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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 62nd year. Of the readers of our magazine 71% have had a higher education and are in responsible positions within the printing industry. The frequentation of our website: until November 2017 our website has had 26323 visitors in the monthly average and our website has the distinction of being visited annually by 255826 visitors on 4651456 occasions Our occasionally appearing online newsletter reaches 12 times a year 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 in the first place 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 2018

Theme	Publication	Deadline	62nd year
Flexo	February 14	January 23	2018/1
Packaging materials	April 17	March 26	2018/2
Large format	June 21	May 31	2018/3
Suppliers almanac	September 13	August 23	2018/4
Postpress and surface	November 15	October 25	2018/5
Process organizing	December 13	November 22	2018/6

### **:Core themes our magazine is going to treat this year too**

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

**Tariffs of advertisements:**

On 1/1 inside page 4C: 1000 Euro + VAT

On inside cover: 13000 Euro + VAT

On back cover: 1500 Euro + VAT

On ½ page 4C: 700 Euro + VAT

On 1/3 page 4C: 500 Euro + VAT

On ¼ page 4C: 350 Euro + VAT

PR article (by page): 800 Euro + VAT

Insert: 500Euro + Vat (Up to 20 grams! Payment over that is according to special judgment)

Online

Our site: **[www.mgonline.hu](http://www.mgonline.hu)**

Animated advert banner,

prepared automatically by our system from 4-5 sized jpf files

728px x 90 px 100 Euro/ 30 days

300px x 250 px 50 Euro/ 30 days

336px x 280 px 60 Euro/ 30 days

Online complex package

[www.mgonline](http://www.mgonline) news section+ FB posting+ MGonline newsletter sendout

100 Euro/ 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