

SZÍNES KÉTHETES



SCHEDULE AND AD SIZES 2025



Bi-weekly premium program guide:

- **Unique on the market:** bi-weekly program and magazine!
- **Practical:** lasts for two weeks
- **Optimal price-value ratio**
- **Extra content**

| MARKET INFORMATION | |
|--------------------|---|
| Readership | 88.836 |
| Sold copies | 20.018 |
| Target group | 18-59 year-old people with family who live incities |
| Reader's profile | Exigent, quality-oriented readers |
| Market price | 649 HUF |

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

| FORMAT | SIZE | | | RATE CARD PRICE (HUF) |
|----------------|-------------|-----------|------------|-----------------------|
| | MIRROR (mm) | TRIM (mm) | BLEED (mm) | |
| B4 | 200x264 | 215x290 | 225x300 | 1 540 000 |
| B3 | 200x264 | 215x290 | 225x300 | 1 320 000 |
| B2 | 200x264 | 215x290 | 225x300 | 1 540 000 |
| 1/1 | 200x264 | 215x290 | 225x300 | 1 320 000 |
| 2/1 | 410x264 | 430x290 | 440x300 | 2 010 000 |
| 1/2 vertical | 98x264 | 103x290 | 115x300 | 660 000 |
| 1/2 horizontal | 200x132 | 210x136 | 220x146 | 660 000 |
| 1/3 horizontal | 200x88 | 210x93 | 220x103 | 450 000 |
| 1/3 vertical | | 71,5x290 | 76,5x300 | 450 000 |
| 1/4 vertical | 98x132 | | | 370 000 |

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

tv2-hét

Könyvháza

Ringier
Reach
your goals

| ISS. | ON SA. DA. | MA.RIAL .ADLI. | |
|--------|-------------|----------------|-------------|
| | | .ADY TO PRINT | PR MA.RIAL |
| 3-4. | 2025.01.09. | 2024.12.23. | 2024.12.16. |
| 5-6. | 2025.01.23. | 2025.01.08. | 2025.01.03. |
| 7-8. | 2025.02.06. | 2025.01.22. | 2025.01.17. |
| 9-10. | 2025.02.20. | 2025.02.05. | 2025.01.31. |
| 11-12. | 2025.03.06. | 2025.02.19. | 2025.02.14. |
| 13-14. | 2025.03.20. | 2025.03.05. | 2025.02.28. |
| 15-16. | 2025.04.03. | 2025.03.19. | 2025.03.14. |
| 17-18. | 2025.04.17. | 2025.04.02. | 2025.03.28. |
| 19-20. | 2025.04.30. | 2025.04.15. | 2025.04.11. |
| 21-22. | 2025.05.15. | 2025.04.30. | 2025.04.25. |
| 23-24. | 2025.05.29. | 2025.05.14. | 2025.05.09. |
| 25-26. | 2025.06.12. | 2025.05.27. | 2025.05.23. |
| 27-28. | 2025.06.26. | 2025.06.11. | 2025.06.06. |
| 29-30. | 2025.07.10. | 2025.06.25. | 2025.06.20. |
| 31-32. | 2025.07.24. | 2025.07.09. | 2025.07.04. |
| 33-34. | 2025.08.07. | 2025.07.23. | 2025.07.18. |
| 35-36. | 2025.08.21. | 2025.08.06. | 2025.08.01. |
| 37-38. | 2025.09.04. | 2025.08.19. | 2025.08.15. |
| 39-40. | 2025.09.18. | 2025.09.03. | 2025.08.29. |
| 41-42. | 2025.10.02. | 2025.09.17. | 2025.09.12. |
| 43-44. | 2025.10.16. | 2025.10.01. | 2025.09.26. |
| 45-46. | 2025.10.30. | 2025.10.13. | 2025.10.08. |
| 47-48. | 2025.11.13. | 2025.10.27. | 2025.10.22. |
| 49-50. | 2025.11.27. | 2025.11.12. | 2025.11.07. |
| 51-52. | 2025.12.11. | 2025.11.26. | 2025.11.21. |
| 1-2. | 2025.12.24. | 2025.12.08. | 2025.12.03. |

MŰSZAKI PARAMÉTEREK

- Trim size: 215x290 mm
- Spread: 64 + 4 pages
- Material Delivery: digital
- Paper: inside 45g Holmen XLNT, cover 80g corrected LWC

MATERIAL SUBMISSION

- e-mail: asb hirdetes@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.
- 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 asb hirdetes@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.

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: Oláh Nyomdaipari Kft., 1211 Budapest, Központi út 69-71., Lórándné Mária, termeles@olahnyomda.hu, (+36-20) 981 0906