



magyar grafika



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Magyar Grafika is a technical-scientific magazine, now in its 61st year, for the printing industry and related fields of expertise, published by the (Hungarian) Technical Association of the Papermaking and Printing Industries,. 71% of the readers of our magazine has had a college or higher education and they are working in responsible positions within the printing industry. Our internet site has been visited until November 2016

on the average by 26323 persons per month. Annually 255826 visitors gave us the honour of 4651456 visits on our homepage. Our online newsletter reaches 12 times yearly more than 2000 representatives of the industry on each occasion and the opening statistics is above 30% within the first 24 hours.

Our magazine is theme-centered. The articles are always organized around a central theme. At the same time we also bring the most interesting actual news of the sector, approaching them from the the technical content and presenting them up-to-date by combining our online and print editions. Several issues of our magazine are being used in vocational schools as teaching aids. Our magazine had won 1st place in 2008 in the Hungarian Magazine Competition and in 2014 had won a special award in the Media design competition. In 2016 with our itinerant Jubilee Exhibition we have reached over 2000 interested visitors in 8 towns of Hungary..

Our issues in 2017

61st year	Deadline	Publication	Theme
2017/1	February 28	March 22	PPD Expo
2017/2	April 5	April 27	Flexo
2017/3	May 31	June 12	Hybrid communication
2017/4	August 23	September 13	Colour
2017/5	October 19	November 9	UV in printing
2017/6	November 22	December 13	Digital technologies

Core themes treated by our magazine in the next year too:

flexo, postpress, value added printing, colour management, printing processes, base materials, consumables, packaging, graphics, typography, history of the industry, success stories, vocational education, character portraits.

Editorial office: H-1135 Budapest, Tahi utca 53–59.

Publication: 6 times per year + Special issues

Circulation: 1800 copies

Received by: legal and individual members of the Association, subscribers of the magazine, beyond that, on a mutuality base, foreign and domestic partner organizations of the Association, research and development institutes, the mainstays of professional education, libraries and museums.

Advertising rates:

- 1/1 inside page 4C: 240000 HUF+VAT
- inside cover: 350 000 HUF + VAT
- back cover: 400 000 HUF + VAT
- 1/2 page 4C 150 000 HUF + VAT
- 1/3 page 4C 120 000 HUF + VAT
- ¼ page 4C 100 000 HUF + VAT
- PR article (per page) 210 000 HUF + VAT
- Insertion 120 000 **HUF**+VAT up to 20 g, above that individually determined.

Online

On our site www.mgonline.hu

Novelty!

Animated ad banner,

generated by our system automatically from 4-5 jpg files made to measure.

728 px x 90 px 25 000 Ft/ 30 days

300 px x 250 px 15 000 Ft/ 30 days

336 px x 280 px 18 000 Ft/ 30 days

Online komplex package

www.mgonline news section + FB posting + MGonline newsletter sendout

30 000 Ft/ occasion

In case of whole year adverts we make an agreement with individual discounts.

Technical data

Page area: 142 x 202 mm

Trimmed size: 165 x 235 mm + 5-5mm in case of bleed

Screen density: 90

Data media: E-mail, FTP, DVD, CD,

Files: PDF, TIFF, JPEG, AI

Distribution: Via the secretariate of the Association and by mail