

Title characteristic

Daily ÚJ SZÓ. Best selling 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 (458 467 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:	28 000 copies
Volume:	20 - 32 pages
During last 14 days read by:	313 104 readers*

* According to MML-TGI SR 2012 1+2 kvartál

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. 1. 2013

ÚJ SZÓ

No of columns	1	2	3	4	5	6
width in mm	40	84	137,5	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
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, USB key, e-mail
Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines

Bulk discount:

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

Packade advertising discounts:

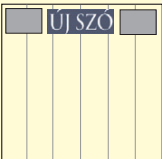
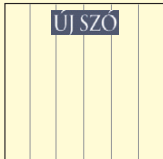
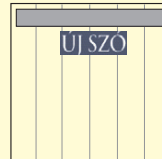
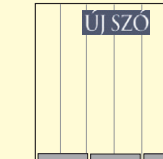
Informations are available from the advertisement office


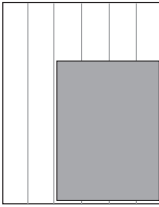
Repetition discount:

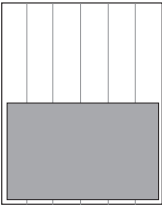
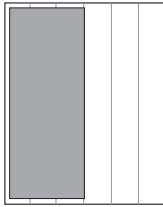
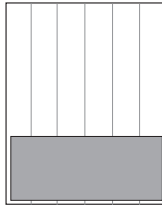
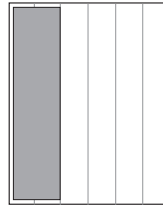
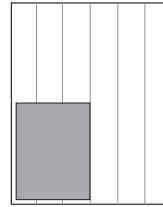
3 - 5 times	3 %
6 - 10 times	7 %
11 - 19 times	10 %
20 times and more	15 %

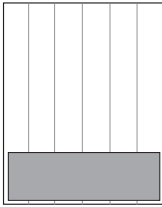
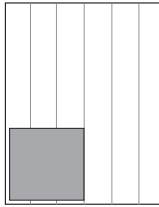
COMMENTS: Agency discounts: are only granted to contracted partners.
Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions. Bulk, repetition, package or client discounts cannot apply to atypical forms of advertisement. According to the Law on Advertising the advertising texts must be distinguished from editorial content through different type of font, must be marked as "advertisement (inzercia)" and must contain a specific number of advertisement. The publisher also reserves the right to place an ad article in a frame.

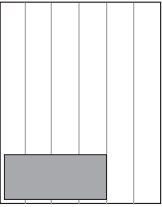
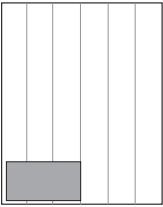
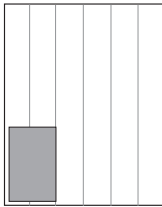
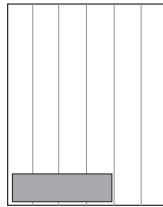
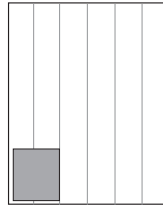
NOTICE: Advanced booking of advertisement according this pricelist the Client accepts current General Commercial Conditions valid to periodicals published by the publishing joint-stock company Petit Press, a.s. („The Publisher“). General Commercial Conditions are accessible on web page of The Publisher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

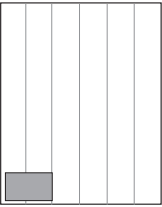
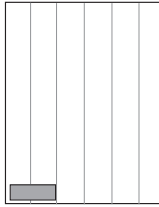
<p>module 57 x 46 mm</p>  <p>cmyk 410 EUR</p>	<p>module 243 x 30 mm</p>  <p>cmyk 1 150 EUR</p>	<p>module 258 x 30 mm</p>  <p>cmyk 1 400 EUR</p>	<p>module 84 x 65 mm</p>  <p>cmyk 1 150 EUR</p>
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<p>1/1 258 x 345 mm</p>  <p>pages: 5,7 4 650 EUR other pages: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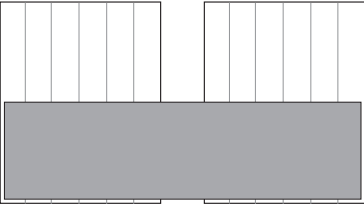
<p>1/2 width 258 x 171 mm</p>  <p>page: 3 3 200 EUR pages: 5,7 2 400 EUR other pages: 1 600 EUR</p>	<p>1/2 height 127,5 x 345 mm</p>  <p>page: 3 3 200 EUR pages: 5,7 2 400 EUR other pages: 1 600 EUR</p>	<p>1/3 width 258 x 113 mm</p>  <p>page: 3 2 120 EUR pages: 5,7 1 590 EUR other pages: 1 060</p>	<p>1/3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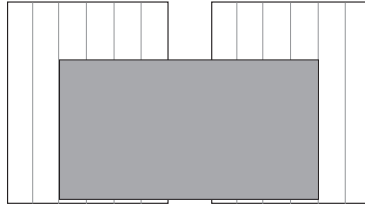
<p>1/18 84 x 55 mm</p>  <p>cmyk 200 EUR</p>	<p>1/36 84 x 26 mm</p>  <p>cmyk 100 EUR</p>
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1/2 panorama
540 x 171 mm



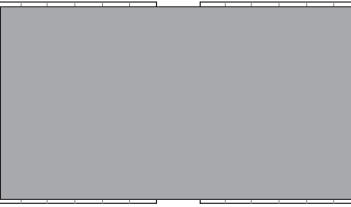
cmyk 4 800 EUR

junior page panorama
360 x 229 mm



cmyk 5 300 EUR

2/1 panorama
540 x 345 mm



cmyk 5 600 EUR

