



2014

# MEDIA OFFER

**PCWorld**  
PRINT

/ TECHNOLOGY CLEARLY

SMARTSENSE HUNGARY  
BUDAPEST, MONTEVIDEO STR. 9.  
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## INTRODUCTION

Having been one of the most authentic magazines in the Hungarian IT scene, PC World proved to be pioneering in many aspects during its more than 20-year history. The magazine does not only focus on the world of PC, the device the majority of content creators use, but also on modern content consumer and entertainment electronics solutions, while providing handy tips and advice for everyone. On the other hand, PC World is much more than just a simple magazine: it is an exclusive package with full version software, security solutions, video tests and other useful gifts.

### Technical information

Average print volume	12 000
Number of pages	112+4 – 128+4 pages
Trim size	205×275 mm

### Schedule

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

# ADVERTISING RATES

/ VAT IS NOT INCLUDED!

Format	ArtBox (mm)	Bleed size (mm)	Rate (HUF)
Cover IV	182 × 237	210 × 285	855 000
Cover II	182 × 237	210 × 285	810 000
Cover III	182 × 237	210 × 285	725 000
1/1	182 × 237	210 × 285	660 000
2/3 horizontal	182 × 156	210 × 188	535 000
2/3 vertical	119,5 × 237	138,5 × 285	535 000
1/2 horizontal	182 × 116	210 × 140	355 000
1/2 vertical	89 × 237	102 × 285	355 000
1/3 horizontal	182 × 76	210 × 92	300 000
1/3 vertical	57 × 237	67 × 285	300 000
1/4 horizontal	182 × 57	210 × 69	215 000
1/4 vertical	89 × 116	–	215 000
1/4 column	42 × 237	57 × 285	215 000
1/8 horizontal	89 × 57	–	110 000
1/8 vertical	42 × 116	–	110 000
Strip	182 × 30	–	115 000

Frequency discount	Extra charges
5% for 3 ads	Placement in fixed position: 10%
10% for 6 ads	Text-side extra charge: 15%
15% for 10 ads	

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50 g	28	30	35
Up to 100 g	34	36	40
Extra content on DVD	12 000/MB		