

# VASÁRNAPI Blikk



WEEKLY MAGAZINE

THE TITLE IS PUBLISHED BY UNDER THE CARE OF Blikk KFT.



A weekly edition of the daily paper Blikk with a more magazine-like form and content.

**Publishing date: Saturday.**

**Vasárnapi Blikk unifies the advantages of daily and weekly papers.**

It reflects on the public life, cultural and sports events of the week-end and on the news of the world of celebrities, entertaining with magazine-like topics at the same time.

## MARKET INFORMATION

Readership	121.372
Actively sold copies	20.300
Target group	18 + year-old
Readers' profile	18-59 years-old with family who live in cities
Market price	370 HUF

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

FORMAT	SIZE			4C (HUF)
	WIDTH (COLUMN)	WIDTH (MM)	HEIGHT (MM)	
1/1 page	4	206	272	1 300 000
Junior page	3	153,5	210	1 200 000
1/2 page horizontal	4	206	136	780 000
1/2 page vertical 2 column	2	101	272	920 000
1/3 page horizontal	4	206	91	610 000
1/4 page vertical 2 column	2	101	136	460 000
2/100	2	100	100	250 000
1/100	1	48,5	100	150 000
1/8 horizontal	2	101	70	280 000

Extra charges: Special cover, back cover and exclusive placement: 150%; 3. page surcharge: 100%; 5. page surcharge: 50%; Text page: 50%; Island (max. 1/4 page) 200%; Exact/special placement extra 200%; Extra charge for 3rd party product (maximum for 3 extra products): 30%  
In case of special placement and creative solution please contact your sales manager.  
All prices are in HUF and without VAT.

We inform.  
entertain.  
connect.

Blikk

EGÉSZSÉGKALAUZ

GLAMOUR

Nők

Kisregyed

Auto Bild

sportal

tv-r-hét

TX

Könyvháza

Ringier

Reach your goals

## TECHNICAL PARAMETERS

- Mirror size: 206x272 mm
- Spread: 32 pages
- Material submission: digitally
- Press: 4+4 colours rotational offset
- Paper: 45g newsprint
- Binding: folded
- Weight: 56g

## MATERIAL SUBMISSION

- Reservation/order: At least 5 workdays before the publishing
- Material submission: At least 2 workdays before the publishing (For advertisements to be prepared at least 5 workdays before publishing)
- 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 publishing.
- 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 publishing 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.**

- Print: roll offset, cold-set print
- Paper: standard newsprint 45g/m<sup>2</sup>
- Colour profile: ISO Newspaper 26v4.icc
- Total Area Coverage: max. 240%
- Lattice density: 40 line/cm, (100 lpi)
- Point increase: 26% (at 50 % fill)
- Line width: in case of negative line: min. 0,3 mm in case of a positive line: min. 0,2 mm
- Deep black: 100% black+40% cyan
- Paint: Euroscala, CMYK

## INSERT

Address: Mediaworks Hungary Zrt., 1225 Budapest, Campona u. 1. DC. 10.ép, Tillhof Zoltán, 70-375-2281; Selley Zoltán, 30-530-6907; [termelesiranyitas@mediaworks.hu](mailto:termelesiranyitas@mediaworks.hu)