



2014

MEDIA OFFER

PCWorld
ONLINE

/ TECHNOLOGY CLEARLY

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INTRODUCTION

In 2013 PC World Online went through a complete revival in terms of both design and content. The main focus is still on electronic devices, so the latest smartphones, tablets, notebooks and a number of other consumer electronic devices are still dealt with in great detail. Our new columns, however, also feature news of tech-life and culture (including film and music reviews), science and technology, community solutions and lifestyle as well. Our previously separate Macworld site is now integrated in the renewed PC World Online. In addition to the latest Apple-related news it also provides a wide variety of product tests.



ADVERTISING RATES / VAT IS NOT INCLUDED!

Appearance	Appearance unit	Format	Expected AV 2014	Expected UV 2014	Rates 2014	HUF / AV	HUF / UV
Every page	week	728×90 / 300×250	210 000	110 000	495 000 HUF	2,36 HUF	4,50 HUF
	week	970×250 / 300×600	210 000	110 000	825 000 HUF	3,93 HUF	7,50 HUF
	week	970×250 / 300×600 + skin	210 000	110 000	1 000 000 HUF	4,76 HUF	9,09 HUF
	week	Fanfold	210 000	110 000	1 075 000 HUF	5,12 HUF	9,77 HUF
Sub-pages / text link (below lead)	week	maximum 120 characters	180 000	100 000	170 000 HUF	0,94 HUF	1,70 HUF
Sub-pages / image reference (end of article)	week	title: 20 characters (include spaces), lead: 70 characters (include spaces), image: 75×75 pixel	180 000	100 000	170 000 HUF	0,94 HUF	1,70 HUF
Sub-pages	week	640×360	180 000	100 000	700 000 HUF	3,89 HUF	7,00 HUF
PR article*	week	images (maximum 4 pcs, maximum dimensions: 400×400 pixels, color space: RGB) + maximum 4000 characters text + optional AV-CT-tracking codes	210 000	110 000	500 000 HUF	2,38 HUF	4,55 HUF
Newsletter (thursdays)**	sending	728×90 jpg / gif		28 500	150 000 HUF		5,26 HUF
	sending	maximum 250 characters text		28 500	112 500 HUF		3,95 HUF
e-DM	sending	html-newsletter	<i>Ask for special offer!</i>				

*title + lead + picture appears on every pages in right column

**two newsletters: -standard PC news
- tips