

# TVR-HÉT

tvr-hét

SCHEDULE AND AD SIZES 2025



## Weekly premium programme guide:

- Entertaining and service providing: detailed program description and magazine at the same time
- Customers' motivation: tradition / habit, magazine character

MARKET INFORMATION	
Readership	183.893
Sold copies	33.850
Target group	City-dwellers with family
Reader's profile	18-59 year-old quality-oriented consumers, who are ready to spend money on things important to them
Market price	549 HUF

Source: NOK 2024/1-4 Kantar Hoffmann - M-Meter

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	200x260	215x290	225x300	3 090 000
B3	200x260	215x290	225x300	2 840 000
B2	200x260	215x290	225x300	2 970 000
1/1	200x260	215x290	225x300	2 840 000
2/1	410x260	430x290	440x300	4 260 000
2 x 1/2	410x132	430x141	440x146	2 610 000
Junior page (On magazine pages only!)	95x175			2 400 000
1/2 vertical	100x260	110x290	115x300	1 640 000
1/2 horizontal	200x132	210x142	220x146	1 640 000
1/3 horizontal	200x85,5	210x95,5	220x100,5	1 200 000
1/4 vertical	98x132			980 000
1/4 horizontal	200x62			980 000

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

EGÉSZSÉGGALAUZ

Nők

Auto Bild

tvr-hét

Könyvek KÖNYVHÁJA

Ringier

Reach your goals

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
3.	2025.01.03.	2024.12.16.	2024.12.09.
4.	2025.01.10.	2024.12.30.	2024.12.23.
5.	2025.01.17.	2025.01.06.	2024.12.30.
6.	2025.01.24.	2025.01.13.	2025.01.06.
7.	2025.01.31.	2025.01.20.	2025.01.13.
8.	2025.02.07.	2025.01.27.	2025.01.20.
9.	2025.02.14.	2025.02.03.	2025.01.27.
10.	2025.02.21.	2025.02.10.	2025.02.03.
11.	2025.02.28.	2025.02.17.	2025.02.10.
12.	2025.03.07.	2025.02.24.	2025.02.17.
13.	2025.03.14.	2025.03.03.	2025.02.24.
14.	2025.03.21.	2025.03.10.	2025.03.03.
15.	2025.03.28.	2025.03.17.	2025.03.10.
16.	2025.04.04.	2025.03.24.	2025.03.17.
17.	2025.04.11.	2025.03.31.	2025.03.24.
18.	2025.04.17.	2025.04.04.	2025.03.28.
19.	2025.04.25.	2025.04.10.	2025.04.03.
20.	2025.05.02.	2025.04.17.	2025.04.10.
21.	2025.05.09.	2025.04.28.	2025.04.21.
22.	2025.05.16.	2025.05.05.	2025.04.28.
23.	2025.05.23.	2025.05.12.	2025.05.05.
24.	2025.05.30.	2025.05.19.	2025.05.12.
25.	2025.06.06.	2025.05.26.	2025.05.19.
26.	2025.06.13.	2025.05.30.	2025.05.23.
27.	2025.06.20.	2025.06.06.	2025.05.30.
28.	2025.06.27.	2025.06.16.	2025.06.09.
29.	2025.07.04.	2025.06.23.	2025.06.16.
30.	2025.07.11.	2025.06.30.	2025.06.23.
31.	2025.07.18.	2025.07.07.	2025.06.30.
32.	2025.07.25.	2025.07.14.	2025.07.07.
33.	2025.08.01.	2025.07.21.	2025.07.14.
34.	2025.08.08.	2025.07.28.	2025.07.21.
35.	2025.08.15.	2025.08.04.	2025.07.28.
36.	2025.08.22.	2025.08.08.	2025.08.01.
37.	2025.08.29.	2025.08.18.	2025.08.11.
38.	2025.09.05.	2025.08.25.	2025.08.18.
39.	2025.09.12.	2025.09.01.	2025.08.25.
40.	2025.09.19.	2025.09.08.	2025.09.01.
41.	2025.09.26.	2025.09.15.	2025.09.08.
42.	2025.10.03.	2025.09.22.	2025.09.15.
43.	2025.10.10.	2025.09.29.	2025.09.22.
44.	2025.10.17.	2025.10.06.	2025.09.29.
45.	2025.10.24.	2025.10.10.	2025.10.03.
46.	2025.10.31.	2025.10.20.	2025.10.13.
47.	2025.11.07.	2025.10.27.	2025.10.20.
48.	2025.11.14.	2025.11.03.	2025.10.27.
49.	2025.11.21.	2025.11.10.	2025.11.03.
50.	2025.11.28.	2025.11.17.	2025.11.10.
51.	2025.12.05.	2025.11.24.	2025.11.17.
52.	2025.12.12.	2025.12.01.	2025.11.24.
1.	2025.12.19.	2025.12.08.	2025.12.01.
2.	2025.12.27.	2025.12.11.	2025.12.04.

#### TECHNICAL PARAMETERS

- Trim size: 215x290 mm
- Spread: 48, 56, 64 pages
- Material Delivery: digital
- Paper: 52g SC

#### 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.
- 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 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.**

#### 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.**