CSÓK ÉS KÖNNY

SCHEDULE AND AD SIZES 2023

Bi-monthly magazine – offers romantic stories, practical advice and crosswords for romantic women.

MARKET INFORMATION	
Sold copies	6.163
Target group	18-49 year-old women with family
Market price	775 HUF

Source: Ringier own data

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	136x201	163x237	173x247	550 000
B3	136x201	163x237	173x247	500 000
B2	136x201	163x237	173x247	500 000
1/1	136x201	163x237	173x247	160 000
2/1	292x201	326x237	336x247	300 000
1/2 vertical	66x201			90 000
1/2 horizontal	136x98			90 000
1/3 vertical	43x201			70 000
1/3 horizontal	136x65			70 000
1/4 vertical	66x98			60 000
1/4 horizontal	47x136			60 000
1/8 horizontal	66x47			35 000

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.

We inform. entertain. connect.

Blikk GLAMOUR Kiskegyed Sportal NOIZZ EGÉSZSÉGKALAUZ
Blikk Nők GEO Auto Bild tvr-hét ügyes Kiskegyed KÖNYVHÁJA Kiskegyed Otthona

Ringier Reach your goals

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
1.	2023.01.18.	2022.12.28.	2022.12.21.
2.	2023.03.22.	2023.02.28.	2023.02.21.
3.	2023.05.24.	2023.05.03.	2023.04.26.
4.	2023.07.19.	2023.06.28.	2023.06.21.
5.	2023.09.20.	2023.08.30.	2023.08.23.
6.	2023.11.22.	2023.10.31.	2023.10.24.

TECHNICAL PARAMETERS

- Trim size: 163x237 mm
- Spread: 64, 80 pages + 4 pages cover
- Material Delivery: digital
- Paper: inside 45g, cover 90g

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: 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.

INSTERS

Material deadline: 10 days defore on sale date.
Name of the advertiser, exact number of the items, title of the magazine, issue date of the magazine.
Address: Ringier Hungary Nyomda Kft., Szilády üzem 6000 Kecskemét, Mindszenti Krt. 63., Czigány Mihály (+36 76) 481-401, (+36 30) 938-3191

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