



# A mi Otthonunk

## MEDIA PACK 2023

- » 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: 20 600, Instagram: 4800

**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.

# O<sup>ami</sup> 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 2023

Issue	On sale date	Deadline of ads to edit	Deadlines of ready ads
2023/2.	2 Feb 2023	16 Jan 2023	23 Jan 2023
2023/3.	2 Mar 2023	13 Feb 2023	17 Feb 2023
2023/4.	6 Apr 2023	16 Mar 2023	24 Mar 2023
2023/5.	4 May 2023	12 Apr 2023	21 Apr 2023
2023/6.	2 Jun 2023	11 May 2023	19 May 2023
2023/7-8.	6 Jul 2023	14 Jun 2023	23 Jun 2023
2023/9.	1 Sept 2023	1 Aug 2023	17 Aug 2023
2023/10.	5 Oct 2023	13 Sept 2023	22 Sept 2023
2023/11.	3 Nov 2023	12 Oct 2023	20 Oct 2023
2023/12 - 2024/1.	7 Dec 2023	14 Nov 2023	23 Nov 2023

### 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%.