



turizmus.com

PRINT

mediakit 2019



OVERVIEW

TURIZMUS.COM IS THE OFFICIAL JOURNAL OF THE HOTEL ASSOCIATION OF HUNGARY, THE ASSOCIATION OF HUNGARIAN TRAVEL AGENTS AND TOUR OPERATORS AND THE HUNGARIAN BATHS ASSOCIATION

Turizmus Ltd. is the only publishing company in Hungary specialized on travel trade. As predecessor of Turizmus Panoráma the turizmus.com magazine will be published with new title and design from September 2017. Each edition is read by some 15-20 000 decision-makers and publishes analyses and background reports on topical issues affecting the tourism profession.



TECHNICAL DATA

COPIES:	5000–8000 (depending on professional event, season)	FREQUENCY:	monthly (10 times a year / combined edition in January–February and July–August)
PAGES:	minimum 48+4	COLOUR:	4 colour
PRINTING:	offset	TRIM SIZE:	208 × 275 mm
PAPER:	150 g, with coated foil (cover), 90 g coated paper (inside sheets)	RASTER:	60°



EDITORIAL OFFICE

- ✉ H-1074 Budapest, Munkás utca 9.
- ☎ Phone: (+36 1) 492 0455
- ✉ E-mail: sales@turizmus.com, bulletin@turizmus.com
- 🌐 Web: www.turizmus.com



PRINT ADVERTISING TARIFFS AND SIZES

UNIT SIZE	RATE	NON-BLEED	TRIM SIZE	BLEED SIZE
Cover 2	HUF 420.000	-	208 × 275 mm	218 × 285 mm
Cover 3	HUF 420.000	-	208 × 275 mm	218 × 285 mm
Cover 4	HUF 490.000	-	208 × 275 mm	218 × 285 mm
Full page	HUF 390.000	180 × 240 mm	208 × 275 mm	218 × 285 mm
⅓ page vertical	HUF 310.000	118 × 240 mm	-	-
½ page horizontal	HUF 290.000	180 × 116,5 mm	-	-
⅓ page horizontal		180 × 75 mm	-	-
vertical	HUF 240.000	56 × 240 mm	-	-
quadratic		118 × 118 mm	-	-
¼ page horizontal	HUF 190.000	180 × 57 mm	-	-
⅓ page horizontal		118 × 56 mm	-	-
vertical	HUF 160.000	56 × 118 mm	-	-

SPONSORSHIP OF A COLUMN	RATE	CONTENT
5 months / year	HUF 990.000	5 × ½ page ad + logo in header
10 months / year	HUF 1.690.000	10 × ½ page ad + logo in header

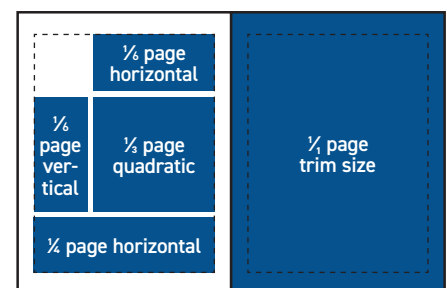
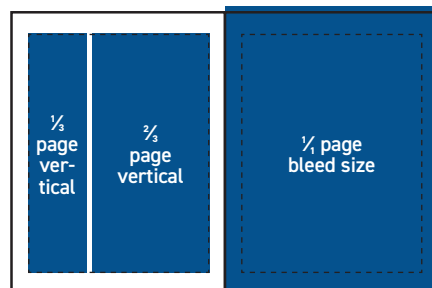
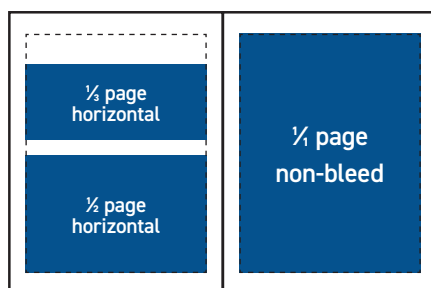
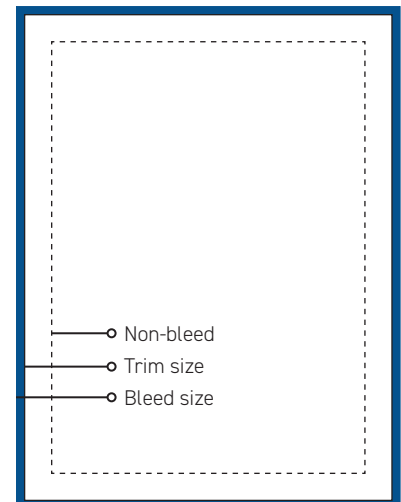
All invoice amounts are exclusive of VAT.

SPECIAL PLATFORMS, OTHER ADVERTISING OPPORTUNITIES

INSERTS, PRODUCT SAMPLES **DOUBLE COVER WRAPPER**

PUBLICATION SCHEDULE FOR 2019

EDITION/MONTH	AD DEADLINE	PUBLICATION
1 January-February	15 January	28 January
2 March	11 February	21 February
3 April	19 March	1 April
4 May	18 April	30 April
5 June	20 May	31 May
6 July-August	1 July	12 July
7 September	26 August	3 September
8 October	23 September	3 October
9 November	25 October	5 November
10 December	22 November	5 December



ADVERTISING MATERIAL FORMAT

We accept electronic-format material sent by e-mail. Only text is accepted in Microsoft Word; pictures embedded in Word cannot be used. Artwork must be sent as a press ready tif, jpg, eps or pdf formats (preferred format PDF/X-1A) in 300 dpi (2400 dpi for Line Work) resolution can be processed on condition that the text is wrapped for Illustrator files and with bleed and crop marks. We will not accept CorelDraw or PowerPoint files. Bleed advertisements must have a 5 mm bleed space around the perimeter. Ensure that crop marks are kept out of bleed areas. All critical elements (text or logos) must be kept within in the trim dimensions. Please allow 10mm each side to ensure type is not cut off for bleed ads. All Files must be CMYK format (Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK) and all black text as overprint. To avoid low-res (soft type) or 4/c black type, type should be built in Quark, InDesign or Illustrator and not within Photoshop. To create a rich black use 100% K and 40% C. Four color solids should not exceed SWOP density of 300%. A 10% surcharge is added for advertisements prepared by the publisher.

PR article: text in Word (up to 3200 character) + 2 pictures or/and logo in png or jpg formats.