

MEDIA OFFER



COMPUTERWORLD

INTRODUCTION

Computerworld | infocommunications magazine

Computerworld, the biweekly b2b magazine, which entered in it's 50th anniversary this year, is a market leader among Hungarian IT and infocommunication magazines.

As an observer and analyst of the ever-changing digital world, which is about to grow every day with new products and technologies, Computerworld supports managers and decision-makers responsible for the operation and development of infocommunication systems in their daily work with in-depth professional articles and analysis.

For leading IT professionals, CIOs, strategic decision-makers, this paper does not report on the current situation of trends from the perspective of vendors, but from professional users.

Schedule

Issue	Launch date	Print close	Deadline for materials prepared by us and for insertions
1	13 January	05 January	07 January
2	27 January	19 January	21 January
3	10 February	02 February	04 February
4	24 February	16 February	18 February
5	10 March	02 March	04 March
6	24 March	16 March	18 March
7	14 April	06 April	08 April
8	28 April	20 April	22 April
9	12 May	04 May	06 May
10	26 May	18 May	20 May
11	09 June	01 June	03 June
12	23 June	16 June	17 June
13	07 July	29 June	01 July
14	21 July	13 July	15 July
15	04 August	27 July	29 July
16	25 August	17 August	19 August
17	08 September	31 August	02 September
18	22 September	14 September	16 September
19	06 October	28 September	30 September
20	20 October	12 October	14 October
21	03 November	26 October	28 October
22	17 November	09 November	11 November
23	01 December	23 November	25 November
24	15 December	07 December	09 December

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	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
Strip	175 × 30	210 × 55	200 000

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

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Technical information

Average print volume	3500
Number of pages	24-32 pages
Trim size	200×265 mm

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	41	47	53
Up to 100 g	49	54	61