

TVR-HÉT

SCHEDULE AND AD SIZES 2022



Weekly premium programme guide:

- Entertaining and service providing: detailed program description and magazine at the same time
- Customers' motivation: tradition / habit, magazine character

MARKET INFORMATION

| | |
|------------------|---|
| Readership | 223.282 |
| Sold copies | 51.389 |
| Target group | City-dwellers with family |
| Reader's profile | 18-59 year-old quality-oriented consumers, who are ready to spend money on things important to them |
| Market price | 309 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 | 200x260 | 215x290 | 225x300 | 2 015 000 |
| B3 | 200x260 | 215x290 | 225x300 | 1 950 000 |
| B2 | 200x260 | 215x290 | 225x300 | 2 015 000 |
| 1/1 | 200x260 | 215x290 | 225x300 | 1 950 000 |
| 2/1 | 410x260 | 430x290 | 440x300 | 3 185 000 |
| 2 X 1/2 | 410x132 | 430x141 | 440x146 | 1 885 000 |
| Junior page (On magazine pages only!) | 95x175 | | | 1 800 000 |
| 1/2 vertical | 100x260 | 110x290 | 115x300 | 1 240 000 |
| 1/2 horizontal | 200x132 | 210x142 | 220x146 | 1 240 000 |
| 1/3 horizontal | 200x85,5 | 210x95,5 | 220x100,5 | 880 000 |
| 1/4 vertical | 98x132 | | | 680 000 |
| 1/4 horizontal | 200x62 | | | 680 000 |

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 |
| 3. | 2022.01.07 | 2021.12.27 | 2021.12.20 |
| 4. | 2022.01.14 | 2022.01.03 | 2021.12.27 |
| 5. | 2022.01.21 | 2022.01.10 | 2022.01.03 |
| 6. | 2022.01.28 | 2022.01.17 | 2022.01.10 |
| 7. | 2022.02.04 | 2022.01.24 | 2022.01.17 |
| 8. | 2022.02.11 | 2022.01.31 | 2022.01.24 |
| 9. | 2022.02.18 | 2022.02.07 | 2022.01.31 |
| 10. | 2022.02.25 | 2022.02.14 | 2022.02.07 |
| 11. | 2022.03.04 | 2022.02.21 | 2022.02.14 |
| 12. | 2022.03.11 | 2022.02.28 | 2022.02.21 |
| 13. | 2022.03.18 | 2022.03.03 | 2022.02.24 |
| 14. | 2022.03.25 | 2022.03.11 | 2022.03.04 |
| 15. | 2022.04.01 | 2022.03.21 | 2022.03.14 |
| 16. | 2022.04.08 | 2022.03.28 | 2022.03.21 |
| 17. | 2022.04.14 | 2022.04.01 | 2022.03.25 |
| 18. | 2022.04.22 | 2022.04.11 | 2022.04.04 |
| 19. | 2022.04.29 | 2022.04.14 | 2022.04.07 |
| 20. | 2022.05.06 | 2022.04.25 | 2022.04.14 |
| 21. | 2022.05.13 | 2022.05.02 | 2022.04.25 |
| 22. | 2022.05.20 | 2022.05.09 | 2022.05.02 |
| 23. | 2022.05.27 | 2022.05.16 | 2022.05.09 |
| 24. | 2022.06.03 | 2022.05.23 | 2022.05.16 |
| 25. | 2022.06.10 | 2022.05.30 | 2022.05.23 |
| 26. | 2022.06.17 | 2022.06.03 | 2022.05.27 |
| 27. | 2022.06.24 | 2022.06.13 | 2022.06.06 |
| 28. | 2022.07.01 | 2022.06.20 | 2022.06.13 |
| 29. | 2022.07.08 | 2022.06.27 | 2022.06.20 |
| 30. | 2022.07.15 | 2022.07.04 | 2022.06.27 |
| 31. | 2022.07.22 | 2022.07.11 | 2022.07.04 |
| 32. | 2022.07.29 | 2022.07.18 | 2022.07.11 |
| 33. | 2022.08.05 | 2022.07.25 | 2022.07.18 |
| 34. | 2022.08.12 | 2022.08.01 | 2022.07.25 |
| 35. | 2022.08.19 | 2022.08.08 | 2022.08.01 |
| 36. | 2022.08.26 | 2022.08.15 | 2022.08.08 |
| 37. | 2022.09.02 | 2022.08.22 | 2022.08.15 |
| 38. | 2022.09.09 | 2022.08.29 | 2022.08.22 |
| 39. | 2022.09.16 | 2022.09.05 | 2022.08.29 |
| 40. | 2022.09.23 | 2022.09.12 | 2022.09.05 |
| 41. | 2022.09.30 | 2022.09.19 | 2022.09.12 |
| 42. | 2022.10.07 | 2022.09.26 | 2022.09.19 |
| 43. | 2022.10.14 | 2022.10.03 | 2022.09.26 |
| 44. | 2022.10.21 | 2022.10.10 | 2022.10.03 |
| 45. | 2022.10.28 | 2022.10.17 | 2022.10.10 |
| 46. | 2022.11.04 | 2022.10.20 | 2022.10.13 |
| 47. | 2022.11.11 | 2022.10.28 | 2022.10.21 |
| 48. | 2022.11.18 | 2022.11.07 | 2022.10.30 |
| 49. | 2022.11.25 | 2022.11.14 | 2022.11.07 |
| 50. | 2022.12.02 | 2022.11.21 | 2022.11.14 |
| 51. | 2022.12.09 | 2022.11.28 | 2022.11.21 |
| 52. | 2022.12.16 | 2022.12.05 | 2022.11.28 |
| 1. | 2022.12.23 | 2022.12.12 | 2022.12.05 |
| 2. | 2022.12.30 | 2022.12.19 | 2022.12.12 |

TECHNICAL PARAMETERS

- Trim size: 215x290 mm
- Spread: 48, 56, 64 pages
- Material Delivery: digital
- Paper: inside 52g SC-B

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.

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 5, 2021 8:50 de.