

# GLAMOUR

THE LEADING INTERNATIONAL FASHION MAGAZINE!  
SCHEDULE AND AD SIZES 2025

# GLAMOUR



**GLAMOUR is a monthly published fashion magazine with one of the world's largest circulation**

Fashion guide, handbook, consumer catalogue with an individual advising attitude

MARKET INFORMATION	
Readership	129.346
Actively sold copies	49.046
Target group	18-39 year-old city-women with ABC1 status, for whom fashion is important and who follow current trends
Reader's profile	Fashion-oriented women who try to make a neat and pretty appearance according to their abilities. They are ready to spend on clothes and beauty products
Market price	1490 Ft*

Source: NOK 2024/1-4 Kantar Hoffmann - M-Meter, Matesz quick report Q4

\*Consumer prices may change for selected issues

FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	167x223	177x233	3 870 000
B3	167x223	177x233	2 540 000
B2	167x223	177x233	2 900 000
1/1	167x223	177x233	2 240 000
2/1	334x223	344x233	3 990 000
1/2 vertical	82x223	92x233	1 320 000
1/2 horizontal	167x110	177x120	1 320 000
1/3 vertical	58x223	68x233	1 010 000
1/3 horizontal	167x71	177x81	1 010 000

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.

In GLAMOUR issues spring and autumn only 1/1 and 1/2 page advertisements can be ordered. Every different case falls under the consideration of the advertising director. On the basis of the higher circulation 25% extra charge is automatically used on advertisement rate card prices in GLAMOUR issues spring and autumn.

**We** inform.  
entertain.  
connect.

**Blikk**

**GLAMOUR**

**Kisbék**

**sport**

**TX**

**EGÉSZSÉGKALAUZ**

**Nők**

**Auto**

**tv-r-hét**

**Könyvtár**

**Reach**  
your goals

# GLAMOUR SUPPLEMENTS



FORMAT	RATE CARD PRICE (HUF)	
	TRIM (mm)	BLEED (mm)
B4	210x297	220x307
B3	210x297	220x307
B2	210x297	220x307
1/1	210x297	220x307
2/1	420x297	430x307
1/2 vertical	103x297	113x307
1/2 horizontal	210x147,5	220x157,5

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**GLAMOUR**

**Kisbányász**

**sport**

**TX**

**Egészségkalauz**

**Nők**

**Auto**

**tvhét**

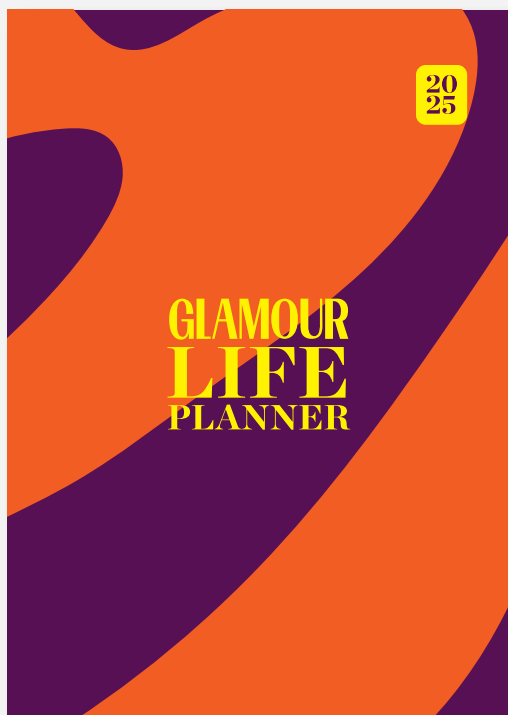
**Könyvháza**

**Reach** your goals

# SMALL SIZE SUPPLEMENTS



FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	110x145	120x155	480 000
B3	110x145	120x155	450 000
B2	110x145	120x155	450 000
1/1	110x145	120x155	430 000



FORMAT			RATE CARD PRICE (HUF)
	TRIM (mm)	BLEED (mm)	
B4	105x148	115x158	A hirdetési árakkal kapcsolatban kérjük, keresse kapcsolat-tartóját!
B3	105x148	115x158	
B2	105x148	115x158	
1/1	105x148	115x158	

ISSUE	ON SALE DATE	MATERIAL DEADLINE	
		READY TO PRINT	PR MATERIAL
1-2.	2024.12.10.	2024.11.13.	2024.11.06.
3-4.	2025.03.13.	2025.02.13.	2025.02.06.
5-6. DOs&DON'Ts + MAMI	2025.04.15.	2025.03.18.	2025.03.11.
7-8.	2025.06.12.	2025.05.12.	2025.05.05.
9-10.	2025.09.11.	2025.08.14.	2025.08.07.
11. Beauty + MAMI	2025.10.14.	2025.09.16.	2025.09.09.
12. Christmas	2025.11.13.	2025.10.16.	2025.10.09.
2026/1-2.	2025.12.16.	2025.11.18.	2025.11.11.

#### GLAMOUR TECHNICAL PARAMETERS

- Trim size: 167x223 mm
- Spread: from 120+4 pages
- Material Delivery: digital
- Paper: inside 57g UPM Ultra Matt 1.2 vol., cover 170g enamelled paper

#### MATERIAL SUBMISSION

- e-mail: [asbhirdetes@ringier.hu](mailto: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](mailto:asbhirdetes@ringier.hu).

#### TECHNICAL INFORMATION

The finished materials can be accepted by us in **composite pdf format, CMYK color separation and 300 dpi** resolution.

**In planning, the following points must be taken into account by all means:**

Total paint load: max. 300% (the total area coverage should not exceed the limit value of 300%).

Be sure to use the correct colour space (ICC). Inner sheet colour profile: PSO\_MFC\_Paper\_eci.icc

Convert the text in the file to a curve (outline, curve); make sure that the overprint, knock-out settings are correct.

For ads made in InDesign, please make sure that the text layer is on top. For Photoshop (pdf) formats always flattened, CMYK, material with a resolution of at least 300 dpi can be accepted by us.

We cannot accept material made in CorelDraw.

When planning, please take into account the technological limitations of the used printing process (different paper qualities, fold, cut and color matching fluctuations, thin graphic elements rotated to negative, font size).

Black texts and logos should be on a black plate (C:0% M:0% Y:0% K:100%) and please avoid the use of direct colours in any case.

#### Additional requirement for full-bleed ads:

For full-bleed materials we ask for 5 mm space around.

Don't design useful information 5 mm inwards from the cut. The cutting and registration marks and the colour scales should be at least 5 mm from the cutting line, but they should definitely be located outside the advertisement.

#### For advertisements to be prepared:

Please send the images and logos for the ad to be published in 300 dpi resolution, and the text saved as a Word document, by the page setting deadline specified in the magazine's schedule.

**If the submitted material does not meet the (technical) material submission parameters of the GLAMOUR magazine, we cannot guarantee the correct appearance of the ad, therefore we cannot accept complaints.**

#### 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: EDS Zrínyi Zrt. 2600 Vác, Nádas utca 8. Krusslák Andrea, [krusslak.andrea@eds-zrinyi.hu](mailto:krusslak.andrea@eds-zrinyi.hu), +36 70 797 3609