

MEDIA OFFER

2022



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	12 January	04 January	06 January
2	26 January	18 January	20 January
3	09 February	01 February	03 February
4	23 February	15 February	17 February
5	09 March	01 March	03 March
6	30 March	22 March	24 March
7	13 April	05 April	07 April
8	27 April	19 April	21 April
9	11 May	03 May	05 May
10	25 May	17 May	19 May
11	08 June	31 May	02 June
12	22 June	15 June	16 June
13	06 July	28 June	30 June
14	20 July	12 July	14 July
15	03 August	26 July	28 July
16	24 August	16 August	18 August
17	07 September	30 August	01 September
18	21 September	13 September	15 September
19	05 October	27 September	29 September
20	19 October	11 October	13 October
21	03 November	25 October	27 October
22	16 November	08 November	10 November
23	01 December	22 November	24 November
24	14 December	06 December	08 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