

Abstracts of Articles

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The first handwritten newspaper – under the name of *News Letters* – came into being in England in the 13th Century. The oldest printed Newsletter – which gave information about a Turkish invasion against the town of *Caffa* – was printed in Trieste (in 1475).

The History of the Hungarian Journalism and the Newspaper-printing, started with printing of leaflets, and proclamations (in Latin and Hungarian languages). It was joining with the fight for freedom of *Ferenc Rákóczi the 2nd*.

The first Hungarian newspaper called *Mercuricus Hungaricus*, was printed by the *Brewer Printing House* (of Lőcse), in June 5th, 1705.

Since the last 300 years, there had not been so many changes in the Printing Industry and in the field of communication than during the last 50 years. The newspaper (daily and/or periodical) requires an attitude to the task, an excellent teamwork, a special professional atmosphere, and orderliness of journalists, printers, and editors.

In present issue of our Paper you'll find actual news about our profession, and about trends of the newspaper printing. There are interesting interviews in it made with excellent representatives of home newsprint industry. We are grateful to all those who told us their opinion, and valuable thoughts.

Some years ago the cost free (gratis) newspapers seemed to be very funny and eccentric. Nowadays they are successful: in 39 countries there are 169 different cost free papers published, which means 28 million examples altogether.

We can experience a new trend: a change toward the compact newspaper formats. According to the estimations of *International Newspaper Marketing Association (INMA)* – since the format change of *The Independent* – more than half a hundred newspapers of good quality, did or will change their paper formats.

At the same time, the gradual diminishing of the runs, and number of advertisement pages, is very threatening. The possibilities have not changed. In the contrary: nowadays there are more newspapers and magazines, than earlier and now there are more and more advertisements of *CrossMedia type!* Most of the newspapers produced want to meet the new demands, taking in account of changed circumstances and special new wishes of the readers. Less pages, smaller sizes, shorter stories, more pictures and graphics that is what we can experience now. That means higher and higher demands for the printing offices.

Newspaper publishers have made a big mistake (so did the printing industry itself!): they did not hold

dtp in their own hands, but have let it go outside of the industry! Now 71% of the online newspapers are managed by not publisher companies! A question remains only: who are dealing for them with the prepress works? Studios or computer technique companies?

Apart from all this, the printing industry is leading in application of CtP, and in the usage of the most modern techniques and equipments.

In my own name, and also in the name of members of our team taking part in the preparation and production our paper, I wish all our Readers a *Merry Christmas* and a *Very Happy New Year for 2007*.

Viktória Faludi, editor Magyar Grafika.

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Newspapers in the *Digital Age*. Where is Newspaper Heading? Evolution of Newspapers, and shaping the Future. Designing a new model of the First Generation of *New Media* on the *World Wide Web* (www); Which one: Printed or Online Newspaper? Effects of the *Media Convergence*.

Digital? Yes, but when? Advantages, Disadvantages and Risks; How do print production factors effect the quality of newspapers? Can Data Security be comprehensive and completely perfect at all? The actual choice of webfed printing-, newspaper processing- and mailroom systems;

Newspapers Must Redefine Their Mission and Journalism must return to its Roots; Digital Technology Presents New Challenges for Advertising/Cross Media Advertising; The Future of Newspaper Advertising and Publishing; Five Year Strategic Forecast for the European Market; Print Products with Integrated Electronics; Vision of an Industrial Newspaper Production; Networked/Offshore Newspaper Printing; Newspaper Mailroom Systems and Workflow in the Newspaper Mailroom – coordinated and tightly controlled; The Workflow Paradigm: New Tools for New Times; The Media is in danger!

These were the basic themes of *IfraExpo 2006* international fair and exhibition, dealing with the subject of „*Trends and Future of Media Convergence*” and so is it in our interesting article.

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By using the database of our editorial office, we sent some questions to the representatives of Hungarian webfed printing market. Therefore, the general picture given by us now about it, cannot be a comprehensive one. (Earlier we had same doubts, when we made our first *Flexo Panorama*). In this edition some printing houses are introducing their activities, namely:

Oláh Nyomdaipari Kft; Pannon Lapok Társasága Nyomdai Központ; Ringier Nyomda; START Nyírségi Nyomda; Szikra Lapnyomda Zrt.; Veszprémi Nyomda Zrt. and Association of Hungarian Newspaper Publishers.

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During *IbraExpo 2006* in Amsterdam, more than 10 000 newspaper printing, processing and spreading companies' managers from nearly 80 countries had experienced how different medias could be optimally harmonized. For 336 exhibitors coming from 25 countries this subject was very interesting.

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In Hungary, the newspaper industry is on same track as in other Central and East European countries. Circulation of political papers is stagnant or somewhat declining, while the regional and tabloid papers are still holding their positions steady in 2005. Free papers also emerged and reached circulation of 340 000 copies.

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On wet webfed offset printing machines the main tasks are nowadays: setting ink fountains' zone screws; the quality of wetting; the balance between ink and water consumption and keeping ink quality on a same level in the course of printing. Mistakes in settings of these, made by the printer staff, are raising the amounts of waste of materials, energy and time. CORTINA printing machine of KBA can make these tasks automatically.

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Schwegmann is present in the Hungarian market since decades, and – via *Grafika Zrt* – it offers excellent choices for the printing houses for working with a reduced amount of alcohol or avoiding the usage of alcohol totally.

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On the symposia of our Association – beside the new information of the suppliers – there were several interesting presentations too. For example: about digitization, and on cooperation between the printing houses. A printing house having a mixed profile is unable to use economically the equipments of bookbinding. The solution in this case is – for example – the company *Stanctechnik*, which offers free production capacities of this kind for other companies.

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On *Digital Day of Canon Hungária*, in the three sections of the program, more, than 1000 visitors could see in function of the whole scale of the products, services and solutions offered by CBS (Canon Business Solutions). The visitors could enjoy beautiful music together with an excellent catering.

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Canon Europe has announced its cooperation with Heidelberg. The aim is to make possible for Canon's *PRESS C7000VP* digital printing office and for Heidelberg's *Prinect Digital print manager's* an ability of working together in the European markets. For that purpose, they are now preparing a hybrid offset/digital workflow for the printers.

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The writer of the article wrote: „As an active trainer, I have realized, that A0 paper format, which – theoretically – has a 1.2 square meter of surface, in practice not at all. In my article I'll give an acceptable explanation and a solution of this problem.”

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Having made a „protected” national inventory, we could start planning of a *Museum of Printing*. When? If the „fiscal point of view” will be over. It must surely come to its end, because – for example – in such a dark age, the *Bible of Vizsoly*, will be nothing else, than a pure and worthless trade article. Until that, let us make clear what we have for this purpose, to help by this, the next generation's work. We owe with this for ourselves as well as for them.

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The *Library Corvina of King Mathias* at that time had been the most famous one of the world. Information of witnesses about its content is very different. It can be supposed, that in it there were more than 3000 volumes of books, manus scripts, and codexes. In 1490, with the death of the King, its development had suddenly stopped.

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On 16th November this year, readers and creators of *Magyar Grafika*, and the paper named *Papíripar* (ie. Paper Industry) celebrated together the Jubilee of our 50 years existence. There were nearly 200 visitors there in the Buda Conference Center of MTE SZ. History of *Magyar Grafika* is connecting to the life of the Association. On its programs there are always many visitors, but not as many as could be. *Magyar Grafika* is spreading the technical information and professional novelties to a broad public. Not only theoretical, but also practical ones. The format of this paper is unique, from the point of view of bookbinding, so it also can be used as a reference sample.

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Since the end of *Hess Printing House* in Buda, it passed almost three Centuries, when in Buda and Pest, a new printing office started its work again. In 1756 (250 years ago) had come into being the first typography, named *Eitzenberger Printing Office*.