

# magyar grafika

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## Media offer, 2012

**Magyar Grafika**, is a technical-scientific magazine, published since 57 years, by the *Technical Association of the Paper- and Printing Industry* (Papír- és Nyomdaipari Műszaki Egyesület, PNYME), in Budapest, Hungary, for the printing and connecting professional fields.

Sixty-eight per cent of our readership has a higher graduation, and are working in responsible position in the printing industry. Until now, number of visitors of our website is over 200 000 in 2011.

Our online *Newsletter* is published 12–20 times a year for more than 2000 representatives of our profession.

Our thematic magazine always collects its articles around central themes and beside these, gives most interesting, updated, actual news of our professional life in printed and online form as well.

Most of our magazine editions are used in the professional teaching and training as auxiliary materials.

## Our editorial program for 2012

Issue	Deadline	Date of publication	Thematics
2012/1	2 <sup>nd</sup> February	23 <sup>rd</sup> February	Flexography
2012/2	4 <sup>th</sup> April	25 <sup>th</sup> April	Color
2012/3	1 <sup>st</sup> June	21 <sup>st</sup> June	Inkjet
2012/4	23 <sup>rd</sup> August	13 <sup>th</sup> September	Press
2012/5	4 <sup>th</sup> October	25 <sup>th</sup> October	Postpress
2012/6	21 <sup>st</sup> November	13 <sup>th</sup> December	Prepress

## High priority subjects in the next year to our industry

Flexo, postpress, value-added printing, prepress, color-management, printing processes, primary materials, ingredients, packaging, history of printing profession, success stories, teaching and training, portraits of printers.

## **Basic information**

**Publication of the magazine:** Six times annually + extras, for the private and legal members of the Association, for subscribers of the magazine as well as for home, and foreign partner-organizations on a reciprocal basis as well as research and developing institutes, libraries, and museums.

**Circulation:** 2000

### **Advertisement tariffs:**

- 1/1 page 4C: 240 000 HUF + VAT
- On inside cover: 350 000 HUF + VAT
- On back cover: 400 000 HUF + VAT
- ½ page 4C: 150 000 HUF + VAT
- 1/3 page 4C: 120 000 HUF + VAT
- ¼ page 4C: 100 000 HUF
- PR article (by page): 210 000 HUF + VAT
- Insert: 120 000 HUF + VAT (Till 20 grams! Payment over that: according to special judgment)
- Standard banner appearing on our [www.mgonline.hu](http://www.mgonline.hu) website for 30 days: 40 000 HUF + VAT.

**Price and bonus for annual advertisement depend on special agreements.**

**Bonus for brokers in case of at least 6 pages of advertisements: 15%.**

### **Technical data:**

- Makeup area: 142×202 mm
- Trimmed size: 165×235 mm
- Screen ruling: 90
- Data medium: e-mail, FTP, DVD, CD
- File format: PDF, TIFF, JPEG, AI

**Spreading of magazine:** By post, via secretariat of the Association.