



magyar grafika



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Magyar Grafika is a technical-scientific magazine published by the Hungarian Technical Association of the Papermaking and Printing Industries, now in its 63rd year. Of the readers of our magazine 71% have had a higher education and are in responsible positions within the printing industry. The annual frequentation of our website (from November 2017 until november 2018) has been 3081317 which means 4491 visits per day. With our online newsletter we reach 12 times a year per occasion more than 2000 representatives of the profession and the opening statistics is above 30% within 24 hours. Our magazine is theme-centered. The articles are always arranged around a central theme. At the same time we also bring the most interesting, actual news of the life of the profession. These we present primarily with a bias towards their technical content and with an up-to-dateness by fusing our online and print editions. Several of our issues are used in technical schools as instruction material. Our magazine was awarded in 2004 a prize for editorial standards, in 2008 in the competition of Hungarian magazines a first place, in 2014 in the Media design competition a special prize. In 2016 with our Jubilee itinerant show we reached more than 2000 new contacts in 8 towns and cities of Hungary and our end-of-year event was held with the participation of one and a half hundred students. In 2017 the catalogue of the Budapest PPDexpo was published in our magazine. At the same time we strongly emphasize the care of memorials of printing and our content is recurringly enriched by articles on the history of the profession.

Our issues in 2019:

63rd year	Deadline	Publication	Theme
2019/1	January 23	February 21	Flexo
2019/2	March 11	April 8	PPDexpo
2019/3	May 20	June 20	Digital
2019/4	August 15	September 12	Postpress and Surface Enhancing
2019/5	October 25	November 7	Packaging and Security
2019/6	November 22	December 12	Colour and Prepress

Core themes our magazine is going to handle this year too:

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

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

Publication: 6 times per year + special issues

Circulation: 1750 to 2500 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.

Advertisement rates:

- 1/1 inside page 4C: 1000 Euro +VAT
- inside cover: 1200 Euro+VAT
- back cover: 1500 Euro+VAT
- 1/2 page 4C: 600 Euro+VAT
- 1/3 page 4C: 500 Euro+VAT
- ¼ page 4C: 300 Euro+VAT
- PR article (per page): 1 000 Euros+VAT
- Insert: 500 Euro+VAT up to 20 g, above that individually determined.

Special edition insert

100* 12+4 pages/

In case of a whole year advertising contract for an amount of above 5 000 Euro and for executing printers: 300 Euros+VAT per issue

In case of a whole year advertising contract for an amount of above 3000 Euro: 500 Euro+VAT per issue

In case of a whole year advertising contract for an amount of above 1000 HUF: 1000 Euro+VAT per issue

In other cases the price is individually determined.

Online

Our site: www.mgonline.hu

Animated advert banner,
prepared automatically by our system from 4-5 sized jpf files
728 px x 90 px 100 Euro / 30 days
300 px x 250 px 60 Euro/ 30 days
336 px x 280 px 70 HUF/ 30 days

Online complex package
www.mgonline news section+ FB posting+ MGonline newsletter sendout
34 900 HUF/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