

Product profile

Our weekly women's magazine would like to make the weekdays of women easier by offering numerous useful pieces of advice and relaxation with its colourful, entertaining and heart-stirring stories. Its tone is friendly and direct taking a thinking together approach, yet is sufficiently serious to emanate credibility and trust. The reader active engages with the magazine, which is compiled together with the reader and which is precisely why communication with readers, as well as strengthening their involvement is one of the key tasks of the editorial.

Target group

25-59 year old women with families that have at least passed the baccalaureate are the target group of this magazine. Our readers are health conscious, interested in beauty and fashion in line with opportunities and enjoy to cook. They fundamentally prefer the traditional kitchen, but are sometimes keen on experimenting. They are open, sensitive to the world, yet conventional values are highly important to them.

Advantages for advertisers

- Strong reader activity
- Options for thematic connection
- • •
- Number of copies sold: 74,435
- 101,800 readers pick up the magazine each week
- One reader picks one issue up three times on average
- 302.8 thousand contacts are made between a given issue and its readers
- 83% of readers are women and 81% are decision-makers in the family and main shoppers

Source: NOK 2013/4, 2014/1-3; Mediaworks Magazines Kiadó Kft., Distribution Division



Advertisement sizes and rates

Format	Mirror size (mm)	Trim size (mm)	Bleed size (mm)	List price (HUF)
C2	190 × 250	210 × 280	220 × 290	990 000
C3	190 × 250	210 × 280	220 × 290	950 000
C4	190 × 250	210 × 280	220 × 290	1 050 000
2/1	-	420 × 280	430 × 290	1 550 000
1/1	190 × 250	210 × 280	220 × 290	880 000
1/2 portrait	92,5 × 250	102,5 × 280	112,5 × 290	540 000
1/2 landscape	190 × 123	210 × 138	220 × 148	540 000
1/3 portrait	60 × 250	70 × 280	80 × 290	350 000
1/3 landscape	190 × 75	210 × 90	220 × 100	350 000
1/4 portrait	44 × 250	54 × 280	64 × 290	290 000
1/4 landscape	190 × 51,5	210 × 66,5	220 × 76,5	290 000
1/4 din	92,5 × 123	-	-	290 000
1/6 portrait	60 × 123	-	-	200 000
1/6 din	92,5 × 75	-	-	200 000
1/8 din	92,5 × 51,5	-	-	150 000

Extra charges	
Text page	10%
Right page	10%
Right text page/opposite the text	15%
External product extra charge	20%
External product extra charge (in the case of the placement of several products)	30%

Technical parameters

Number of pages: 48 pages
 Published: weekly, on Wednesday
 Format: 210 x 280mm
 Paper: 56g SC
 Print: 4+4 rotation offset

Deadline for cancellation and changes: ordering deadline.

We accept advertisements ready for printing in the modes and formats specified in the section "Parameters for Advertisement Submission".

Prices are quoted in HUF, exclusive of VAT and are valid until cancellation. Mediaworks Magazines Kiadó Kft. has specified rules applicable to further advertising conditions in the General Terms of Contract.

Mediaworks Magazines Kiadó Kft. 1082 Budapest, Futó utca 35-37.

**ADVERTISEMENT ORDERS: tel.: (1) 460 2541, (1) 460 2529,
 fax: (1) 460 2579
 e-mail: hirdetes@mediaworks.hu**

Published in 2015

Fanny	Ordering deadline	Submission deadline	Published on
2015/01	09.12.2014.	16.12.2014.	30.12.2014.
2015/02	09.12.2014.	16.12.2014.	06.01.2015.
2015/03	29.12.2014.	31.12.2014.	12.01.2015.
2015/04	07.01.2015.	09.01.2015.	19.01.2015.
2015/05	12.01.2015.	16.01.2015.	26.01.2015.
2015/06	12.01.2015.	19.01.2015.	02.02.2015.
2015/07	19.01.2015.	26.01.2015.	09.02.2015.
2015/08	26.01.2015.	02.02.2015.	16.02.2015.
2015/09	02.02.2015.	09.02.2015.	23.02.2015.
2015/10	11.02.2015.	18.02.2015.	04.03.2015.
2015/11	18.02.2015.	25.02.2015.	11.03.2015.
2015/12	25.02.2015.	04.03.2015.	18.03.2015.
2015/13	04.03.2015.	11.03.2015.	25.03.2015.
2015/14	11.03.2015.	18.03.2015.	01.04.2015.
2015/15	17.03.2015.	24.03.2015.	08.04.2015.
2015/16	25.03.2015.	01.04.2015.	15.04.2015.
2015/17	01.04.2015.	08.04.2015.	22.04.2015.
2015/18	08.04.2015.	15.04.2015.	29.04.2015.
2015/19	15.04.2015.	22.04.2015.	06.05.2015.
2015/20	22.04.2015.	29.04.2015.	13.05.2015.
2015/21	29.04.2015.	06.05.2015.	20.05.2015.
2015/22	05.05.2015.	12.05.2015.	27.05.2015.
2015/23	13.05.2015.	20.05.2015.	03.06.2015.
2015/24	20.05.2015.	27.05.2015.	10.06.2015.
2015/25	27.05.2015.	03.06.2015.	17.06.2015.
2015/26	03.06.2015.	10.06.2015.	24.06.2015.
2015/27	10.06.2015.	17.06.2015.	01.07.2015.
2015/28	17.06.2015.	24.06.2015.	08.07.2015.
2015/29	24.06.2015.	01.07.2015.	15.07.2015.
2015/30	01.07.2015.	08.07.2015.	22.07.2015.
2015/31	08.07.2015.	15.07.2015.	29.07.2015.
2015/32	15.07.2015.	22.07.2015.	05.08.2015.
2015/33	22.07.2015.	29.07.2015.	12.08.2015.
2015/34	28.07.2015.	04.08.2015.	18.08.2015.
2015/35	03.08.2015.	10.08.2015.	26.08.2015.
2015/36	12.08.2015.	19.08.2015.	02.09.2015.
2015/37	19.08.2015.	26.08.2015.	09.09.2015.
2015/38	26.08.2015.	02.09.2015.	16.09.2015.
2015/39	02.09.2015.	09.09.2015.	23.09.2015.
2015/40	09.09.2015.	16.09.2015.	30.09.2015.
2015/41	16.09.2015.	23.09.2015.	07.10.2015.
2015/42	23.09.2015.	30.09.2015.	14.10.2015.
2015/43	30.09.2015.	07.10.2015.	21.10.2015.
2015/44	07.10.2015.	14.10.2015.	28.10.2015.
2015/45	14.10.2015.	21.10.2015.	04.11.2015.
2015/46	21.10.2015.	28.10.2015.	11.11.2015.
2015/47	28.10.2015.	04.11.2015.	18.11.2015.
2015/48	04.11.2015.	11.11.2015.	25.11.2015.
2015/49	11.11.2015.	18.11.2015.	02.12.2015.
2015/50-51	18.11.2015.	25.11.2015.	09.12.2015.
2015/52	07.12.2015.	14.12.2015.	28.12.2015.

Deadline for cancellation and changes: ordering deadline.

PARAMETERS FOR ADVERTISEMENT SUBMISSION

Kész hirdetések a következő módon lehet kiadónkba eljuttatni:

- On CD, DVD, PEN DRIVE or via e-mail (max. 10 MB):

Women magazines	hot!, Fanny, Lakáskultúra, Test és Lélek	mgyartas@mediaworks.hu
Gastro magazines	Fanny Konyha, Ínyenc, Édes élet, Tina Konyha	
Youth magazines	BRAVO, BRAVO Girl!, im	
Children's magazines	Buci Maci	
Sport publications	Nemzeti Sport, Képes Sport, Nemzeti Sport Magazin, Sport & Life, Hajrá Foci	gyartas@nemzetisport.hu
Autó-Motor		amstudio@automotor.hu
Manager Magazin		hirdgyart.manager@mediaworks.hu
Világgazdaság		hirdgyart.vilaggazdasag@mediaworks.hu
Népszabdság publications		nszgyartas@mediaworks.hu
Regional dailies	24 óra(Komárom-Esztergom), Heves megyei Hírlap, Nógrád Megyei Hírlap, Somogyi Hírlap, Tolnai Népújóság, Új Dunántúli Napló, Új Néplap, Békés Megyei Hírlap, Petőfi Népe (Bács-Kiskun-Szolnok) plusz időszakos mellékletek	megyeigyartas@mediaworks.hu
Sunday newspapers	Vasárnap Reggel	

Please make sure, that the following informations are include in your e-mail:

- **name of the ordering/adverteing company**
- **name of the publication**
- **size and colour of the ad**
- **publication date**

We accept ready material in eps, tif, pdf, ai format in 300 dpi image resolution and CMYK colour mode.

A printing proof or chromaline needs to be supplied to guarantee colour quality. If this is not rovided, we do not accept any complaints made in connection with colour quality.

Please make sure that you take account of the following during planning:

- Please transform the text in the file into an outline or curve
- Make sure that you use the right overprint, knock-out settings
- If the advertisement has been designed by using the InDesign programme, please make sure that the text layer is on top
- In the case of Photoshop eps/tif/jpg formats, we only accept flattened, CMYK, min. 300 dpi advertisements
- In the case of JPG compression, please use the Maximum Quality setting to minimise the distortion and fragmentation of smaller fonts and thin lines
- Technological limitations of the printing procedure applied (different paper qualities; variations in folding, cutting and colour alignment; thin graphical components in negative rotation; font size; making sure that text in black is on a black plate and explicitly avoiding the use of direct colours)
- We are unable to accept materials compiled in CorelDraw

Further requirements for bleed advertisements:

- We recommend not placing any useful information within 5mm of the edge
- Cut and registration signs, as well as palettes must be placed at least 5 mm from the edge, however definitely outside the advertisement
- Please place a 5 mm border around bleed advertisements

For advertisement to be designed:

- Kérjük, hogy a megjelentetni kívánt hirdetéshez a képeket és logókat 300 dpi felbontásban, a szöveget word • Please send images and logos in 300 dpi and the text in Word format 4 workdays prior to publication in the case of advertisements intended for publication.

IF THE MATERIAL SUBMITTED FAILS TO COMPLY WITH THE ABOVE-LISTED PARAMETERS, WE ARE UNABLE TO GUARANTEE THE CORRECT PUBLICATION OF THE ADVERTISEMENT, WHICH IS WHY WE ARE UNABLE TO ACCEPT ANY COMPLAINTS.

