

The only weekly family magazine for Hungarian minority in Slovakia



Friday's magazine hits the stands on Wednesday and includes a TV guide starting til Friday. Vasárnap is a weekend magazine with a long tradition. The magazine concentrates on topics designed to be interesting to the whole family. Despite its lighter style and family orientation, and the popular pages covering health, lifestyle, fashion, cosmetics, and cooking, the magazine also fulfils a community function. This part of the magazine mainly deals with the life and problems of the rural communities and, of course, interviews with public figures. The magazine has a faithful reader base.

Print run:	37 000 copies
Range:	68 pages
Periodicity:	weekly
Sales price:	0,85 EUR
During last 3 months read by:	195 246 inhabitants*
45,1% inhabitants with hungarian nationality read only this weekly newspaper:	31 030 inhabitants*

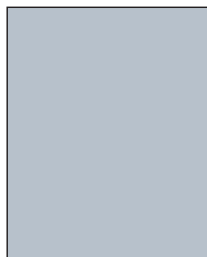
* According to MML-TGI SR 2009 3+4 Q. (22.6.2009 - 6.12.2009)

More information about the profile and potential of the title are available at:
tel.: 02/592 33 228, 235, e-mail: reklama@ujszo.com

Price list

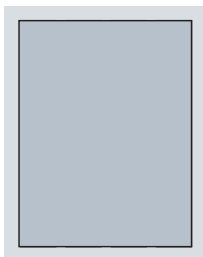
Applicable from January 2010

1/1 height
210 x 285 mm



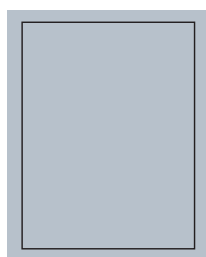
1 380 EUR

1/1 height
186 x 255 mm



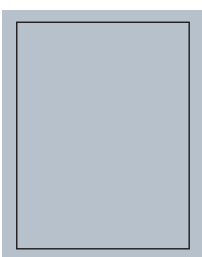
1 380 EUR

2nd and page of wrap
210 x 285 mm



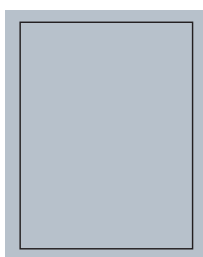
1 700 EUR

3rd page of wrap
210 x 285 mm



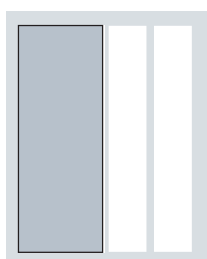
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4th page of wrap
210 x 285 mm



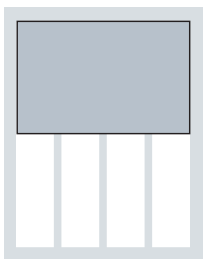
2 100 EUR

1/2 height
91 x 255 mm



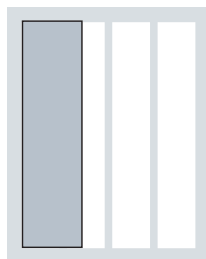
690 EUR

1/2 width
186 x 128 mm



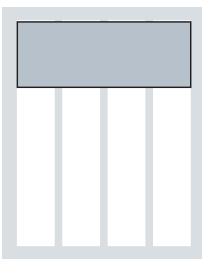
690 EUR

1/3 height
59 x 255 mm



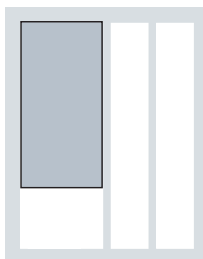
460 EUR

1/3 width
186 x 85 mm



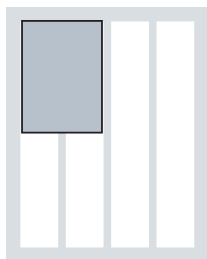
460 EUR

1/3 height
91 x 174 mm



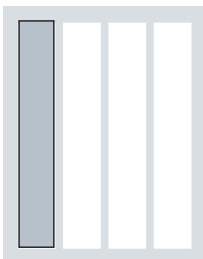
460 EUR

1/4 module
91 x 127 mm



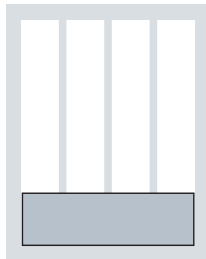
340 EUR

1/4 height
44 x 255 mm



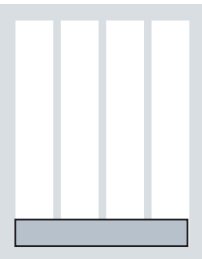
340 EUR

1/4 width
186 x 66 mm



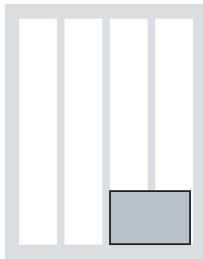
340 EUR

1/8 width
186 x 32 mm



170 EUR

1/8 module
91 x 64 mm



170 EUR

VASÁRNAP

Repetition discount

3 - 6 times	3 %
7 - 11 times	5 %
12 or more times	10 %

Extra charge

diseasable location	50 %
graphic design	5 %

Atypical form of advertisement

Inserted advertisement	up to 50 g 0,07 /piece
Inserted advertisement	over 50 g by agreement
Manually pasted-in advertisement	from 0,12 01 unit
Machina pasting - price incl. Adhesive	from 017 /unit
other special forms by agreement	

Cancellation charges

13 days before publishing	50 %
12-9 days before publishing	100 %

Forms closure

For orders	13 working days before publication
For base print data	10 working days before publication

Technical conditions

Data on (DVD, CD, e-mail): PDF (Press Quality), EPS Photoshop (resolution 300 dpi), EPS Illustrator + revisory print from laser printer

AGENCY DISCOUNTS: are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.

NOTICE: Advanced booking of advertisement according this pricelist the Klient accepts current General Commercial Conditions valid to periodicals Publisher by the publishing point.stock copany Petit Press, a.s. („The Publisher“). General Commercial Conditions are accessible on web page of the Publisher www.petitpress.sk/inzercia, at Advertising office of The Publisher (Lazaretská 12, 811 01 Bratislava - Slovakia) or by e-mail adres sof The Publisher reklama@ujso.com