

Title characteristic

Daily ÚJ SZÓ. The only Hungarian daily newspaper in Slovakia



ÚJ SZÓ a 20-40 page daily newspaper in Hungarian language is issued six times a week. The paper is enriched with various thematic editorial and specialized advertisement supplements. The strength of the paper is the long-term loyalty of readers, based on the thorough recognition of their life problems and on the quantity of current information from the regions in which they live. It is a title that reaches an exceptionally high coverage if its target group (403 845 citizens in Slovakia with Hungarian as their native language)

The **ÚJ SZÓ** daily paper is regularly read by every fifth citizen of Hungarian nationality in Slovakia. More than 43% of the readers had completed high school.

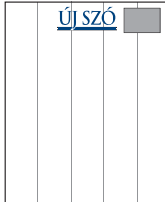
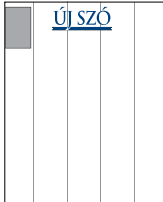
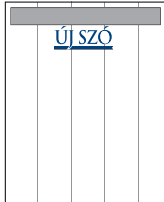
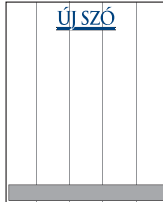
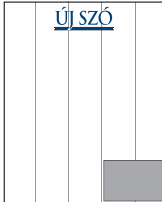
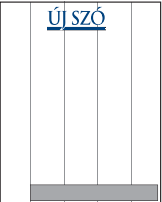
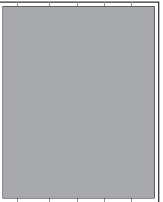
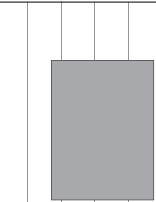
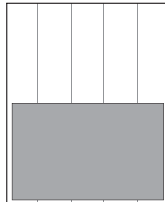
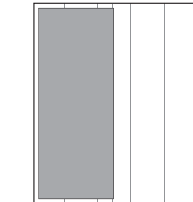
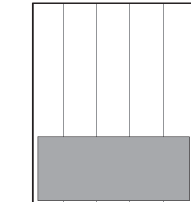
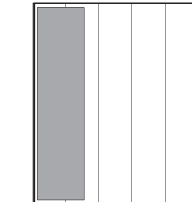
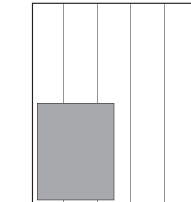
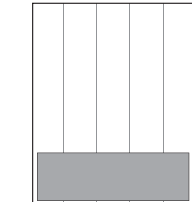
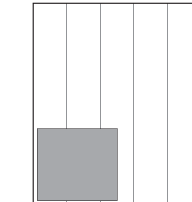
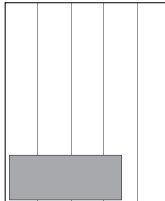
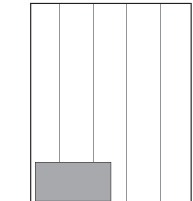
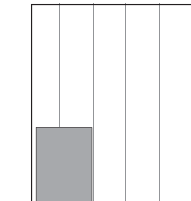
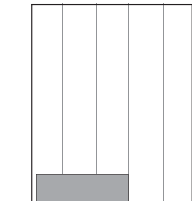
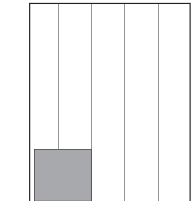
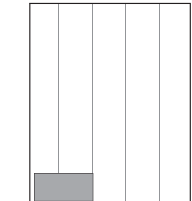
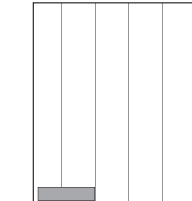
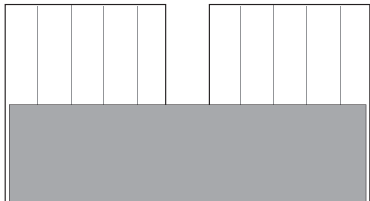
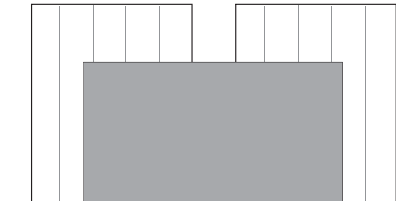
Average print run:	26 000 copies
Volume:	20 - 40 pages
During last 14 days read by:	238 800 readers*

* According to MML-TGI SR 2014

MORE INFORMATION ABOUT THE CHARACTERISTICS AND POTENTIAL OF THE TITLE ARE AVAILABLE ON tel.: 02/592 33 228, 235, e-mail: reklama@uj szo.com



PRICE LIST of Daily ÚJ SZÓ and of the special A3 format supplements valid from 1. 7. 2015

modul 52,5 x 37,5 mm  cmyk 350 EUR	modul 44x69,5 mm  cmyk 550 EUR	modul 258 x 30 mm  cmyk 1 900 EUR	modul 258 x 30 mm  cmyk 1 150 EUR	modul 100,5 x 63,5 mm  cmyk 950 EUR	modul 205,5 x 30 mm  cmyk 920 EUR	1/1 258 x 345 mm  pages: 5,7 4 650 EUR other pages: 3 100 EUR	junior page 171 x 229 mm  pages: 5,7 2 775 EUR other pages: 1 850 EUR
1/2 width 258 x 171 mm  page: 3 3 200 EUR pages: 5,7 2 400 EUR other pages: 1 600 EUR	1/2 height 127,5 x 345 mm  page: 3 3 200 EUR pages: 5,7 2 400 EUR other pages: 1 600 EUR	1/3 width 258 x 113 mm  page: 3 2 120 EUR pages: 5,7 1 590 EUR other pages: 1 060	1/3 height 84 x 345 mm  page: 3 2 120 EUR pages: 5,7 1 590 EUR other pages: 1 060	1/4 modul 127,5 x 171 mm  page: 3 1 660 EUR pages: 5,7 1 245 EUR other pages: 830 EUR	1/4 width 258 x 84 mm  page: 3 1 660 EUR pages: 5,7 1 245 EUR other pages: 830 EUR	1/6 height 127,5 x 113 mm  page: 3 1 180 EUR pages: 5,7 885 EUR other pages: 590 EUR	
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1/2 panorama 540 x 171 mm  cmyk 4 800 EUR	junior page panorama 360 x 229 mm  cmyk 5 300 EUR	2/1 panorama 540 x 345 mm  cmyk 5 600 EUR					

Title page preview



No of columns	1	2	3	4	5
width in mm	48	99,5	153	205,5	258

Price for 1 mm of a column: cmyk -1,90 EUR (Price on advertising page)

ÚJ SZÓ

Atypical forms of advertisement:

Inserted advertisement	up to 50 g	0,07 EUR/1 unit
Inserted advertisement	over 50 g	by agreement
Manually pasted-in advertisement		from 0,12 EUR/1 unit
Machine pasting -price incl. adhesive label		from 0,15 EUR/1 unit
Band from		0,17 EUR/1 unit
Slip-cover		by agreement

More information on slip-covers is available from the advertisement office.

Additional charges:

Other editorial pages with at least one editorial material	50 %
Required location	50 %
Advertisement published within 24 hours	100 %
Advertisement production	5 %

Cancellation charges:

14-8 days before publication	50 %
up to 7 days before publication (specialized supplements up to 14 days)	100 %

Forms closure:

For orders 7 working days before publication	
For base print data 5 working days before publication (Inserted compilation + 4 day)	

Technical conditions:

Carrier:	CD-ROM, e-mail
Format:	PDF, Photoshop, Illustrator EPS 300 dpi, text in curved lines

Bulk discount:

3 500 - 10 000 EUR	4 %
10 000 - 20 000 EUR	7 %
20 000 - 30 000 EUR	10 %
30 000 EUR	12 %

Repetition discount:

3 times	5 %
4 - 7 times	7 %
8 - 10 times	10 %
11 times and more	11 %

The price list is valid for the supplements in format A3. The prices do not include VAT.

NOTICE: Advanced booking of advertisement according to this pricelist the Client accepts current General Commercial Conditions valid to periodicals published by the publishing joint-stock company Petit Press, a.s. („The Publisher“). General Commercial Conditions are accessible on web page of The Publisher www.petitpress.sk/inzerca, at Advertising office of The Publisher (Lazaretská 12, 811 01 Bratislava - Slovakia) or by e-mail address of The Publisher reklama@uj szo.com

Title page previews of the special A3 format supplements in daily ÚJ SZÓ:

