

magyar grafika

Media Offer and Publishing Schedule for Magyar Grafika in 2010.

Magyar Grafika, (in English: *Hungarian Graphic Arts*), published by the *Technical Association of Hungarian Paper and Printing Industry*, is a technical and scientific periodical magazine, but it is created also for the supplementary professional fields. Nowadays it has reached its 55th publication anniversary.

The eighty two percent of its readership are of a higher graduate, and are responsible representatives of our industry.

Our website is well attended (with over 80000 visitors annually). Fifty seven percent of our *Online Newsletters* are opened on day of the publication.

Each of our Magazine issues has its own unique topic. Their articles are comprehensively covering its feature. Beside these central subjects, in our parallel printed and on-line publications, we also give detailed information about the most interesting and up-to-date news of professional life, focusing mainly on the technical contents.

Most of our Magazine's issues are used also for professional educational and training purposes.

In 2004 Magyar Grafika has won a reward with one of its special issue, a *First Prize*, within the *First Hungarian Contest of Periodical Magazines Category*, for its high-level editorial activity.

The 2010 publication plan

<i>Number of issues</i>	<i>Special features</i>	<i>Date of deadline</i>	<i>Publication date</i>
2010/1	Flexography	26 th January	16 th February
2010/2	IPEX	31 st March.	21 st April
2010/3		2 nd June.	23 rd June
2010/ Paper industry/1.		2 nd June.	23 rd June
2010/4		17 th August.	9 th September
2010/5		28 th September.	20 th October
2010/6		11 th November	9 th December
2010/ Paper industry/2.		11 th November.	9 th December

Financial basic information.

Publication period (Number of annual editions): 6 + 2 extra issues.

Circulation (Total run): 2500 copies.

Published for: the legal and individual subscriber members of the Association, R&D institutions, home and foreign partner organizations of the Association, for libraries, and for museums on basis of reciprocity.

Advertisement tariffs:

1/1 page 4C, on internal page:	1300 €
On inside cover:	1600 €
On back cover:	2000 €
½ page 4C:	800 €
1/3 page:	600 €
¼ page:	500 €
PR article (per pages):	600 €
Insertion :	700 €
On-line standard banner for 30days :	100 €

Important notices:

- For avoiding Vat payment you need to give us your EU bank account number!
- In case of annual contract we make agreements with allowances!
- Provision for agents is 15%.

Important technical data:

- Date for sending originals of Ads: 4 weeks before date of publication.
- Date for sending Ads: 3 weeks before date of publication.
- Type area: 142x202 mm.
- Trimmed size: 165x202 mm.
- Screen rule: 80
- Media transmission: e-mail, FTP, CD
- File type: PDF, TIFF, JPEG, AI