



GLAMOUR SPECIAL EDITION is an exclusive specialty intended for the coffee table, something being kept and flipped through again and again. Printed copies: 10.000

FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	205x275	215x285	3 680 000
B3	205x275	215x285	2 415 000
B2	205x275	215x285	2 760 000
2/1	410x275	420x285	4 025 000
1/1	205x275	215x285	2 288 500

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: 150%. All prices are in HUF and without VAT.

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
1.	2024.03.22.	2024.02.26.	2024.02.19.
2.	2024.09.20.	2024.08.26.	2024.08.16.

TECHNICAL PARAMETERS

- Trim size: 205x275 mm
- Spread: 160, 176 + 4 pages
- Material delivery: digital
- Print: inside 4+4 colour offset
- Paper: inside 57g UPM Ultra matt 1.2 vol., 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: Napilap Bt. 1097 Budapest, Kén u. 6., Dubinyi Rudolf +36 20 953 0940, info@napilapbt.hu