



Természetbarát

TURISTA

MAGAZIN

Travelling • ecotourism • outdoor • guideline

The magazine of Hungarian hikers

Profile of the magazine: Popular touristic magazine for lovers of hiking.

Content of the magazine: Offers for hiking on foot, by bike, by ski and by boat, reports about national and regional hikings, endurance hikings, travels, environmental protection, travelling to neighbour countries, connection between hiking and health, news, cultural offers, introductions of national monuments and national parks.

Publishing: monthly

Format: A/4, colourful

Number of pages: 60 pages

Distribution: All over in Hungary and Hungarian speaking areas of Slovakia and Romania.

Target group:

People, aged between 15 and 60, interested in hiking, tourism, sports and healthy life style.

The magazine especially is focusing on informatical needs of young people between 15 and 30 and endurance hikers of aged between 18 and 40.

Readership: 60 000 people

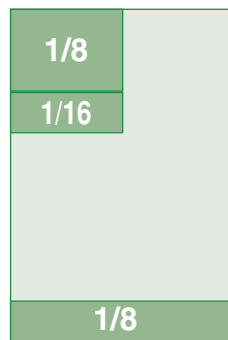
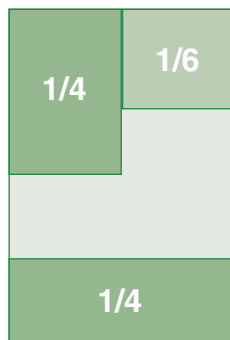
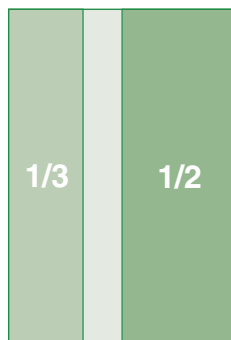


Kornétás Kiadó – 1138 Budapest, Népfürdő u. 15/D.

Editorial office: tel./fax: +36 1 239-0146, e-mail: szerk@turistamagazin.hu

Advertising: tel./fax: +36 1 359-6461, e-mail: hirdetes@turistamagazin.hu

Art work studio: tel./fax: +36 1 239-0146, e-mail: grafika@turistamagazin.hu



ADVERTISING RATES

Format	Price (EUR)	Type	Size
Pair of glasses	1850	with bleed	420x297 mm*
2x1/1	1850	layout	2x175x247 mm
1/1	1110	with bleed	210x297 mm*
1/1	1110	layout	175x247 mm
1/2 lying	650	with bleed	210x148.5 mm*
1/2 standing	650	with bleed	105x297 mm*
1/2 lying	650	layout	175x123.5 mm
1/2 standing	650	layout	85x247 mm
1/3 standing	400	with bleed	75x297 mm*
1/3 lying	400	layout	175x82 mm
1/4 standing	300	layout	85x121 mm
1/4 lying	300	layout	175x60 mm
1/8 lying	170	layout	175x30 mm
1/8 standing	170	layout	85x60 mm
1/16 lying	90	layout	85x30 mm

PUBLISHING OF THE MAGAZINE

Issues	Ad delivery deadline	Publishing
2010/1.	30. 11. 2009.	23. 12. 2009.
2010/2.	08. 01. 2010.	28. 01. 2010.
2010/3.	09. 02. 2010.	25. 02. 2010.
2010/4.	10. 03. 2010.	26. 03. 2010.
2010/5.	08. 04. 2010.	28. 04. 2010.
2010/6.	11. 05. 2010.	28. 05. 2010.
2010/7.	11. 06. 2010.	28. 06. 2010.
2010/8.	08. 07. 2010.	28. 07. 2010.
2010/9.	11. 08. 2010.	27. 08. 2010.
2010/10.	08. 09. 2010.	28. 09. 2010.
2010/11.	12. 10. 2010.	28. 10. 2010.
2010/12.	10. 11. 2010.	26. 11. 2010.
2011/1.	30. 11. 2010.	22. 12. 2010.

RATES OF UNIQUE PAGES (EUR)

Cover II	1295
Cover III	1335
Cover IV	1480
Cover II + 1st page	2220
PR article	+ 10%
Insertion (max. 20 gr)	10 cent/piece

Discounts

3 issues	- 10%
6 issues	- 15%
12 issues	- 20%

Magazine family's discounts

In 2 magazines	- 10%
In 3 magazines	- 20%

Ad delivery deadlines

Printable ads: 3 weeks before printing

Draft ads: 5 weeks before printing

Deadline of regrets or changing: 3 weeks before printing

Printing process: offset flatbed printing

Screen: 60 (150 lpi)

Recourse of discounts

In magazine family, at the same time or in one magazine in case of more following publishing.

Partner magazines

HTM – Mountain sport and hiking magazine, Ufómagazin

VAT is not included in the prices.

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