



# A mi Otthonunk

## MEDIA PACK 2022

- » 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](http://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, DIY, articles on construction and building trends, on up to date building materials, new construction technologies. Credibility, added value, an attractive and a colourful tone of voice, the aim of enhancing national and local values and also to be in an interactive relationship with our readers are the ruling principles of A Mi Otthonunk.

### 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: 20 200, Instagram: 4600

**Page views:** 198 000/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](http://digitalstand.hu), [dimag.hu](http://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 and 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 2022

Issue	On sale date	Deadline of ads to edit	Deadlines of ready ads
2022/2.	3 Feb 2022	17 Jan 2022	21 Jan 2022
2022/3.	3 Mar 2022	10 Feb 2022	18 Feb 2022
2022/4.	1 Apr 2022	10 Mar 2022	18 Mar 2022
2022/5.	5 May 2022	11 Apr 2022	22 Apr 2022
2022/6.	2 Jun 2022	10 May 2022	20 May 2022
2022/7-8.	7 Jul 2022	14 Jun 2022	23 Jun 2022
2022/9.	1 Sept 2022	1 Aug 2022	19 Aug 2022
2022/10.	6 Oct 2022	12 Sept 2022	23 Sept 2022
2022/11.	4 Nov 2022	10 Oct 2022	21 Oct 2022
2022/12 - 2023/1.	8 Dec 2022	11 Nov 2022	25 Nov 2022

### A MI OTTHONUNK Editorial Office

1149 Budapest, Róna utca 120-122., tel.: 1/696 0990  
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

EDS Zrínyi Zrt.

2600 Vác, Nádas utca 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%.