTHETES	1 040 000		1 215 000	1 040 000	1 215 000	1 590 000	910 000	630 000	810 000	540 000	370 000	305 000	220 000	175 000
GASTRONOMY MAGAZINES														
Kiskegyed Konyhája	735 000		750 000	750 000	790 000	1 090 000	690 000	520 000	660 000	440 000	285 000	240 000	170 000	145 000
Kiskegyed Konyhája Különszám	735 000		750 000	750 000	790 000					440 000	285 000	240 000		
Blikk Nők Konyha*	640 000		740 000	740 000	780 000	1 050 000			490 000	390 000	280 000	195 000	140 000	125 000
Kiskegyed Recepttár	100 000		250 000	250 000	350 000	190 000				65 000				
Blikk Extra Receptek*	124 990		311 990	311 990	236 990	297 990				80 990		49 990		
HOME AND INTERIOR MAGAZINES														
Kiskegyed Otthona	790 000		890 000	850 000	950 000	1 290 000				420 000	340 000	290 000		170 000
Blikk Nők Otthon és Kert*	760 000		860 000	820 000	920 000	1 260 000				390 000	310 000	260 000		140 000
AUTO MAGAZINE														
Auto Bild Magyarország	1 130 000		1 280 000	1 180 000	1 490 000	1 900 000			915 000	610 000	430 000	360 000	270 000	210 000
Auto Bild Extra és Különszám	565 000		640 000	590 000	745 000					305 000		180 000		
CROSSWORDS														
Ügyes, Ügyes Évszakok + Különszámok	150 000		400 000	400 000	440 000					95 000	75 000	60 000		
Rejtvény Terefere, Rejtvény Terefere Extra	75 000		210 000	210 000	240 000					50 000	40 000	30 000		
POPULAR SCIENCE, LIFESTYLE AND TRAVEL MAGAZINE														
Geo	980 000		1 200 000	1 100 000	1 300 000	1 750 000		780 000		590 000	390 000	290 000	230 000	175 000
HEALTH MAGAZINE														
Kiskegyed Egészségkönyv	750 000		790 000	750 000	830 000					420 000		240 000		

The titels indicated with *** are published under the care of Blikk Kft.

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%; In case of Kiskegyed in the first third part of the magazine: 15%; Special placement extra 30 % Special cover and exclusive placement: 100%

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

¹ In Glamour issues 04 and 10 only 1/1 and 1/2 page advertisements can be ordered. Every different case falls under the consideration of the advertising director. On the basis of the higher circulation 25% extra charge is automatically used on advertisement rate card prices in Glamour issues 04 and 10.

All prices are in HUF and without VAT.

VALID from 2021.09.01



	Size		Price/Hmm	BW PRICE		4C PRICE	
	width (column)	width (mm)		height (mm)	PRICE (HUF)	Price/Hmm	4C (HUF)
BLIKK - COUNTRYWIDE							
1/1 page	6	278	427	1 148	2 945 280	1 350	3 458 700
1/2 panorama page	13	593	211		2 945 280		3 418 200
Junior page	4	184	300		2 124 000		2 490 000
1/2 page vertical	6	137	427	1 180	1 511 580	1 350	1 729 350
1/2 page horizontal	6	278	211	1 180	1 479 720	1 350	1 709 100
1/3 page vertical	2	90	427		1 007 720		1 490 000
1/3 page horizontal	6	278	135	1 180	955 800	1 580	1 279 800
1/4 page vertical	3	137	211	1 180	739 860	1 580	1 000 140
1/4 page horizontal	4	184	155	1 180	731 600	1 580	979 600
1/8 page vertical	2	90	155	1 180	365 800	1 580	489 800
1/8 page horizontal	3	137	102	1 180	361 080	1 580	483 480
Front page top box	3	137	54				790 000
Front page bottom strip	6	278	45				990 000
Front page strip II.	6	278	60	1 180	849 600	1 580	1 137 600
2/100	2	90	100	1 180	259 600	1 580	316 000
Bottom strip	6	278	60				790 000
Horizontal strip	1	43	427				790 000

BLIKK - Budapest and Pest county - occasional

Please contact your sales manager about the prices of special mutations in Budapest and Pest county.

BLIKK TV Supplement - every Thursday

1/2 page vertical	98	264					610 000
Front page 1/2 horizontal	200	132					850 000

BLIKK Crossword Supplement - every Tuesday, Wednesday and Saturday

B4	202	272					990 000
B2,B3	202	272					850 000
1/1	202	272					750 000
1/2 horizontal	202	138					450 000
1/2 vertical	120	272					450 000
1/4 horizontal	202	83					270 000
1/4 vertical	120	138					270 000
2/100	79	100					195 000

VASÁRNAPI BLIKK

1/1 page	5	206	272				990 000
Junior page	4	164	210				890 000
1/2 page horizontal	5	206	136				590 000
1/2 page vertical 3 column	3	122	272				690 000
1/2 page vertical 2 column	2	80	272				540 000
1/3 page horizontal	5	206	91				480 000
1/4 page vertical 3 column	3	122	136				360 000
2/100	2	80	100				190 000
1/100	1	38	100				115 000
1/8 horizontal	3	122	70				215 000
Front page top box	2						390 000
Front page bottom strip	5						690 000

EXTRA CHARGES

Special cover, back cover and exclusive placement: 100%; 3. page surcharge: 50%; 5. page surcharge: 15%; Text page: 50%; Exact placement: 50%; Island (max. 1/4 page) 200%; Technical charge: 15%; Extra colour charge: 10%

In case of special placement and creative solution please contact your sales manager.

column/mm: 1h - 43 mm; 2h - 90 mm; 3h 137mm; 4h - 184mm; 5h - 231 mm

Extra charge for 3rd party product (maximum for 3 extra products): 30%

INSERTION TRAGET PRICES

Weight	0-19 g	20-29 g	30-39 g	40-49 g	50-59 g	above 60 g
Price (netnet HUF/piece)	11	12	13	14	15	consultation

Subscriber/buyer distribution: price based on the weight + 2 HUF

ADVERTISING RATE CARD PRICES - BUNDLES

Bundles	1/1	B2	B3	B4	2/1	2 x 1/2	2/3	Junior	1/2	1/3	1/4	1/8
KISKEGYED* + BLIKK NŐK	2 688 000	3 143 000	2 807 000	3 332 000	4 697 000	2 513 000	1 876 000	2 303 000	1 631 000	1 197 000	859 600	549 500
KISKEGYED KONYHÁJA* + BLIKK NŐK KONYHA	1 030 000	1 150 000	1 150 000	1 190 000	1 590 000			850 000	590 000	450 000	350 000	195 000
TVR-HÉT* + SZÍNES KÉTHETES*	897 000	969 000	897 000	969 000	1 432 500	838 500	604 500	783 000	534 000	375 000	295 500	166 500
SÁRGA RTV* + TVR ÚJSÁG* + KÉPES TV* + BLIKK TV	850 000			1 280 000	1 690 000	1 040 000			610 000	440 000	370 000	
TV KÉTHETES* + TV REVÚ* + 14 NAP MŰSORFÜZET*	550 000			850 000					340 000			

In case of unique package offers please contact your sales manager.

Extra charges: Text 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).

	Front page top box	Front page top box + 1/1	Front page top box + Junior	Front page top box + B2 / B4
BLIKK	790 000		2 190 000	
BLIKK NŐK	990 000	1 490 000	1 290 000	2 290 000
KISKEGYED*	1 490 000	2 990 000	2 490 000	3 490 000
TVR-HÉT*	990 000	1 990 000	1 590 000	2 490 000
SZÍNES KÉTHETES*	690 000	1 490 000	1 190 000	1 990 000

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