



NÉPSZABADSÁG

Népszabadság (People's Freedom), founded in 1956, is the leading general interest newspaper of Hungary. The newspaper has an average circulation of over 90,000 copies and one of the highest readership quality in Hungary. Over 70% of the readers are from the upper and upper middle classes. **Népszabadság** is the main publication of Népszabadság Rt., a prestigious Hungarian media group involved with different media platforms in the country.

COUNTRY	Hungary
LANGUAGE	Hungarian
CATEGORY	General Interest
PUBLISHER	Népszabadság Rt.
ESTABLISHED	1956
FREQUENCY	Mon-Sat Nationwide
CIRCULATION	90,000
AD CLOSE	2-Week

READERSHIP

GENDER	
Male	60.0%
Female	40.0%
AGE	
18-29	11.0%
30-39	11.0%
40-49	15.0%
50-59	24.0%
60+	39.0%
EDUCATION	
Grade School	18.0%
High School	46.0%
College	36.0%
SOCIOECONOMIC CLASS	
Upper	42.0%
Upper Middle	30.0%
Middle	25.0%
Middle Lower	3.0%

2011 B&W ROP RATE CARD (COLOR+35%) – PRICES IN USD		
	SELECT AD SIZES (WIDTH x DEPTH)	USD
Full Page	28 cm x 43 cm (11" x 16-15/16")	\$11,600.00
Junior Page	18.5 cm x 30 cm (7-5/16" x 11-13/16")	\$10,500.00
Half Page Horizontal	28 cm x 20.6 cm (11" x 8-1/8")	\$8,200.00
Half Page Vertical	13.8 cm x 41.6 cm (5-7/16" x 16-3/8")	\$8,200.00
1/4 Page Vertical	13.8 cm x 20.6 cm (5-7/16" x 8-1/8")	\$4,800.00
1/8 Page Horizontal	13.8 cm x 10.1 cm (5-7/16" x 4")	\$2,350.00
Strip 3-Column	13.8 cm x 4.8cm (5-7/16" x 1-7/8")	\$1,100.00
Strip 1-Column	4.3 cm x 4.8 cm (1-11/16" x 1-7/8")	\$360.00
Rate Per Column Cm		\$80.00
<i>Premium Positions +20%</i> <i>Thursday and Friday Insertions +10%</i>		
VOLUME AND FREQUENCY DISCOUNTS AVAILABLE		

25% VAT EXEMPT

Weekly Supplements

- Monday – Info World*
- Tuesday – Career, Science and Technology*
- Wednesday – World on Wheels*
- Thursday – Travel*
- Friday – Real Estate, Science and Technology*
- Saturday – Weekend*

COLUMN WIDTHS		
BERLINER FORMAT		
COLUMNS	CM	INCH
1	4.3 cm	1-11/16"
2	9 cm	3-9/16"
3	13.8 cm	5-7/16"
4	18.5 cm	7-5/16"
5	23.2 cm	8-1/8"
6	28 cm	11"



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DIGITAL PRODUCTION REQUIREMENTS
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.
Complete Digital File Instructions Available for Production



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AUDITED BY MATESZ
 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN11