

BLIKK EXTRA RECEPTEK

Blikk
Receptek

SCHEDULE AND AD SIZES 2025

THE TITLE IS PUBLISHED UNDER THE CARE OF BLIKK KFT.



Quarterly gastronomy magazine with enjoyable, fresh and practical recipes. Practical advice and tips to help the readers in every day cooking.

| MARKET INFORMATION | |
|--------------------|-------------------|
| Sold copies | 8.584 |
| Target group | Women with family |
| Market price | 595 HUF |

Source: Ringier own data

| FORMAT | SIZE | | | RATE CARD PRICE (HUF) |
|----------------|-------------|-----------|------------|-----------------------|
| | MIRROR (mm) | TRIM (mm) | BLEED (mm) | |
| B4 | 172x220 | 195x250 | 205x260 | 440 000 |
| B3 | 172x220 | 195x250 | 205x260 | 370 000 |
| B2 | 172x220 | 195x250 | 205x260 | 370 000 |
| 1/1 | 172x220 | 195x250 | 205x260 | 160 000 |
| 1/2 vertical | 84x220 | 99x250 | 109x260 | 100 000 |
| 1/2 horizontal | 172x107 | 195x120 | 205x130 | 100 000 |
| 1/4 vertical | 84x107 | 99x120 | 109x130 | 60 000 |

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.

We inform.
entertain.
connect.

Blikk

GLAMOUR

Kishegyed

sportal

TX

EGÉSZSÉGKALAUZ

Nők

Auto Bild

tv-r-hét

KÖNYVHÁJA

Ringier
Reach
your goals

| ISSUE | ON SALE DATE | MATERIAL DEADLINE | |
|-------|--------------|-------------------|-------------|
| | | READY TO PRINT | PR MATERIAL |
| 1. | 2025.01.24. | 2025.01.06. | 2024.12.30. |
| 2. | 2025.03.21. | 2025.03.03. | 2025.02.24. |
| 3. | 2025.05.23. | 2025.05.05. | 2025.04.28. |
| 4. | 2025.07.25. | 2025.07.07. | 2025.06.30. |
| 5. | 2025.09.26. | 2025.09.08. | 2025.09.01. |
| 6. | 2025.11.28. | 2025.11.10. | 2025.11.03. |

TECHNICAL PARAMETERS

- Trim size: 195x250 mm
- Spread: 48+4 pages
- Material delivery: digital
- Print: inside + cover 4+4 color offset
- Paper: inside 45g newsprint, cover: 80g LWC

MATERIAL SUBMISSION

- 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 appearance.
- Regarding the FTP server, please contact your sales representative.
- 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 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.

INSTERS

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, Nádas u. 6., Harangozó Mónika, +36 30 395 7712