

TVR-ÚJSÁG - SÁRGA RTV - BLIKK EXTRA TV*

SCHEDULE AND AD SIZES 2024



Functional weekly program magazine:

- Chronological program description, minimal magazine part



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.

We inform.
entertain.
connect.

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

Ringier
Reach
 your goals

MARKET INFORMATION

| | |
|-------------------------|---|
| Readership | 672.414 |
| Sold copies | 81.610 |
| Target group | City-dwellers with family |
| Reader's profile | Price-conscious consumers open for promotions |

Source: NOK 2024/1-2 Kantar Hoffmann - Ringier own data

| FORMAT | SIZE | | | RATE CARD PRICE (HUF) |
|-----------------------|-------------|-----------|------------|-----------------------|
| | MIRROR (mm) | TRIM (mm) | BLEED (mm) | |
| B4 | 200x263,5 | 215x290 | 225x300 | 1 667 500 |
| 1/1 | 200x263,5 | | | 1 138 500 |
| 2/1 | 410x263,5 | 430x290 | 440x300 | 2 242 500 |
| 2x1/2 | 410x133 | 430x133 | 440x148 | 1 437 500 |
| 1/2 vertical | 98x263 | 108x290 | 113x300 | 977 500 |
| 1/2 horizontal | 200x133 | 210x143 | 220x148 | 977 500 |
| 1/3 horizontal | 200x86 | 210x95 | 220x100 | 667 000 |
| 1/4 vertical | 98x133 | | | 598 000 |
| 1/4 horizontal | 200x63,5 | | | 598 000 |

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

| ISSUE | TVR ÚJSÁG +SÁRGA RTV | BLIKK TV | MATERIAL DEADLINE | |
|-------|-------------------------|--------------|-------------------|-------------|
| | ON SALE DATE | ON SALE DATE | READY TO PRINT | PR MATERIAL |
| 3. | 2024.01.06. | 2024.01.11. | 2023.12.20. | 2023.12.19. |
| 4. | 2024.01.13. | 2024.01.18. | 2024.01.02. | 2023.12.27. |
| 5. | 2024.01.20. | 2024.01.25. | 2024.01.08. | 2024.01.02. |
| 6. | 2024.01.27. | 2024.02.01. | 2024.01.15. | 2024.01.08. |
| 7. | 2024.02.03. | 2024.02.08. | 2024.01.22. | 2024.01.15. |
| 8. | 2024.02.10. | 2024.02.15. | 2024.01.29. | 2024.01.22. |
| 9. | 2024.02.17. | 2024.02.22. | 2024.02.05. | 2024.01.29. |
| 10. | 2024.02.24. | 2024.02.29. | 2024.02.12. | 2024.02.05. |
| 11. | 2024.03.02. | 2024.03.07. | 2024.02.19. | 2024.02.12. |
| 12. | 2024.03.09. | 2024.03.14. | 2024.02.26. | 2024.02.19. |
| 13. | 2024.03.16. | 2024.03.21. | 2024.03.04. | 2024.02.26. |
| 14. | 2024.03.23. | 2024.03.28. | 2024.03.11. | 2024.03.04. |
| 15. | 2024.03.30. | 2024.04.04. | 2024.03.18. | 2024.03.11. |
| 16. | 2024.04.06. | 2024.04.11. | 2024.03.25. | 2024.03.18. |
| 17. | 2024.04.13. | 2024.04.18. | 2024.01.02. | 2024.03.25. |
| 18. | 2024.04.20. | 2024.04.25. | 2024.04.08. | 2024.01.02. |
| 19. | 2024.04.27. | 2024.05.02. | 2024.04.15. | 2024.04.08. |
| 20. | 2024.05.04. | 2024.05.09. | 2024.04.22. | 2024.04.15. |
| 21. | 2024.05.11. | 2024.05.16. | 2024.04.29. | 2024.04.22. |
| 22. | 2024.05.18. | 2024.05.23. | 2024.05.06. | 2024.04.29. |
| 23. | 2024.05.25. | 2024.05.30. | 2024.05.13. | 2024.05.06. |
| 24. | 2024.06.01. | 2024.06.06. | 2024.05.21. | 2024.05.13. |
| 25. | 2024.06.08. | 2024.06.13. | 2024.05.27. | 2024.05.21. |
| 26. | 2024.06.15. | 2024.06.20. | 2024.06.03. | 2024.05.27. |
| 27. | 2024.06.22. | 2024.06.27. | 2024.06.10. | 2024.06.03. |
| 28. | 2024.06.29. | 2024.07.04. | 2024.06.17. | 2024.06.10. |
| 29. | 2024.07.06. | 2024.07.11. | 2024.06.24. | 2024.06.17. |
| 30. | 2024.07.13. | 2024.07.18. | 2024.07.01. | 2024.06.24. |
| 31. | 2024.07.20. | 2024.07.25. | 2024.07.08. | 2024.07.01. |
| 32. | 2024.07.27. | 2024.08.01. | 2024.07.15. | 2024.07.08. |
| 33. | 2024.08.03. | 2024.08.08. | 2024.07.22. | 2024.07.15. |
| 34. | 2024.08.10. | 2024.08.15. | 2024.07.29. | 2024.07.22. |
| 35. | 2024.08.17. | 2024.08.22. | 2024.08.05. | 2024.07.29. |
| 36. | 2024.08.24. | 2024.08.29. | 2024.08.12. | 2024.08.05. |
| 37. | 2024.08.31. | 2024.09.05. | 2024.08.19. | 2024.08.12. |
| 38. | 2024.09.07. | 2024.09.12. | 2024.08.26. | 2024.08.19. |
| 39. | 2024.09.14. | 2024.09.19. | 2024.09.02. | 2024.08.26. |
| 40. | 2024.09.21. | 2024.09.26. | 2024.09.09. | 2024.09.02. |
| 41. | 2024.09.28. | 2024.10.03. | 2024.09.16. | 2024.09.09. |
| 42. | 2024.10.05. | 2024.10.10. | 2024.09.23. | 2024.09.16. |
| 43. | 2024.10.12. | 2024.10.17. | 2024.09.30. | 2024.09.23. |
| 44. | 2024.10.19. | 2024.10.24. | 2024.10.07. | 2024.09.30. |
| 45. | 2024.10.26. | 2024.10.31. | 2024.10.14. | 2024.10.07. |
| 46. | 2024.11.02. | 2024.11.07. | 2024.10.21. | 2024.10.14. |
| 47. | 2024.11.09. | 2024.11.14. | 2024.10.28. | 2024.10.21. |
| 48. | 2024.11.16. | 2024.11.21. | 2024.11.04. | 2024.10.28. |
| 49. | 2024.11.23. | 2024.11.28. | 2024.11.11. | 2024.11.04. |
| 50. | 2024.11.30. | 2024.12.05. | 2024.11.18. | 2024.11.11. |
| 51. | 2024.12.07. | 2024.12.12. | 2024.11.25. | 2024.11.18. |
| 52. | 2024.12.14. | 2024.12.19. | 2024.12.02. | 2024.11.25. |
| 1. | 2024.12.21. | 2024.12.27. | 2024.12.09. | 2024.12.02. |
| 2. | 2024.12.28. | 2025.01.02. | 2024.12.16. | 2024.12.09. |

TECHNICAL PARAMETERS

- Trim size: 215x290 mm
- Spread: 32 pages
- Material Delivery: digital
- Print: inside + cover 4+4 color offset

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.

- Print: roll offset, cold-set print
- Paper: standard newsprint 45 g/m2
- 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

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**