



A mi Otthonunk

MEDIA PACK 2021

- » high readership
- » effective advertising
- » friendly prices

FREQUENCY

10 issues annually, in which 2 double issues in July–August and December–January on the Internet: Web-site (www.amiotthonunk.hu) + weekly Newsletter + A Mi Otthonunk digital version

ISSUE DESCRIPTION

Magazine: Each issue includes 4-6 detailed house/apartment presentations, thematic interiors on trends and design, articles on architectural and decoration tips, interview with famous bloggers in their homes, recipes, DIY, articles on construction and building trends, on up to date building materials, new construction technologies. Also there are presentations of passive houses, of renewable energy generating equipments and technologies.

TARGET AUDIENCE

Magazine (paper form) and digital magazine: Quality audiences. Our nearly 78 000 readers belong mainly to higher social classes, to younger generations, they are educated people with diplomas, managers, entrepreneurs, they live in towns, there are proportionally more women than men.

Newsletter: 14 000 newsletters/week are emailed to deliver up to the minute news and information.

Online platforms users: Website users: 32 000/month – Google Analytics, Facebook: nearly 19 900, Instagram: 4300

Page views: 194 000/month (Google Analytics).

CIRCULATION

Effective circulation is assured nationally by newsagents, A Mi Otthonunk is present at the most important professional trade fairs and expositions and it is also being sold by alternative distribution. It is possible to subscribe to the magazines digital form at the two biggest national digital magazine stores (digitalstand.hu, dimag.hu). As the Editorial Office's free service for advertisers, the magazine is distributed to specific target groups: architects, members of parliament, town majors, managers of chambers and professionals organization sand also to many leaders of the economic, political, cultural spheres. Planning and environmental departments of local governments, important enterprises as well as biggest wellness hotels also receive the magazine. Remaining copies are sold out during trade fairs and exhibitions and by alternative distribution.

TECHNICAL PARAMETERS

Paper quality: 80 g mwc cover: 150 g matt uncoated + folia, 5+4 colour

WHY ADVERTISING IS HIGHLY EFFECTIVE IN OUR MAGAZINE?

The magazine is highly informative. Because of the quality of its content A Mi Otthonunk is very popular amongst enterprises and readers. Its online version and the more than 14 000 newsletters give up to date information and enhance the effectivity of the advertising. Compared to a high readership our tariffs are friendly and because of the rich content, the magazine offers multiple publicity opportunities. Thanks to the quality of its content and a good circulation, readers keep issues for years and reread them occasionally. Our target audiences purchase activity is outstanding.

TERMS OF PAYMENT

After receiving an invoice and a copy, payment within 10 days by bank transfer.

A mi Otthonunk

SIZES

| Display specifications | bleed | trim | frame |
|------------------------|----------------|----------------|---------------|
| 1/1 page (B/II/III/IV) | 237 x 296 mm | 227 x 286 mm | 199 x 262 mm |
| 1/2 page vertical | 118,5 x 296 mm | 108,5 x 286 mm | 96,5 x 262 mm |
| 1/2 page horizontal | 237 x 150 mm | 227 x 140 mm | 199 x 128 mm |
| 1/3 page vertical | 85 x 296 mm | 75 x 286 mm | 63 x 262 mm |
| 1/3 page horizontal | — | — | 199 x 84 mm |
| 1/4 page vertical | — | — | 96,5 x 128 mm |
| 1/4 page horizontal | — | — | 199 x 61 mm |

Attention! In case of bleed advertising please do not forget the art box when displaying texts.

ADVERTISING RATES

The tariff table does not contain the VAT!

| Display | Magazine |
|----------------------------|----------|
| Cover I. | — |
| Back cover page | 3000 EUR |
| Inside front and back page | 2800 EUR |
| 1/1 | 2200 EUR |
| 1/2 | 1300 EUR |
| 1/3 | 800 EUR |
| 1/4 | 600 EUR |
| PR article 1/1 | 900 EUR |
| PR article 2/1 | 1500 EUR |

DEADLINES 2021

| Issue | On sale date | Deadline of ads to edit | Deadlines of ready ads |
|-------------------|--------------|-------------------------|------------------------|
| 2021/2. | 28 Jan 2021 | 13 Jan 2021 | 18 Jan 2021 |
| 2021/3. | 26 Feb 2021 | 10 Feb 2021 | 15 Feb 2021 |
| 2021/4. | 1 Apr 2021 | 11 Mar 2021 | 19 Mar 2021 |
| 2021/5. | 4 May 2021 | 12 Apr 2021 | 16 Apr 2021 |
| 2021/6. | 3 Jun 2021 | 13 May 2021 | 21 May 2021 |
| 2021/7-8. | 8 Jul 2021 | 14 Jun 2021 | 25 Jun 2021 |
| 2021/9. | 2 Sept 2021 | 10 Aug 2021 | 19 Aug 2021 |
| 2021/10. | 1 Oct 2021 | 13 Sept 2021 | 17 Sept 2021 |
| 2021/11. | 4 Nov 2021 | 14 Oct 2021 | 22 Oct 2021 |
| 2021/12 - 2010/1. | 7 Dec 2021 | 15 Nov 2021 | 22 Nov 2021 |

A MI OTTHONUNK Editorial Office

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info@amiotthonunk.hu, www.amiotthonunk.hu

INSERT RATES

| | |
|-------------------------------------|-----------------|
| Insertion (manual): | 0,062 EUR/piece |
| Insertion (to determined location): | 0,075 EUR/piece |
| Lacking-in, sticking: | 0,062 EUR/piece |
| Sticking: | 0,062 EUR/piece |
| Foiling + insertion: | 0,093 EUR/piece |

ADDITIONAL CHARGES

| | |
|-------------------------------------|---------------------------|
| Next to the copy side, on the left: | 8% |
| Against copy side, on the right: | 10% |
| Production cost | 10% of the price of space |

DISCOUNTS IN CASE OF ONE-YEAR ADVANCE ORDER

| | |
|----------------|----------------------|
| Above 9500 EUR | 3 x 1/1 page |
| Above 4500 EUR | 2 x 1/1 page |
| Above 2700 EUR | 1 x 1/1 page gratis. |

DISCOUNTS IN CASE OF MULTIPLE ORDERS

3-5 ads: 8%, 6-9 ads: 10%, 10 ads: 12%

ADVERTISEMENT'S SUPPLEMENTS SUBMITTING

Ipress Center Central Europe Zrt.
2600 Vác, Nádas út 6.

FILE SUBMISSION

PDF, PSD, TIF, EPS, JPG, AI, 300 dpi
ftp contact: amiotthonunk.hu
user: upload@amiotthonunk.hu
password: VTZ,NQP-xpL

GENERAL TERMS AND CONDITIONS OF ADVERTISING

A Mi Otthonunk is engaged to respect the general terms and conditions of advertising upon regulations of Hungarian Advertising and Media Law. Deadline for cancelling and modification: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine (3 weeks before date of print). The editorial office does not take responsibility for inferior quality of original materials. If the advertiser cancel their advertisement before deadline, the penalty is 50% of the advertisement price, after deadline, 100%.