SMART
SENSE

2014

MEDIAOFFER

SZÁMÍTÁSTECHNIKA

COMPUTERWORLD / IT FOR COMPETITIVENESS
PRINT

COMPUTERWORLD
INFOCOMMUNICATIONS MAGAZINE

Computerworld, having entered its 45th year, is a market leader in the professional IT and infocommunication scene. The bi-weekly magazine observes and analyses our continuously changing and developing digital world, which keeps on generating new products and technologies every day. With its in-depth expert articles and analyses, educational activities and thematic professional conferences, Computerworld provides daily support to the leaders and decision makers responsible for operating and developing the ICT systems of their companies.

Technical information

Average print volume	10 000
Number of pages	24-32 pages
Trim size	200×265 mm

Schedule

Issue	Launch date	Print close	Deadline for materials prepared by us and for insertions
1	January 15.	January 7.	January 9.
2	January 29.	January 21.	January 23.
3	February 12.	February 4.	February 6.
4	February 26.	February 18.	February 20.
5	March 12.	March 4.	March 6.
6	March 26.	March 7.	March 20.
7	April 9.	April 1.	April 3.
8	April 23.	April 15.	April 17.
9	May 14.	May 6.	May 8.
10	May 28.	May 20.	May 22.
11	June 11.	June 3.	June 5.
12	June 25.	June 18.	June 19.
13	July 9.	July 1.	July 3.
14	July 23.	July 15.	July 17.
15	August 6.	July 29.	July 31.
16	August 27.	August 19.	August 21.
17	September 10.	September 2.	September 4.
18	September 24.	September 16.	September 18.
19	October 8.	September 30.	October 2.
20	October 22.	October 14.	October 16.
21	November 5.	October 28.	October 30.
22	November 19.	November 11.	November 13.
23	December 3.	November 25.	November 27.
24	December 17.	December 9.	December 11.

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ADVERTISEMENT RATES / VAT IS NOT INCLUDED!

Format	ArtBox (mm)	Bleed size (mm)*	Rate (HUF)
Cover IV	175 × 225	210 × 275	990 000
Cover II	175 × 225	210 × 275	930 000
Cover III	175 × 225	210 × 275	875 000
1/1 vertical	175 × 225	210 × 275	790 000
1/2 vertical	85 × 225	108 × 275	480 000
1/2 horizontal	175 × 108	210 × 138	480 000
1/3 column	22 × 225	80 × 275	410 000
1/3 horizontal	175 × 70	210 × 98	410 000
1/4 vertical	85 × 108	–	275 000
1/4 horizontal	175 × 50	210 × 76	275 000
1/6 vertical	55 × 108	–	195 000
1/8 horizontal	85 × 50	–	150 000
Strip	175 × 30	210 × 55	–

* Bleed size is 5 mm on every edges of advertisement!

Extra	Rate (HUF)
Poly wrapping	11
Belly band *(400 × 50 mm + 30 mm splice area)*	370 000 (black + 1 spot color), 515 000 (4 color)

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50 g	32	36	41
Up to 100 g	38	42	47

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