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Magyar Grafika published by the Paper and Printing Technical Association for the printing industry and a technical-scientific journal for related fields, which is now publishing its 67th edition.

72% of our newspaper's readers have a higher education, and they hold responsible positions in the printing industry representative. The annual number of visitors to our website (from January 2022 to December 2022) is 31,382 views, 1,324 professionals regularly visit Magyar Grafika's website every year, while the number of casual visitors is 9,328.

With our on-line newsletter, we address more than 4,200 representatives of the profession 12 times a year, the opening statistics of which are over 28% within 24 hours.

Our magazine is thematic, our articles are always based around a central theme, but at the same time we publish the professional ones

life's most interesting and current news, which we approach primarily from the technical content, and present them up-to-date by combining our online and printed editions. Several of our issues are included in vocational schools as educational aids. In 2004, he won an editor's level award, in 2008 he won first place at the Hungarian Magazine Competition, and in 2014 he won a special prize at the Media Design Competition. In the year 2016, we reached more than 2,000 new interested parties in 8 cities of Hungary with our Jubilee traveling exhibition, and we held the Grafikarácsony and Grafikaland events organized for professional recruitment with the participation of over a hundred students from all parts of the country.

The content of our paper and the professional programs of PNYME are in synergy, the most interesting lectures of the events are also available in an edited form in the columns of our paper.

## 2023-as megjelenéseink:

67. Year of publication	<b>Dedline</b>	<b>Release Date</b>	Publication Topic
1/2023	<b>8 th. Február</b>	<b>március 1.</b>	Flexo
2/2023	<b>14 th. Apryl</b>	<b>május 4.</b>	Printing & Finising
3/2023	<b>14 th. Jun</b>	<b>július 5.</b>	Packaging
4/2023	<b>23 td. August</b>	<b>szeptember 13.</b>	Environmental protection, Quality
5/2023	<b>12 th. October</b>	<b>november 8.</b>	75th anniversary of the PNYME
6/2023	<b>18 th. November</b>	<b>december 9.</b>	Color & Digital

Our highlighted topics, which our paper will continue to cover in 2023:

print samples, tests, novelties, flexo, postpress, value-added printing, prepress, color management, printing processes, raw materials, auxiliary materials, packaging, graphics, typography, professional history, success stories, education, book review, thesis presentations, recent graduates, printing portraits.

**Number of copies: 1250-1600 copies**

They will receive: legal and individual members of the association, subscribers to the newspaper, and, on a reciprocal basis, the association's foreign and domestic partner organizations, research and development institutes, main pillars of professional training, as well as libraries and museums.

Appearance: 6 times a year

Number of copies: 1250-1600 copies + special number mutations

**Hirdetési tarifák:**

1/1 page 4C

– inside page: 675 Euros+VAT

– inside cover: 950 Euros+VAT

– hátsó borítón: 1100 Euros+VAT

– 1/2 oldal 4C 450 Euros+VAT

– 1/3 oldal 4C 400 Euros+VAT

– ¼ oldal 4C 300 Euros+VAT

– PR article (per page)1000 Euros+VAT

– insert 500 Euros+VAT until 20 g, in addition, it is subject to individual assessment.

maximum size without folding: 150\*210 mm

**On-line**

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

**Animated advertising banner,**

which our system automatically creates from 4-5 sized jpg files.

728 px x 90 px 100 Euros+VAT / 30 day

300 px x 250 px 75 Euros+VAT / 30 day

336 px x 280 px 85 Euros+VAT / 30 day

**On-line complex package**

www.mgonline news section+ FB post+ MGonline newsletter sending

HUF 120 Euros+VAT /occasion

***In the case of annual advertising, we conclude an agreement with individual discounts.***

Technical data: Mirror size: 142 x 202 mm

Size cut around: 165 x 235 mm + 5-5 mm bleed

Grid density: 90

Data delivery: online

File: PDF, TIFF, JPEG, AI

Distribution: Through the association's secretariat and by post