

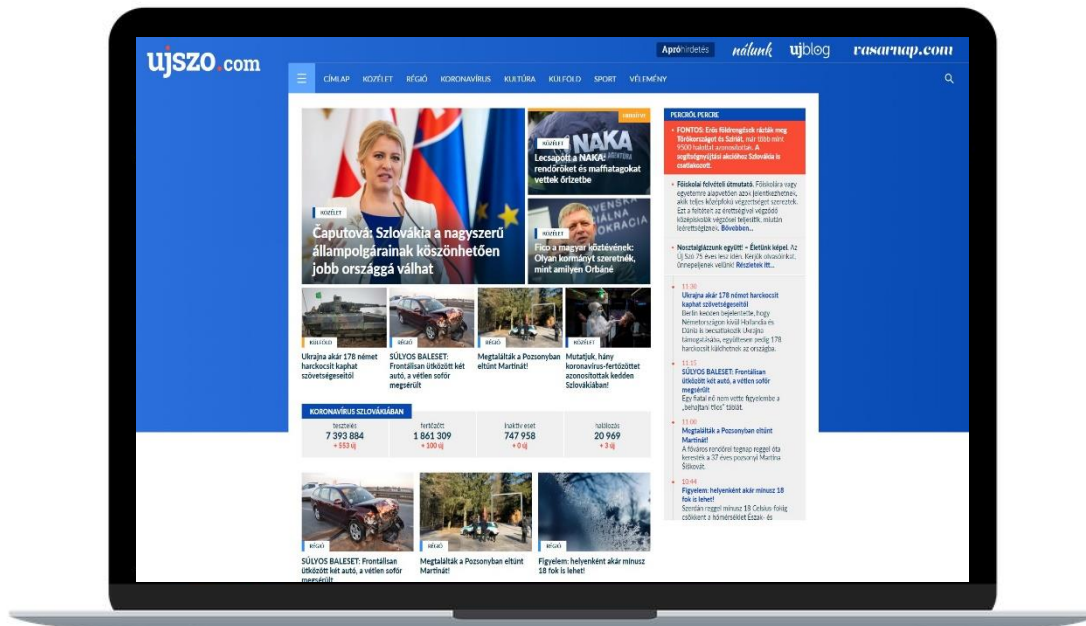
MEDIA INFO – DUEL PRESS

2023



Who are we?

uj szo.com is the online version of **ÚJ SZÓ**, the only Hungarian daily newspaper printed and published in Slovakia. In addition to the latest news, it offers interesting articles, interviews and reports from areas such as: **public life, regions, opinions, foreign news, culture, economy, sports, agriculture, film world, health, travel or automotive.** **ÚJ SZÓ** is the most widely read daily newspaper by Hungarians in Slovakia.



A newspaper with history...

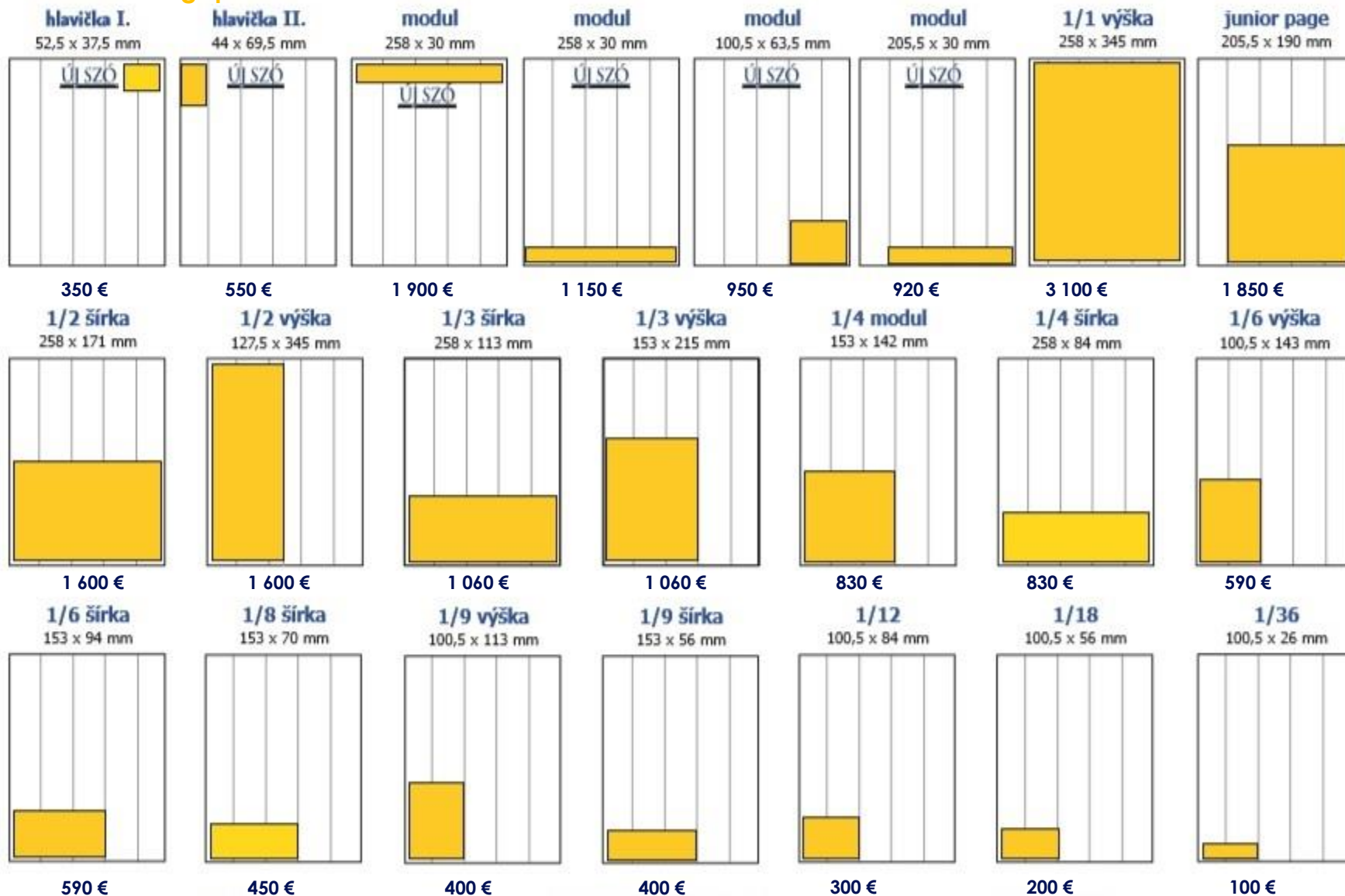
ÚJ SZÓ is the only daily newspaper published in the Hungarian language in Slovakia. It has a stable readership, has been informing readers about current issues, events in the world and in the readers regions since 1948.





What are we offering?

Our advertising spaces:



www.ujszo.com

Why us? We help to strengthen regional marketing in southern Slovakia and also in the border areas of Hungary. This offers our business partners a unique target group and a high reach of this group.

Traffic data:

2023	Real User	Page Views
average	450 000	15 700 000

What are we offering?

Banner

MEGABOARD/GATE
INTERSCROLLER
LEADERBOARD
DOUBLE SQUARE
SQUARE
SUPER
STICKER

Other advertising forms

PR ARTICLE
NATIVE ARTICLE
PROMO VIDEO
QUIZ
CONTEST
PRODUCT TEST
SEO
PLACEMENT OF LOGO
FACEBOOK SHARE



Facebook followers: **87K**

Instagram followers: **1,5K**

Banner – CPT price:

BRANDING/GATE+MEGABOARD (desktop) – 1200x200 + 2x 160x600 (GATE), 1220 x 250 (MEGABOARD) – **18€**

INTERSCROLLER (mobile) – 750 x 1624 – **18€**

LEADERBOARD (desktop) – 970 x 250 – **16€**

DOUBLE SQUARE (desktop+mobile) – 300 x 600 – **14€**

SQUARE (desktop+mobile) – 300 x 300 – **12€**

SQUARE VIDEOEXPAND (desktop+mobile) – 300 x 300 – **22€**

SUPER (desktop+mobile) – 300 x 60 – **6€**

STICKER (mobile) – 300 x 150 – **14€**

Other advertising forms:

PR article TOP – range: 1800 – 2000, link, foto, video – from 1000€/day

PR article – range: 1800 – 2000, link, foto, video – from 700€/day

NATIVE article – editorial work, link, foto, video – from 1700€

PROMO VIDEO – production, digital work – podľa dohody

QUIZ – from 500€

CONTEST – as agreed

PRODUCT TEST – range: 1800 – 2000, link, foto, video – 500€

SEO – 50€/link

PLACEMENT OF LOGO – as agreed



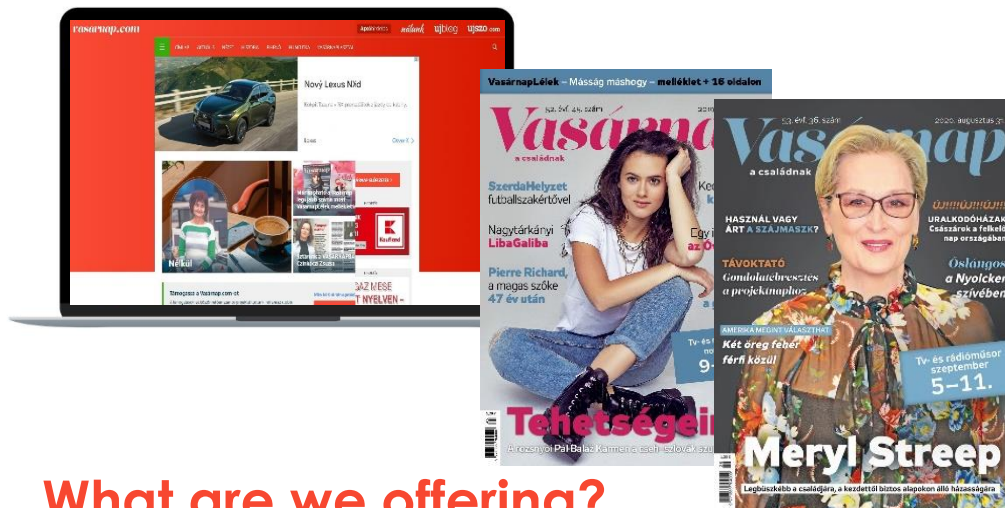
Prices are without VAT. Price list is valid from 1.1.2023 Binding order must be sent no later than 5 working days before the start of the campaign, otherwise the booking will be automatically cancelled. Banners in formats .gif / .html5 / .jpg / .png - maximum size 150 kb, or as agreed. CPT - Cost Per Thousand - expresses the price per thousand impressions (impressions of the advertising format). For any requests for non-standard banner formats not listed in the price list, prices are negotiable, based on the specific job and after agreeing in advance to send a sample of the creative. DUEL-PRESS Ltd., will not accept submissions in contravention of this price list or the "Rules for the Creative Representation of Advertising Formats Displayed on the Internet" available on the Association of Internet Media (AIM) website. By ordering an advertisement, the client accepts the General Terms and Conditions of DUEL - PRESS s.r.o. published on the website www.uj szo.com.

VASÁRNPAP

(Our weekly paper)

Vasárnap is a weekly paper with a long history. It is dominated by topics that are meant to interest the whole family. Part of the weekly paper is regularly devoted to thematic pages on **health, lifestyle, home, cooking and leisure**. Despite its lighter genres, and family orientation, it has also retained a public affairs function, and regularly features topical issues, and interviews with celebrities.

From 2020 you can also read us online at www.vasarnap.com.



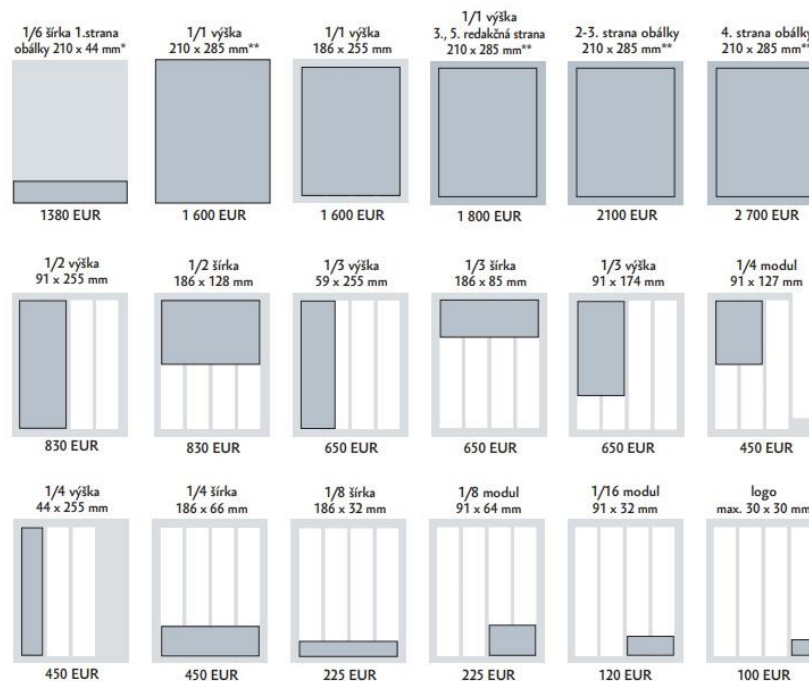
Our online advertising forms:

MEGABOARD
SUPER MEGABOARD
SQUARE
DOUBLE SQUARE
SUPER
PR ARTICLE

The price list of vasarnap.com is the same as the price list of ujszo.com.

What are we offering?

Advertising spaces in the weekly paper:



CONTACT:

reklama@ujszo.com

DUEL – PRESS, s.r.o.
Bajkalská 19/B
821 01 BRATISLAVA

*Na cenu položky sa neaplikuje zľava. Viac info na reklama@ujszo.com.
**5 mm na okraje

Average print run: 21 500 copies (ABS SR January – September 2022)

Readership: 63 000 (MML - TGI SR 2022, 4.- 1. quarter 13.9.2021 - 27.3.2022)

Range: 60-72 pages

Periodicity: weekly

Sociodemographic profile:

14-19 age category: 7,8%

Male: 47,3 %

20-29 age category: 8,9%

Female: 52,7 %

30-39 age category: 24,9%

Education

40-49 age category: 17,8%

Primary: 27,4 %

50-59 age category: 14,6%

Secondary: 60 %

60-69 age category: 18,6%

Higher: 13,4%

70-79 age category: 7,4%

SOURCE: MML 2022, 4. quarter 2021 - 1. quarter 2022 (13.09.2021-27.03.2022)