

MEDIA OFFER



PCWorld

INTRODUCTION

PC World is the one of the most credible participant on the Hungarian IT media market, which proved to be a pioneer in numerous fields over the past 24 years. The magazine focuses on the means of content providers, the PC World, modern content consumer and entertaining solutions, while providing easy-to-use tips and advice for everyone. PC World is not only a magazine, but an exclusive service package with full version softwares, security programs, video tests and other useful gifts.

IN FOCUS



News



Hardware tests

**MOBILE
TECHNOLOGIES**

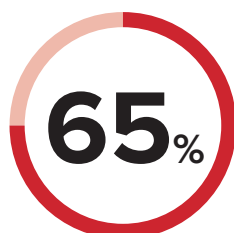
**APP
PROMOS**

**INDUSTRY TRENDS
AND ANALYSES**

MARKETPLACE

TARGET GROUP

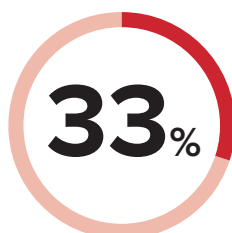
**Ages
21-40**



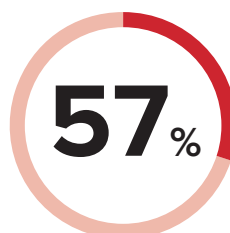
**Gender
MALE**



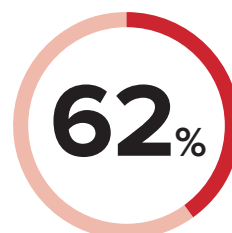
**From
Budapest**



Graduate



Esomar AB



Technical information

Average print volume	7 500
Number of pages	112+4 pages

Schedule

Launch date	Deadline for materials prepared by us	Print close	Deadline for insertions
january 3.	december 10.	december 20.	december 20.
february 7.	january 20.	january 29.	january 31.
march 6.	february 17.	february 25.	february 27.
april 3.	march 18.	march 24.	march 26.
april 30.	april 13.	april 20.	april 22.
june 5.	may 19.	may 26.	may 28.
july 3.	june 15.	june 23.	june 25.
august 7.	july 20.	july 28.	july 30.
september 4.	august 14.	august 25.	august 27.
october 2.	september 14.	september 22.	september 24.
november 6.	october 19.	october 27.	october 29.
december 4.	november 16.	november 24.	november 26.

ADVERTISING RATES | VAT is not included!

Format	Artbox (mm)	Trim size (mm)	Bleed size (mm)	Rate (HUF)
Borító IV	185 × 255	205 × 275	215 × 285	684 000
Borító II	185 × 255	205 × 275	215 × 285	648 000
Borító III	185 × 255	205 × 275	215 × 285	580 000
1/1	185 × 255	205 × 275	215 × 285	528 000
2/3 horizontal	182 × 156	205 × 171	215 × 181	428 000
2/3 vertical	120 × 242	130 × 275	140 × 285	428 000
1/2 horizontal	182 × 116	205 × 131	215 × 141	284 000
1/2 vertical	86 × 242	96 × 275	106 × 285	284 000
1/3 horizontal	182 × 76	205 × 94	215 × 104	240 000
1/3 vertical	57 × 242	67 × 275	77 × 285	240 000
1/4 horizontal	182 × 55	205 × 70	215 × 80	172 000
1/4 vertical	86 × 116	—	—	172 000
1/4 vertical slim	42 × 242	52 × 275	62 × 285	172 000
1/8 horizontal	86 × 55	—	—	88 000
1/8 vertical	42 × 116	—	—	88 000
Strip	182 × 30	—	—	92 000

We can be accepted the ad materials in the following format:

In the sizes shown in the table (300 dpi) TIFF, JPG, AI, EPS, PDF, maximum overprint (or TAC) value: 300 %.

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50 g	36	39	45
Up to 100 g	44	47	52