



Popular scientific monthly magazine presenting the world in which we live and all of its fields in an easily understandable, enjoyable way in full detail.

MARKET INFORMATION	
Readership	37.626
Sold copies	5.016
Target group	18-49 year-old, city-dwellers
Reader's profile	ABC Esomar status, city-dwellers with medium and high qualification, who are open to nature, technology, culture and sciences
Market price	945 HUF

Source: Forrás: 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	178x229	213x270	223x280	1 300 000
B3	178x229	213x270	223x280	1 100 000
B2	178x229	213x270	223x280	1 200 000
1/1	178x229	213x270	223x280	980 000
2/1	392x229	426x270	435x280	1 750 000
2 X 1/2	392x111	426x135	435x145	1 180 000
2/3	112x229	130x270	140x280	780 000
1/2 vertical	89x229	106x270	116x280	590 000
1/2 horizontal	178x111	213x135	223x145	590 000
1/3 vertical	50x229	65x270	75x280	390 000
1/3 horizontal	178x76	213x100	223x110	390 000
1/4 vertical	41x229	60x270	63x276	290 000
1/4 horizontal	178x43,8	213x67,5	223x77,5	290 000
1/6 box	180x20			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.

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
2.	2022.01.28	2022.01.12	2022.01.06
3.	2022.02.25	2022.02.09	2022.02.03
4.	2022.03.25	2022.03.09	2022.03.03
5.	2022.04.29	2022.04.13	2022.04.07
6.	2022.06.03	2022.05.18	2022.05.12
7-8.	2022.07.08	2022.06.22	2022.06.16
9.	2022.08.26	2022.08.09	2022.08.03
10.	2022.09.23	2022.09.07	2022.09.01
11.	2022.10.28	2022.10.12	2022.10.06
12-1.	2022.12.02	2022.11.16	2022.11.10

#### TECHNICAL PARAMETERS

- Trim size: 213x270 mm
- Spread: 80, 84, 88, 92, 96 pages + 4 pages cover
- Material Delivery: digital
- Print: inside 4+4 color offset
- Paper: inside 80g inproved LWC, cover 170g enamelled paper

#### 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.**

#### 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:** EDS Zrínyi Zrt., 2600 Vác, Nádas u. 6. Dakó Csaba +36 30 3749171

Last modification: november 4, 2021 5:12 du.