

# Media offer 2018

## Official Budapest **City Map** 2018

### *Budapest's authorized complimentary tourist map*

Turizmus Kft., working in cooperation with the Budapest Festival and Tourism Centre Non-profit Ltd., publishes Budapest's official, largest print run, free tourist map. The English-language map represents an indispensable guide for people interested in Budapest and foreign tourists staying in the capital. It contains a variety of useful information (popular sights, public transport etc.) as well as locations that accept Budapest Card. The map is published seasonally, four times a year.

**Print run:** 1,400,000 copies annually.

#### **Distribution sources:**

- On specialized stands in the baggage reclaim area on the arrivals side of all two terminals of Budapest Ferenc Liszt International Airport
- Tourist information offices
- Hotels and pensions in Budapest
- Events in the capital, exhibitions, international tourism fairs, tourist offices worldwide

#### **Technical parameters:**

**Print run:** 1,400,000 copies annually (350 000 copies/season)

**Format:** unfolded 570x400 mm, folded 142.5x200 mm

**Paper:** 90 g/m<sup>2</sup> coated

**Published:** quarterly

*summer:* June, July, August

*autumn:* September, October, November

*winter:* December, January, February

*spring:* March, April, May

**Deadline for advertisements:** by the 15th day of the month prior to the start of the given quarter

*All rates subject to VAT (+27%)*

MAP SIDE			
Area	Size (mm)	Quarterly rate (HUF)	Annual rate (HUF)
T/1	220x66	750 000 Ft	2 450 000 Ft
T/2	143x66	650 000 Ft	2 150 000 Ft
T/3	44,5x136	550 000 Ft	1 750 000 Ft
T/4	66x66	450 000 Ft	1 450 000 Ft
T/5	44,5x66	350 000 Ft	1 150 000 Ft
INFORMATION SIDE			
Area	Size (mm)	Quarterly rate (HUF)	Annual rate (HUF)
B	132,5 x 92,5	900 000 Ft	2 900 000 Ft
H/4	132,5 x 27,5 41x92,5	400 000 Ft	1 290 000 Ft
H/5	87x27,5 41x60	300 000 Ft	990 000 Ft
H/6	41x27,5	150 000 Ft	490 000 Ft
H/7 (1/1)	132,5 x 92,5	700 000 Ft	2 250 000 Ft
H/8 (1/2)	63,5 x 92,5	400 000 Ft	1 290 000 Ft
H/9 (2/3)	87,5 x 92,5	550 000 Ft	1 750 000 Ft
H10 (1/3 standing)	41,5 x 92,5	300 000 Ft	990 000 Ft
H10 ( 1/3 lying)	87,5 x 43,5	300 000 Ft	990 000 Ft

**Advertising material format:** electronic-format material on CD, DVD, USB or by e-mail. Pictures embedded in a Microsoft Word document cannot be used. .tif, .jpg, .eps, .pdf and .ai formats from Mac or PC can only be used in 300 pixel/ inch resolution on condition that the text should be wrapped for Illustrator and Freehandfiles. CorelDraw and PowerPoint files will not be accepted.

Advertising rates are valid for print-ready material only; a 10% technical surcharge is added for any material that is not immediately print-ready

*Our new media offers are designed to make your company's communication more efficient and cost effective.*

Official  
Budapest  
**City Map**  
2018

**BUDAPEST**

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