



magyar **grafika**

mediaoffer- 2026.



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70 years in partnership with the industry

Magyar Grafika - What we offer?

Magyar Grafika (Hungarian Graphic), 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 2026, the journal proudly enters its 70th volume, maintaining its tradition of excellence and relevance.

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

Our work has also been recognized by others:

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.

So you don't miss a thing:

Magyar Grafika 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.



Guarantee of Professionalism:

Our content is reviewed by a professional editorial board, whose members are recognized experts in the industry, possessing deep professional knowledge and expertise, and are active contributors to the professional life of the printing industry.

Issue	Deadline	Theme	Publication Date
2026/1	February 2	Flexography	February 23
2026/2	March 12	Circular Economy	April 2
2026/3-4	August 17	Jubilee Issue – 70th Volume	September 14
2026/5-6	November 17	Printing and Post-Press	December 7

Advertising Opportunities

Magyar Grafika Print and Digital Editions

- **Print circulation:** 1,250–1,600 copies + special issue variations
- **Targeted distribution:** Personalized distribution based on a continuously verified national database to the Association's legal and individual members, as well as, on a reciprocal basis, the Association's domestic and international partner organizations, research and development institutes, key pillars of professional education, libraries, and museums – free of charge
- **Growing subscriber base:** nearly 50 additional subscribers
- **Event presence:** The journal is available at all PNYME and NYPSZ events
- **Digital edition from 2026:** In addition to continued access to the journal content in PDF format, the journal will be available as a fully digital, flipbook-style issue with clickable advertisements and extra content (links, image galleries, videos, and blog content can be attached to ads)



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PR Article (per page)

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Special Issue – Supplement, 12+4 pages

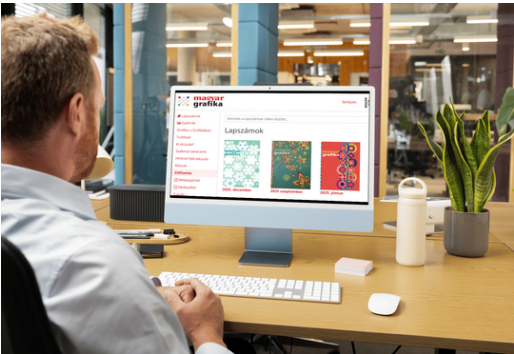
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*Applicable for annual advertising contracts exceeding HUF 1,000,000; for other cases, please request a personalized offer.

The prices indicated are net prices.

Always in the industry spotlight

Magyar Grafika Online Platforms



- Annually, our website www.mgonline.hu generates nearly 80,000 interactions, with 7,500 active users.
- Our newsletter currently has 1,400 subscribers, with an average open rate of 30%.
- We actively grow and maintain our mailing list at industry events.
- Your online advertisement will be shared across our social media channels (Facebook and LinkedIn), ensuring rapid dissemination and broad reach.



Advertisement	List Price	Size
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PR Article Publication	185 EUR	4,000 characters
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COMPLEX Online Package (News section + Facebook post + Newsletter)	230 EUR	

All prices are net.



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DECISION-MAKING.**

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