Mediaoffer

Hungarian Graphic (Magyar Grafika), published by the Hungarian Technical Association for Paper and Printing Industries, is a technical-scientific journal dedicated to professionals in the printing industry and related fields. In 2025, the journal proudly enters its 69th volume, maintaining its tradition of excellence and relevance.

Key Highlights of Hungarian Graphic:

- **Audience Profile:**

  - 79% of readers hold higher education degrees and occupy senior positions in the printing industry.

  - The website received **85,933 visits** in 2024, with **6,961 regular professional visitors** and over **82,000 occasional users**.

  - A monthly **newsletter** reaches over **3,900 industry professionals**, achieving an **open rate of over 34% within 24 hours**.

- **Editorial Focus:**

  - Articles center around specific themes, supported by the latest industry news, presented in both **print** and **digital formats**.

  - The journal is widely used in vocational schools as educational material and has won several awards, including:

    - 2004: Editorial Excellence Award.

    - 2008: First Prize at the Hungarian Magazine Contest.

    - 2014: Special Prize for Media Design.

    - 2024: Recognition at the Best Print Hungary competition for execution quality.

- **2025 Publishing Plan:**

Issue	Submission Deadline	Release Date	Main Topic
1	February 6	February 27	Flexography
2	March 27	April 17	Digital Printing Technologies & AI Applications
3	June 5	June 25	Platform Economy in Printing
4	September 4	September 24	Sustainability in Printing
5-6	November 13	December 9	Postpress and Anti-Counterfeit Printing

- **Topics Covered:**

  - Innovations, case studies, flexography, postpress, color management, materials, packaging, typography, history, education, and professional profiles.

- **Reach and Distribution:**
  - Distributed to the association's members, industry stakeholders, libraries, and international partner organizations.
  - **Print Run:** 1,250–1,600 copies per issue.
  - Available in **six issues annually**, with additional special editions.
- **Advertising Opportunities:**
  - Print and digital advertisement options include full-page, fractional-page, PR articles, and banner ads.
  - Custom advertising packages are available for long-term commitments.

Advertising Rates

Ad Format	Placement	Price (Euros, + VAT)
Full Page (1/1), 4C	Inside Page	950
Full Page (1/1), 4C	Inside Front Cover	1000
Full Page (1/1), 4C	Back Cover	1200
Half Page (1/2), 4C	Any Position	600
Third Page (1/3), 4C	Any Position	500
Quarter Page (1/4), 4C	Any Position	400
PR Article	Per Page	1000
Insert	Up to 20g	600
	Over 20g	Custom Pricing

Online Advertising Options

Platform	Details	Price (Euros)
Animated Banner Ad	Automatically generated from 4–5 scaled JPG files.	250
728 px × 90 px	Banner displayed for 30 days.	300
300 px × 250 px	Banner displayed for 30 days.	200
336 px × 280 px	Banner displayed for 30 days.	250
Comprehensive Online Package	Includes: MGOnline news section + Facebook post + MGOnline newsletter distribution.	300

Annual Advertising Options

Custom discounts are available for yearly advertising agreements. Contact us for tailored packages.

Technical Specifications

- **Content Area:** 142 × 202 mm
- **Trim Size:** 165 × 235 mm (including 5 mm bleed)
- **Screen Frequency:** 90
- **File Submission:** Via email, FTP, or file transfer services (e.g., WeTransfer)
- **File Formats:** PDF, TIFF, JPEG, AI

Distribution

Advertising materials are disseminated through the association's secretariat and postal services. For more details, visit www.mgonline.hu.

For additional information or custom packages, please contact the editorial team.

Hungarian Graphic is a hub of expertise and knowledge, synergizing with the programs of the Hungarian Technical Association for Paper and Printing Industries to deliver cutting-edge content to its professional audience. For more information, visit Magyar Grafika Online.