

www.radiotechnika.hu

RÁDIÓTECHNIKA

magazine

PROFIL INFO

FOUNDED: 1951.

THEME: Rádiótechnika is a popular technical-scientific issue about consumer and professional telecommunications and general electronics, with attention to radio amateur traffic technology, computing and IT.

COLUMNS: components, theory, sound systems, rtv-video repair, instrument and measurement technology, general and vehicle electronics, software/hardware, radio amateur.

READERSHIP: the vast majority of our readers is between the ages of 14-15 and 50-60 and above, students, professionals with a secondary school or university degree, radio amateurs and a smaller number of "outsiders".

Many contractors, repairmen, managers and supervisors in responsible positions.

PUBLISHED: monthly, early in every month, in 9-12 000 copies, sold nationwide at newsstands and mailed to subscribers (the issue has a barcode).

Published in digital format, too: www.dimag.hu

READ: by 80–100 000 persons/issue.

FORMAT. Size: A4; 32 inner p., 90 g offset; 4 cover p., 150 g enamelled.

RÁDIÓVILÁG Kft. Publishing books and issues – Commercial service

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ADVERTISING CONDITIONS 2017

RÁDIÓTECHNIKA and HOBBY ELEKTRONIKA Issues

Inner pages, colored (with grid number 60) -----

- <u>1/1 pages</u> 175mm (w) x248mm (h)	650,0 EUR+VAT/occ.*	1-5 occ./year
	575,0 EUR+VAT/occ.	6-11 occ./year
	495,0 EUR+VAT/occ.	12 occ./year
- <u>1/2 pages</u> 175mm (w) x120mm (h)	455,0 EUR+VAT/occ.	1-5 occ./year
	395,0 EUR+VAT/occ.	6-11 occ./year
	350,0 EUR+VAT/occ.	12 occ./year
- <u>1/3 old.</u> 54mm (w) x238mm (h)	395,0 EUR+VAT/occ.	1-5 occ./year
	350,0 EUR+VAT/occ.	6-11 occ./year
	315,0 EUR+VAT/occ.	12 occ./year
- <u>1/4 old.</u> 175mm (w) x60mm (h)	325,0 EUR+VAT/occ.	1-5 occ./year
	280,0 EUR+VAT/occ.	6-11 occ./year
	260,0 EUR+VAT/occ.	12 occ./year
- <u>1/8 old.</u> 175mm (w) x30mm (h)	250,0 EUR+VAT/occ.	1-5 occ./year
	215,0 EUR+VAT/occ.	6-11 occ./year
	195,0 EUR+VAT/occ.	12 occ./year

*: occasion of appearance

Cover, colored (with grid number 60) -----

- <u>logo on Cover/I</u> (42mm x 20mm)	150,0 EUR+VAT/occ.	6 occ./year	
	<u>+ on internet</u> (42mm x 20mm)	110,0 EUR+VAT/occ.	12 occ./year
	(42mm x 40mm)	250,0 EUR+VAT/occ.	6 occ./year
	(42mm x 40mm)	190,0 EUR+VAT/occ.	12 occ./year
- <u>1/1 old.</u> 175mm (w) x255mm (h)	1100,0 EUR+VAT/occ.	1-5 occ./year	
	950,0 EUR+VAT/occ.	6-11 occ./year	
	795,0 EUR+VAT/occ.	12 occ./year	
- <u>1/2 old.</u> 175mm (w) x120mm (h)	600,0 EUR+VAT/occ.	1-5 occ./year	
	520,0 EUR+VAT/occ.	6-11 occ./year	
	440,0 EUR+VAT/occ.	12 occ./year	
- <u>1/4 old.</u> 175mm (w) x60mm (h)	395,0 EUR+VAT/occ.	1-5 occ./year	
	340,0 EUR+VAT/occ.	6-11 occ./year	
	295,0 EUR+VAT/occ.	12 occ./year	

Comparison is needed for C/II, C/III and C/IV covers! In case C/IV there's an additional change of 15%!

EXTRA REBATE

In case You are an advertiser of our issues, you get 15% discount if You advertise in the »Yearbook of Rádiótechnika«! (See details in a separated offer.)

Motto: Be always visible!

LogoSpotLink advertisements

Dear Partner,

In order to satisfy the needs of our partners there is still a chance to

place colour spot announcements on the cover pages

of the printed and digital issues published by our Editorial House. ***The address, telephone/fax no., home page/e-mail address of the company*** can also be published – in a well-readable size – together with the logo.

NEW! Here is the new online logo spot announcement!

The above mentioned printed and digital **logo spot announcement** and the **LogoSpotLink** placed on the website of our Editorial House are offered together to our partners. In place of further explanation, please navigate to our website at: www.radiovilag.hu, and activate our partners' **LogoSpotLinks** by clicking on their **logo spot announcements**.

Your company appears in 3 places for the price of 1 advertisement. A great bargain!

Our prices are remarkably favourable:

(Printed + digital + online cover page logo announcements: LogoSpotLinks.

Sizes in mm are to be considered for printed pages.)

– 42 mm (w) x 20 mm (h)	99,- EUR/occasion	at 6 occ./year
– 42 mm (w) x 20 mm (h)	79,- EUR/occasion	at 12 occ./year
– 42 mm (w) x 40 mm (h)	159,- EUR/occasion	at 6 occ./year
– 42 mm (w) x 40 mm (h)	139,- EUR/occasion	at 12 occ./year

(A year is counted as 12 consecutive months!)

As we have a *limited* amount of advertising space available, we serve our partners on a *first come, first served* basis.

A d v e r t i s i n g o f f e r

„THE YEARBOOK OF RÁDIÓTECHNIKA 2018”

Our yearbook is going to be published full-coloured in mid-November 2017.
We would like to call Your attention to the advertising spaces of our issue:

On inner pages, 4-colour:

1/8 page	(30 x 175 mm)	315 EUR+VAT
1/4 page	(60 x 175 mm)	390 EUR+VAT
1/2 page	(120 x 175 mm)	510 EUR+VAT
1 page	(240 x 175 mm)	695 EUR+VAT

Cover II., III. and IV., 4-colour:

contact us via e-mail!

Logo on frontpage (4-colour) + [1 year on the our website:](#)

in size 55 x 35 mm 230 EUR+VAT

In case Your company published advertisements during the last season or in the yearbook of 2015, we acknowledge our confident business relationship by giving a 15 % rebate of the advertisement fees mentioned above.

Please inform us about Your intention of advertising and the dimensions of the required space until 21st of August 2017 by writing to the following address:
Rádiótechnika szerkesztősége, H-1374 Budapest, Pf. 603.
E-mail: fbekei@radiovilag.hu

The deadline of acceptance of the advertising material is: 30th September 2017.

MAKING OF ADVERTISEMENTS

RÁDIÓTECHNIKA – HOBBY ELEKTRONIKA Füzetek – YEARBOOK of the RÁDIÓTECHNIKA

Dates, formats:

Orders for advertisements should be made **30 days before** the month of appearance. After that, please send **NORMAL** advertisements and **CLASSIFIED ADVERTISEMENTS** ready for press to our editorial office in jpg- and eps-format (pdf-, bmp-, tif- formats are also possible along with the others), at latest 2 weeks before the coming out of the issue.

RÁDIÓTECHNIKA is published on the first day of every month.

The jpg- and eps-formats (etc.) are known by the most prevailing graphic and publication editor programs, and in this case there are no font-problems.

We emphatically call the attention of our honoured clients to the fact, that advertisements files (containing graphics, pictures) made by WORD..., OFFICE..., etc. SCREEN EDITOR programs **CAN NOT BE HANDLED** by the print, please do not send documents of these kind!

The effectuation of normal **CLASSIFIED ADVERTISEMENTS** takes place at us.

Technical parametres:

We reported the dimensions of **NORMAL** advertisements for the two issues and for the Yearbook of the Rádiótechnika in the conditions of advertisements.

Our issues are published with a typesetting of 3 columns/page. The sizes of the columns are: 1 column is 54 mm, (2 columns are 115 mm, we do not use it for normal advertisements) and 3 columns are 175 mm wide.

Cut sizes for final advertisements:

RÁDIÓTECHNIKA: 202 mm (width) x 285 mm (height),

YEARBOOK of the RÁDIÓTECHNIKA: 202 mm(w) x 270 mm(h),

HOBBY ELEKTRONIKA Füzetek: 202 mm(w) x 270 mm (h)

On inner pages and on covers: grid number 60, 4 colours (C+M +Y+K)

Paper types used for printing:

ON INNER PAGES: Rádiótechnika and Hobby Elektronika Füzetek: 80 gr/m² shiny enamelled paper, Yearbook of the Rádiótechnika 80 gr/m² offset.

ON COVERS: Rádiótechnika: 150 gr/m² shiny enamelled paper

Hobby Elektronika Füzetek and Yearbook of the Rádiótechnika: 250 gr/m² japaned cardboard.