

GLAMOUR

THE LEADING INTERNATIONAL FASHION MAGAZINE!
SCHEDULE AND AD SIZES 2022



GLAMOUR is a monthly published fashion magazine with one of the world's largest circulation

- Fashion guide, handbook, consumer catalogue with an individual advising attitude

MARKET INFORMATION	
Readership	100.304
Actively sold copies	62.075
Target group	18-39 year-old city-women with ABC1 status, for whom fashion is important and who follow current trends
Reader's profile	Fashion-oriented women who try to make a neat and pretty appearance according to their abilities. They are ready to spend on clothes and beauty products
Market price	795 Ft

Source: NOK 2021/1-4/ Kantar Hoffmann - Mediameter, MATESZ quick report 2021/Q4

FORMAT	TRIM (mm)	BLEED (mm)	RATE CARD PRICE (HUF)
B4	167x223	177x233	2 890 000
B3	167x223	177x233	1 950 000
B2	167x223	177x233	2 150 000
1/1 (I. half)	167x223	177x233	1 720 000
1/1 (II. half)	167x223	177x233	1 550 000
2/1 (C2+3. page)	334x223	344x233	3 870 000
2/1 (I. half)	334x223	344x233	3 060 000
2/1 (II. half)	334x223	344x233	2 730 000
1/2 vertical (I. half)	82x223	92x233	990 000
1/2 vertical (II. half)	82x223	92x233	930 000
1/2 horizontal (I. half)	167x110	177x120	990 000
1/2 horizontal (II. half)	167x110	177x120	930 000
1/3 vertical (I. half)	58x223	68x233	760 000
1/3 vertical (II. half)	58x223	68x233	680 000
1/3 horizontal (I. half)	167x71	177x81	760 000
1/3 horizontal (II. half)	167x71	177x81	680 000
1/6 product placement			130 000

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%. 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.

GLAMOUR SUPPLEMENTS



FORMAT	GLAMOUR SUPPLEMENTS		RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	210x297	220x307	1 260 000
B3	210x297	220x307	840 000
B2	210x297	220x307	995 000
1/1	210x297	220x307	735 000
2/1 (C2 + 3. page)	420x297	430x307	1 730 000
2/1	420x297	430x307	1 365 000
1/2 vertical	103x297	113x307	410 000
1/2 horizontal	210x147,5	220x157,5	410 000

All prices are in HUF and without VAT.

SMALL SIZE SUPPLEMENTS



FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	105x145	115x155	340 000
B3	105x145	115x155	290 000
B2	105x145	115x155	290 000
1/1	105x145	115x155	270 000



FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	105x145	115x155	In case of advertising prices please contact your sales manager.
B3	105x145	115x155	
B2	105x145	115x155	
1/1	105x145	115x155	

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
3. issue + TrendBible	2022.02.08	2022.01.13	2022.01.05
4. issue	2022.03.08	2022.02.08	2022.01.31
5. issue + DOs&DON'Ts + MAMI	2022.04.12	2022.03.17	2022.03.09
6. issue	2022.05.10	2022.04.14	2022.04.06
7-8. issue	2022.06.07	2022.05.07	2022.04.29
9. issue + TrendBible + MAMI	2022.08.09	2022.07.14	2022.07.06
10. issue	2022.09.06	2022.08.04	2022.07.28
11. issue + Beauty	2022.10.11	2022.09.15	2022.09.07
12. issue + Christmas	2022.11.15	2022.10.20	2022.10.12
2023. 1-2. issue	2022.12.13	2022.11.17	2022.11.09

GLAMOUR TECHNICAL PARAMETERS

- Trim size: 167x223 mm
- Spread: from 120+4 pages
- Material Delivery: digital
- Paper: inside 70g LWC, cover 200g enamelled paper

MATERIAL SUBMISSION

- e-mail: asbhirdetes@ringier.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@ringier.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: Total ink limit of 300% (Total Area coverage max. 300%). 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. If the advertising material does not fit to the parameters written in the „Technical information” block, we can not guarantee the proper appearance of the ad, so we can not accept any complaint later.

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, Nádás u. 6. Dakó Csaba +36 30 3749171