

BLIKK NŐK KONYHA

SCHEDULE AND AD SIZES 2022
THE TITLE IS PUBLISHED UNDER THE CARE OF BLIKK KFT.



Monthly gastronomical magazine with a content appropriate for Hungarian taste. Practical advise for everyday use.

It addresses people interested in gastronomy in an easily understandable way with spectacular photos and creative solutions. The language of the magazine is friendly and simple thus even beginner housewives don't feel lost when preparing the dishes.

MARKET INFORMATION	
Readership	39.335
Sold copies	9.303
Target group	Young and middle-age women with family who are interested in novelties
Reader's profile	25-59 year-old women who lives in cities and likes to cook with daily regularity
Market price	375 HUF

Source: NOK 2020/3-4 - 2021/1-2 Kantar Hoffmann - Mediameter, RAS own data

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	185x247	205x275	215x285	780 000
B3	185x247	205x275	215x285	740 000
B2	185x247	205x275	215x285	740 000
1/1	185x247	205x275	215x285	640 000
B2+1/1	388x247	410x275	420x285	1 350 000
2/1	388x247	410x275	420x285	1 050 000
1/2 vertical	90x247	101x275	111x285	390 000
1/2 horizontal	185x121	205x135	215x145	390 000
1/3 vertical	59x247	70x275	80x285	280 000
1/3 horizontal	185x80	205x93	215x103	280 000
1/4 vertical	90x121	101x135	111x145	195 000
1/4 horizontal	185x57	205x70	215x80	195 000
1/8 vertical	42,5x120			125 000

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
2.	2022.01.25	2022.01.11	2022.01.04
3.	2022.03.01	2022.02.15	2022.02.08
4.	2022.03.29	2022.03.11	2022.03.04
5.	2022.05.03	2022.04.19	2022.04.12
6.	2022.05.31	2022.05.17	2022.05.10
7.	2022.06.28	2022.06.14	2022.06.07
8.	2022.08.02	2022.07.19	2022.07.12
9.	2022.08.30	2022.08.16	2022.08.09
10.	2022.09.27	2022.09.13	2022.09.06
11.	2022.10.25	2022.10.11	2022.10.04
12-1.	2022.11.29	2022.11.15	2022.11.08

TECHNICAL PARAMETERS

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

MATERIAL SUBMISSION

- e-mail: gyartas@blikk.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 gyartas@blikk.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.

INSERT

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., Dubinyi Rudolf +36 20 953 0940

Last modification: november 4, 2021 4:53 du.

