

## SCHEDULE AND AD SIZES 2024

THE TITLE IS PUBLISHED BY UNDER THE CARE OF Blikk KFT.



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	489.826
Actively sold copies	43.915
Target group	18+ year-old
Readers' profile	18-59 year-old, main shoppers with family
Market price	340 HUF

Source: NOK 2023/1-4 Kantar Hoffmann - M-Meter, Matesz quick report 2024/Q1

FORMAT	SIZE			4C (HUF)
	WIDTH (HASÁB)	WIDTH (MM)	HEIGHT (MM)	
1/1 page	6	278	427	4 468 000
1/2 panorama page	13	593	211	4 468 000
Junior page	4	184	300	2 988 000
1/2 page vertical	6	137	427	2 340 000
1/2 page horizontal	6	278	211	2 340 000
1/3 page vertical	2	90	427	1 794 000
1/3 page horizontal	6	278	135	1 794 000
1/4 page vertical	3	137	211	1 305 250
1/4 page horizontal	4	184	155	1 305 250
1/8 page vertical	2	90	155	652 050
1/8 page horizontal	3	137	102	652 050
Front page top box	3	137	54	1 100 000
Front page bottom strip	6	278	45	1 800 000
Front page strip	6	278	60	2 400 000
2/100	2	90	100	414 000
Bottom strip	6	278	60	908 500
Horizontal strip	1	43	427	908 500

Extra charges: Special cover, back cover and exclusive placement: 300%; 3. page surcharge: 100%; 5. page surcharge: 50%; Text page: 50%; Island (max. 1/4 page) 200%; Exact/Special placement extra 200%; Extra charge for 3rd party product (maximum for 3 extra products): 30%  
In case of special placement and creative solution please contact your sales manager.  
All prices are in HUF and without VAT.

## TECHNICAL PARAMETERS

- Mirror size: 278x427mm
- 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)

## 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
- 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

## 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.**

- Print: roll offset, cold-set print
- Paper: standard newsprint 45g/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

## INSERT

Address: Mediaworks Hungary Zrt., 1225 Budapest, Campona u. 1. DC. 10.ép, Tillhof Zoltán, 70-375-2281; Selley Zoltán, 30-530-6907; [termelesiranyitas@mediaworks.hu](mailto:termelesiranyitas@mediaworks.hu)

# BLIKK EXTRA TV MAGAZINE

Blikk EXTRA

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.

#### TECHNICAL PARAMETERS

- Spread: 32 pages
- Publishing: Thursday
- Page size: 225x300 mm
- Mirror size: 200x264 mm
- Paper: 45g standard newsprint
- Print: rotational offset
- Colour: 4+4 colours

#### MATERIAL SUBMISSION

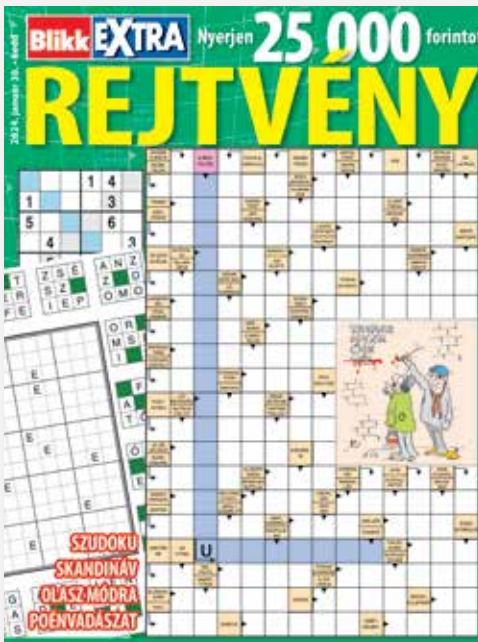
- Reservation/order: 15 workdays until 12 o'clock before the publishing
- Material submission: 14 workdays until 12 o'clock before the publishing
- Place of the material submission: gyartas@blikk.hu

SIZE	WIDTH/HEIGHT (MM)	PRICE
1/2 page	98x264	701 500
Front page 1/2 horizontal	200x132	977 500

# BLIKK EXTRA REJTVÉNY

Blikk EXTRA

CROSSWORD SUPPLEMENT ON EVERY TUESDAY AND SATURDAY



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

Various crosswords, lots of prizes, entertaining articles.

#### TECHNICAL PARAMETERS

- Spread: 16 pages (basic)
- Publishing: Tuesday and Saturday
- Page size: 235x310 mm
- Mirror size: 202x272 mm
- Paper: 45g standard newsprint
- Print: rotational offset
- Colour: 4+4 colours

#### 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

SIZE	WIDTH/HEIGHT (MM)	PRICE
B4	202x272	1 138 500
B2, B3	202x272	977 500
1/1	202x272	862 500
1/2 horizontal	202x138	517 500
1/2 vertical	120x272	517 500
1/4 horizontal	202x83	310 500
1/4 vertical	120x138	310 500
2/100	79x100	224 250

We inform.  
entertain.  
connect.

Blikk GLAMOUR *Kishegyed* Sportal **NOZZ** EGÉSZSÉGGALAUZ  
Nők *Auto Bild* tvr-hét *Kishegyed* KÖNYVHÁJA *Kishegyed* Otthona

Ringier  
Reach your goals