

# BLIKK NŐK OTTHON ÉS KERT



## SCHEDULE AND AD SIZES 2025

THE TITLE IS PUBLISHED UNDER THE CARE OF BLIKK KFT.



### Home and interior magazine – with two monthly periodicity:

- The magazine provides practical advice regarding home-decoration for readers who are looking for new and accessible possibilities ranging from simple and easily realizable ideas to renovation
- Besides tips, ideas and large photo materials, it also offers interesting reading-matters in connection with the topics are presented in the magazine
- The magazine's service providing character is supported by the strong photo material and the large quantity of information and tips

### MARKET INFORMATION

Sold copies	3.617
Target group	BC status, 25-59 year-old city-dweller women with medium or higher qualification, who are open to novelties and like to try new ideas and tips
Reader's profile	Women interested in interior decoration who are open to novelties and to easily realizable, practical but high-scale ideas
Market price	895 HUF

Source: Ringier own data

FORMAT	SIZE			RATE CARD PRICE (HUF)
	MIRROR (mm)	TRIM (mm)	BLEED (mm)	
B4	185x247	205x275	215x285	1 120 000
B3	185x247	205x275	215x285	1 000 000
B2	185x247	205x275	215x285	1 040 000
1/1	185x247	205x275	215x285	920 000
2/1	388x247	410x275	420x285	1 530 000
1/2 horizontal	90x247	101x275	111x285	480 000
1/2 vertical	185x121	205x135	215x145	480 000
1/3 horizontal	59x247	70x275	80x285	380 000
1/3 vertical	185x80	205x93	215x103	380 000
1/4 horizontal	90x121	101x135	111x145	320 000
1/4 vertical	185x57	205x70	215x80	320 000
1/8 vertical	90x57			170 000

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**

*Kisregyed*

**sportal**

**TX**

**Egészségkalauz**

*Nők*

**Auto**

**tv-r-hét**

**Könyvháza**

**Reach** your goals

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
2.	2025.01.22.	2025.01.07.	2024.12.31.
3.	2025.03.26.	2025.03.11.	2025.03.04.
4.	2025.05.28.	2025.05.13.	2025.05.06.

#### TECHNICAL PARAMETERS

- Trim size: 205x275 mm
- Spread: 48+4 pages
- Material Delivery: digital
- Paper: inside 48g SC-A, 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**