

# Blikk

## HUNGARY'S MOST WIDELY READ DAILY NEWSPAPER

SZÁMÍTHAT RÁNK.

Besides its entertaining tabloid image it helps the daily orientation of many people with its strong political, sports and up-to-date content.

Its unique character: „infotainment” – informs and entertains at the same time.

It systemizes the events of the world and presents them in an easily understandable way. Its tone is pronounced and explicit, sometimes it openly wishes to appeal to the emotions and wants to form opinion. Where the content allows it, it entertains with humor and an easy style.



### MARKET INFORMATION

Readership: 489 738

Actively sold copies: 52 851

Target group: 18+ year-old

Readers' profile: 18-59 year-old, main shoppers with family

Market price: 255 HUF

Source: NOK.2021/1-4. Kantar Hoffmann - Mediameter.; MATESZ quick report 2022/Q1.

The title is published by under the care of Blikk Kft.

## Material submission and technical information

### Technical parameters

**Mirror size:** 278\*427 mm

**Spread:** 16 basic (20, 24 pages)

**Material submission:** digitally

**Press:** 4+4 colours rotational offset

**Paper:** 45g newsprint

**Binding:** post folded

**Weight:** 56g (in case of 16 pages)

### Insert

**Address:** RAS-Nyomda Kft.,

Szilády Üzem

6000 Kecskemét, Mindszenti krt. 63.

**Delivery deadline:** 3-4 weekdays

before the publishing

On weekdays: Between 6.00-14.00h

and 18.00 -24.00h

On weekends: Between 19.00-23.00h

### Material submission

**Reservation/order:** At least 5 workdays before the publishing

**Material submission:** At least 2 workdays before the publishing (For advertisements to be prepared at least 5 workdays before publishing)

**e-mail:** [gyartas@blikk.hu](mailto: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 publishing.

**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 publishing date of the advertisement and the name of the folder, in which the material has been placed, per e-mail on [gyartas@blikk.hu](mailto:gyartas@blikk.hu)

### Price list

	Size			4C PRICE	
	Width (column)	Width (mm)	Height (mm)	Price/ Hmm	4C (HUF)
1/1 page	6	278	427	1 350	3 458 700
1/2 panorama page	13	593	211		3 418 200
Junior page	4	184	300		2 490 000
1/2 page vertical	6	137	427	1 350	1 729 350
1/2 page horizontal	6	278	211	1 350	1 709 100
1/3 page vertical	2	90	427		1 490 000
1/3 page horizontal	6	278	135	1 580	1 279 800
1/4 page vertical	3	137	211	1 580	1 000 140
1/4 page horizontal	4	184	155	1 580	979 600
1/8 page vertical	2	90	155	1 580	489 800
1/8 page horizontal	3	137	102	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	1 580	1 137 600
2/100	2	90	100	1 580	316 000
Bottom strip	6	278	60		790 000
Horizontal strip	1	43	427		790 000

#### 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 black and white advertisements the price per is HUF 1.180 column mm.

In case of mutation consultation is necessary every time!

All prices are in HUF and without VAT.



## BLIKK EXTRA TV MAGAZINE TV supplement on every Thursday

It is published as an insertion on every Thursday.

The program guide - in cooperation with one of the most reliable program broadcast companies - gives exact information about the TV and radio programs, entertaining and other free time activities for the Blikk readers.

Size	Width/Height	Price
1/2 page	98 x 264 mm	610 000
Front page 1/2 horizontal	200 x 132 mm	850 000

### Technical parameters

**Spread:** 32 pages

**Publishing:** Thursday

**Page size:** 225 x 300 mm

**Mirror size:** 200 x 264 mm

**Paper:** 45g standard newsprint

**Print:** rotational offset

**Colour:** 4+4 colours

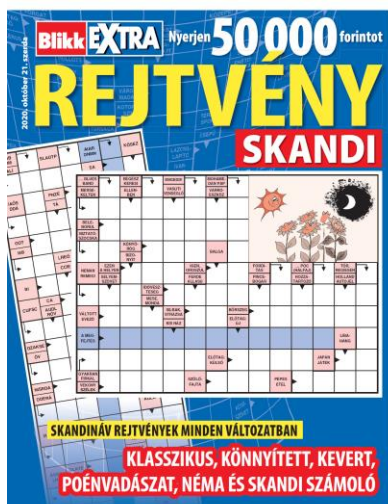
### Material submission

**Reservation/ordert:** 15 workdays until 12 o'clock before the publishing

**Material submission:** 14 workdays until 12 o'clock before the publishing

**Place of the material submission:**

[gyartas@blikk.hu](mailto:gyartas@blikk.hu)



## BLIKK EXTRA REJTVÉNY

Crossword supplement on every  
Tuesday, Wednesday and  
Saturday

**It is published as an insertion on every  
Tuesday, Wednesday and Saturday.**

Various crosswords, lots of prizes,  
entertaining articles.

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

### Technical parameters

**Spread:** 16 pages (basic)

**Publishing:** Tuesday Wednesday and  
Saturday

**Page size:** 235 x 310 mm

**Mirror size:** 202 x 272 mm

**Paper:** 45g standard newsprint

**Print:** rotational offset

**Colour:** 4+4 colours

The title is published by under the care of Blikk Kft.

All prices are in HUF and without VAT.

### Material submission

**Reservation/order:** 5 workdays until 12  
o'clock before the publishing

**Material submission:** 3 workdays until 12  
o'clock before the publishing

**Place of the material submission:**

[gyartas@blikk.hu](mailto:gyartas@blikk.hu)

A weekly edition of the daily paper Blikk with a more magazine-like form and content.

**Publishing date: Saturday.**

**Vasárnapi Blikk unifies the advantages of daily and weekly papers.**

It reflects on the public life, cultural and sports events of the week-end and on the news of the world of celebrities, entertaining with magazine-like topics at the same time.



## MARKET INFORMATION

Readership: 100 206

Actively sold copies: 28 546

Target group: 18 + year-old

Readers' profile: 18-59 years-old with family who live in cities

Market price: 255 HUF

Source: NOK 2021/1-4. Kantar Hoffmann - Mediameter; MATESZ quick report 2022/Q1.

The title is published by under the care of Blikk Kft.

# Material submission and technical information

## Technical parameters

**Mirror size:** 206\*272 mm

**Spread:** 32 pages

**Material submission:** digitally

**Print:** 4+4 colours rotational offset

**Paper:** 45g newsprint

**Binding:** folded

**Weight:** 56g

## Insert

**Address:** RAS-Nyomda Kft.,

Szilády Üzem

6000 Kecskemét, Mindszenti krt. 63.

**Delivery deadline:** 3-4 weekdays

before the publishing

Between 6.00-14.00h and 18.00-24.00h

On weekends: Between 19.00-23.00h

## Material submission

**Reservation/order:** At least 10 workdays before the publishing

**Material submission:** 3 workdays before the publishing (For advertisements to be prepared at least 6 workdays before publishing)

**e-mail:** [gyartas@blikk.hu](mailto: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 publishing.

**FTP:** server: ftp.axels.hu / user name: asmhirdetes / password: annamaria

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## Price list

	Size			4C PRICE
	Width (column)	Width (mm)	Height (mm)	HUF
1/1 page	5	206	272	<b>990 000</b>
Junior page	4	164	210	<b>890 000</b>
1/2 page horizontal	5	206	136	<b>590 000</b>
1/2 page vertical 3 column	3	122	272	<b>690 000</b>
1/2 page vertical 2 column	2	80	272	<b>540 000</b>
1/3 page horizontal	5	206	91	<b>480 000</b>
1/4 page vertical 3 column	3	122	136	<b>360 000</b>
2/100	2	80	100	<b>190 000</b>
1/100	1	38	100	<b>115 000</b>
1/8 horizontal	3	122	70	<b>215 000</b>
Front page top box	2			<b>390 000</b>
Front page bottom strip	5			<b>690 000</b>

### 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%

In case of mutation consultation is necessary every time!

The title is published by under the care of Blikk Kft.

All prices are in HUF and without VAT.



# Technical information

(Blikk, Blikk Extra TV Magazin, Blikk Extra Rejtvény, Vasárnapi Blikk)

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 5mm 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.

Print: roll offset, cold-set print

Paper: standard newsprint 45 g/m<sup>2</sup>

Colour profile: ISO Newspaper 26v4.icc

Total Area Coverage: max. 240%

Lattice density: 40 line/cm , (100 lpi)

Point increase: 26% (at 50 % fill)

Line width: in case of negative line: min. 0,3 mm

in case of a positive line: min. 0,2 mm

Deep black: 100% black+40% cyan

Paint: Euroscala , CMYK

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