

GLAMOUR

GLAMOUR

THE LEADING INTERNATIONAL FASHION MAGAZINE!
SCHEDULE AND AD SIZES 2023



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	116.356
Actively sold copies	75.189
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	895 Ft*

Source: NOK 2021/3,4 - 2022/1,2 Kantar Hoffmann - M-Meter, MATESZ quick report 2022/Q2

FORMAT	RATE CARD PRICE (HUF)		
	TRIM (mm)	BLEED (mm)	
B4	167x223	177x233	3 200 000
B3	167x223	177x233	2 100 000
B2	167x223	177x233	2 400 000
1/1	167x223	177x233	1 850 000
B2+3. page	334x223	344x233	3 800 000
2/1	334x223	344x233	3 300 000
1/2 vertical	82x223	92x233	1 089 000
1/2 horizontal	167x110	177x120	1 089 000
1/3 vertical	58x223	68x233	836 000
1/3 horizontal	167x71	177x81	836 000
1/6 product placement			160 000

Magazines extra charges: Text page: 50%; Right hand page: 50%; Right hand text page/opposite text: 100%; Extra charge for 3rd party product (maximum for 3 extra products): 30%; In the first part of the magazines: 25%; Special placement extra 30%; Special cover and exclusive placement: 100%. All prices are in HUF and without VAT. In Glamour issues 07.03.2023 and 05.09.2023 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 07.03.2023 and 05.09.2023.

We inform.
entertain.
connect.

Blikk **GLAMOUR** *Kiskegyed* **Sportal** **NOZZ** **EGÉSZSÉGGALAUZ**
Nők **GEO** *Auto Bild* **tv-r-hét** **ügyes** *Könyvháza* **Kiskegyed Otthona**

Ringier
Reach
your goals

GLAMOUR SUPPLEMENTS

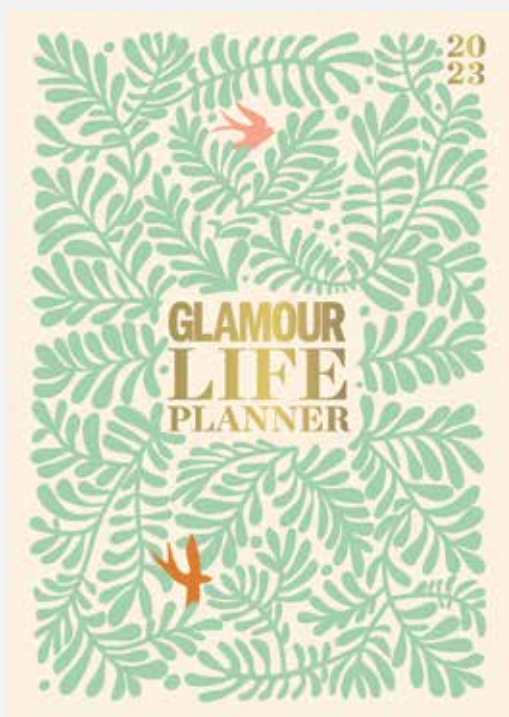


FORMAT	TRIM (mm)	BLEED (mm)	RATE CARD PRICE (HUF)
	B4	210x297	
B3	210x297	220x307	930 000
B2	210x297	220x307	1 100 000
1/1	210x297	220x307	810 000
2/1	420x297	430x307	1 500 000
1/2 vertical	103x297	113x307	450 000
1/2 horizontal	210x147,5	220x157,5	450 000

SMALL SIZE SUPPLEMENTS



FORMAT	RATE CARD PRICE (HUF)		
	TRIM (mm)	BLEED (mm)	
B4	105x145	115x155	390 000
B3	105x145	115x155	370 000
B2	105x145	115x155	370 000
1/1	105x145	115x155	350 000



FORMAT	RATE CARD PRICE (HUF)		
	TRIM (mm)	BLEED (mm)	
B4	105x145	115x155	A hirdetési árakkal kapcsolatban kérjük, keresse kapcsolat-tartóját!
B3	105x145	115x155	
B2	105x145	115x155	
1/1	105x145	115x155	

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
1-2.	2022.12.13.	2022.11.17.	2022.11.09.
3-4.	2023.03.07.	2023.02.06.	2023.01.30.
5-6. DOs&DON'Ts + MAMI	2023.04.18.	2023.03.22.	2023.03.14.
7-8.	2023.06.06.	2023.05.08.	2023.04.28.
9-10.	2023.09.05.	2023.08.07.	2023.07.31.
11. Beauty + MAMI	2023.10.17.	2023.09.20.	2023.09.13.
12. Christmas	2023.11.14.	2023.10.18.	2023.10.11.
2024/1-2.	2023.12.12.	2023.11.15.	2023.11.08.

GLAMOUR TECHNICAL PARAMETERS

- Trim size: 167x223 mm
- Spread: from 120+4 pages
- Material Delivery: digital
- Paper: inside 57g LWC, cover 170g 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, Nadas u. 6., Solymosi Viktória +36 30 8488834