

Hungarian golf MAGAZIN



Mediaoffer

Introduction:

Hungarian Golf Magazine was the first to come to light in East and Central Europe and has been growing since 1997. It has become widespread and has gained deep appreciation during the years. In 2004 the publication came out with a brand new image and ever since then we have been presenting many interesting topics and articles written by excellent journalists. Apart from the international golf life, the magazine also reports on social happenings, events of the financial life, travelling, lifestyles, gastronomy, fashion, arts, technical innovations and of course it gives information on everything that is in connection with sport.

Our Subscribers

- businessmen
- people involved in financial, political and social life,
- members of diplomatic corps,
- today's and future's golf players and all those who are interested in golf.

About Our Readers

Participating in cultural and sports events, visiting theatres, cinemas, classical music concerts, exhibitions, reading and listening to music is crucial to our Readers. They represent a cultural, intellectual capital, thus, they forge a high standard of life-style and strong family bonds. Besides being highly qualified and having outstanding know-ledge in languages, **quality is of importance for our Readers in every corner of their life.**

A Few Words About the Hungarian Golf Life:

In Hungary, there are more and more courses open to golf players due to the growing popularity of this sport. Golf is not only a type of sport but also a social gathering, a game, a form of relaxing that you can enjoy in a beautiful environment.

In the light of the development of this sport and its opportunities, the importance of golf tourism cannot be neglected. We also find it essential to promote other types of sport such as polo and greyhound racing.

With the help of our Magazine's popularity we can provide bigger success for these sports in this country.

■ **Publishing house:** Két Zsiráf Kft.

■ **Editorial office:** H-1036 Budapest, Lajos u. 42.

■ **Internet:** www.hungariangolf.hu

■ **E-mail:** hirdetes@zsiraf.hu ■ **Tel./Fax:** +36 1 318 4246

TECHNICAL DATAS:

Length: 64-72 pages
 Type of printing: offset printing
 Colour: 4/4 (4-colour process)
 Grid density: 70
 Trim size: 205x295 mm
 Paper quality:
 Cover: 200 g coated paper
 Inside pages: 135 g coated paper
 Circulation: 4000
 Publication frequency :

6 issues a year + Golf Yearbook

Price of Magazine: EUR 3

SPECIAL OFFERS:

Discounts
 Price (EUR) Discount:
 0-1730 0%
 1730-3460 5%
 3460- 10%
 Other special discounts
 After mutual agreement.
 Additional charge
 Fixed placing 10 %
 Right-side placing 10 %

CREATIVE OPPORTUNITIES:

Cover II or III folded back
 Price : EUR 3330 NOW: 2775

Cover I or II folded back
 Price: EUR 6660 NOW: 5550

Cover III unfolded
 Price: EUR 6660 NOW: 5550

Both cover II and III folded back and unfolded
 Price: EUR 13320 NOW: 10360

Inside page 1 page folded back (into half)
 Price: EUR 2590 NOW: 1850

Bookmark
 Pulled into any place preferred
 Price 10 cent/pieces

+ price of producing bookmark fixed to any place preferred (protection against falling out)
 Price EUR 1480

Pasting a special page to fixed place
 Price of advertisement (subject to sizes) + pasting
 EUR 1480

+ manufacture of the page

Inserts:
 The price of inserting leaflets and brochures depends on the weight of the inserts and the number of pages. Placing them in a particular position costs additional 2 Cents, separately.

0-10 gr 20 cent
 11-30 gr 22 cent
 31-50 gr 25 cent

Post it to a fixed place
 Price of display (subject to size)

PLACING OF ADVERTISEMENTS ON COVER

Page size	Page Format	Dimension (mm)	Price/EUR/colour
B4	Cut-size	205x295, 170x261	2480
B3	Cut-size	205x295, 170x261	2220
B2	Cut-size	205x295, 170x261	2220

PLACING OF ADVERTISEMENTS ON PAGES FACING TEXTS

Page size	Page Format	Dimension (mm)	Price/EUR/colour
1/1 oldal	Cut-size	205x295	1665
1/2 oldal	Borderless	205x145, 100x295	963
1/3 oldal	Borderless	205x95, 67,3x295	667
1/4 oldal	With border	84,5x126,8	557
1/8 oldal	With border	84,5x61	315

PR ADVERTISEMENT 1/1 205x295 1295

PR ADVERTISEMENT 1/2 205x145 740

CLASSIFIED AD: 54x30 56

STRIPE BANNER 205x60 by agreement

Running down on the bottom of the pages:

On one page 444
 On more pages (page by page) 370

Deadline:

Ready to print material: two weeks before publishing

ADVERTISING OPPORTUNITIES ON LINE

Display	Size:	Price (EUR/Month)
Banner above	468 x 60 pixel	740
Right side box	317 x 240 pixel	555
Extra banner	567 x 167 pixel	1030

Newsletters sent to 35 000 e-mail adress (our data base) 1110
 Newsletters sent by the procurer to their own partners 1295

**The above prices do not include VAT.
 Prices are valid in case we receive ready-made mater**

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