

Title characteristic

# Daily ÚJ SZÓ The only Hungarian language daily paper in Slovakia



Új Szó, a 20 - 32 page daily paper in the Hungarian language is issued six times a week. The paper is enriched with various thematic editorial and specialized advertisement supplements.

The strength of the daily 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 of its target group (573,000 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

Average print run:	35 500 copies
Volume:	20 - 32 pages
During last 14 days read by:	237 859 readers*
86,6% inhabitants with hungarian nationality read only this weekly daily paper Új Szó:	79 492 obyvatelov*

\* According to MML-TGI SR 2009 3+4 kvartál (22.6.2009 -6.12.2009)

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 A3 format, news-print

valid from 1. 12. 2010

# ÚJ SZÓ

No of columns	1	2	3	4	5	6
width in mm	40	84	127,5	171	214,5	258

Price for 1 mm of a column: cmyk -1,90 EUR

### Atypical forms of advertisement:

Inserted advertisement	up to 50 g	0,07 EUR/1 unit
Inserted advertisement	over 50 g by agreement	from 0,12 EUR/1 unit
Manually pasted-in advertisement	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, USB key, e-mail  
Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines

### Bulk discount:

3 500 - 10 000 EUR	4 %
10 001 - 20 000 EUR	7 %
20 001 - 30 000 EUR	10 %
30 001 EUR	12 %

### Packade advertising discounts:

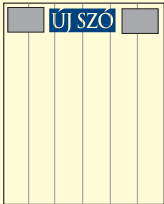
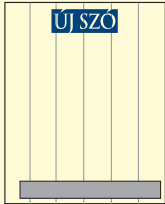
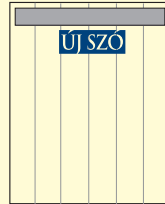
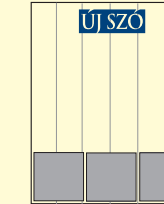
Informations are available from the advertisement office

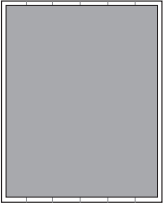
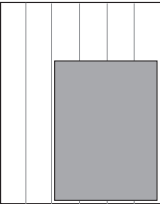
### Repetition discount:

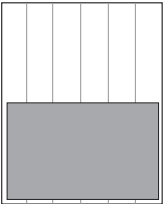
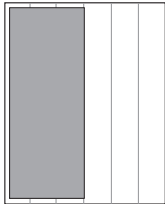
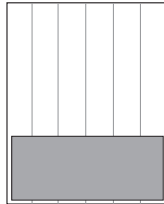
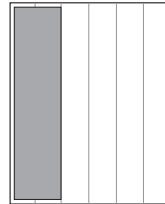
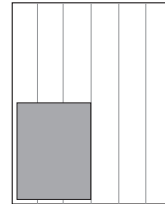
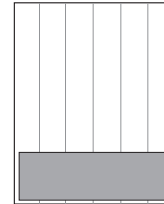
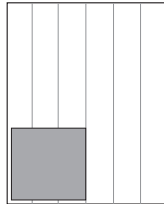
3 times	5 %
4 - 7 times	7 %
8 - 10 times	10 %
11 and reiterate	12 %

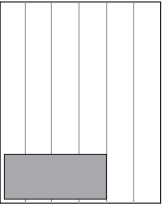
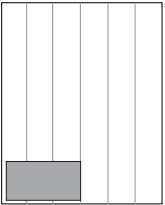
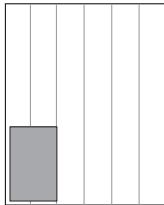
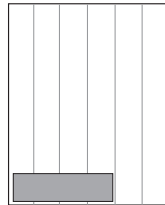
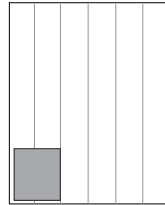
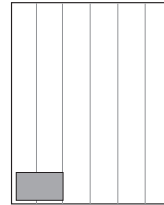
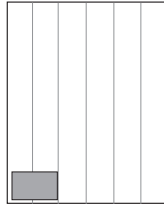
Agency discounts: are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.


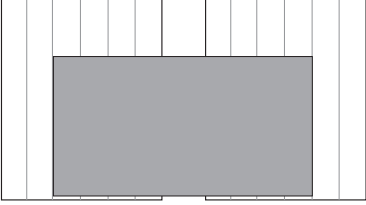

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<p><b>modul</b> 57 x 46 mm</p>  <p>cmyk 410 EUR</p>	<p><b>modul</b> 243 x 30 mm</p>  <p>cmyk 1 150 EUR</p>	<p><b>modul</b> 258 x 30 mm</p>  <p>cmyk 1 400 EUR</p>	<p><b>modul</b> 84 x 65 mm</p>  <p>cmyk 1 150 EUR</p>
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<p><b>1/1 height</b> 258 x 345 mm</p>  <p>pag. 5,7 4 650 EUR others pag. 3 100 EUR</p>	<p><b>junior page</b> 171 x 229 mm</p>  <p>pag. 5,7 2 775 EUR others pag. 1 850 EUR</p>
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<p><b>1/2 width</b> 258 x 171 mm</p>  <p>pag. 3 3 200 EUR pag. 5,7 2 400 EUR others pag. 1 600 EUR</p>	<p><b>1/2 height</b> 127,5 x 345 mm</p>  <p>pag. 3 3 200 EUR pag. 5,7 2 400 EUR others pag. 1 600 EUR</p>	<p><b>1/3 width</b> 258 x 113 mm</p>  <p>pag. 3 2 120 EUR pag. 5,7 1 590 EUR others pag. 1 060 EUR</p>	<p><b>1/3 height</b> 84 x 345 mm</p>  <p>pag. 3 2 120 EUR pag. 5,7 1 590 EUR others pag. 1 060 EUR</p>	<p><b>1/4 modul</b> 127,5 x 171 mm</p>  <p>pag. 3 1 660 EUR pag. 5,7 1 245 EUR others pag. 830 EUR</p>	<p><b>1/4 width</b> 258 x 84 mm</p>  <p>pag. 3 1 660 EUR pag. 5,7 1 245 EUR others pag. 830 EUR</p>	<p><b>1/6 height</b> 127,5 x 113 mm</p>  <p>pag. 3 1 180 EUR pag. 5,7 885 EUR others pag. 590 EUR</p>
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<p><b>1/6 width</b> 171 x 84 mm</p>  <p>pag. 3 1 180 EUR pag. 5,7 885 EUR others pag. 590 EUR</p>	<p><b>1/8 width</b> 127,5 x 84 mm</p>  <p>pag. 3 900 EUR pag. 5,7 675 EUR others pag. 450 EUR</p>	<p><b>1/9 height</b> 84 x 113 mm</p>  <p>cmyk 400 EUR</p>	<p><b>1/9 šírka</b> 171 x 55 mm</p>  <p>cmyk 400 EUR</p>	<p><b>1/12</b> 84 x 84 mm</p>  <p>cmyk 300 EUR</p>	<p><b>1/18</b> 84 x 55 mm</p>  <p>cmyk 200 EUR</p>	<p><b>1/36</b> 84 x 26 mm</p>  <p>cmyk 100 EUR</p>
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<p><b>1/2 panorama</b> 540 x 171 mm</p>  <p>cmyk 4 800 EUR</p>	<p><b>junior page panorama</b> 360 x 229 mm</p>  <p>cmyk 5 300 EUR</p>	<p><b>2/1 panorama</b> 540 x 345 mm</p>  <p>cmyk 5 600 EUR</p>
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