

Title characteristic

Daily ÚJ SZÓ. Best selling Hungarian language daily paper in Slovakia.



Új Szó, a 20 - 32 page daily paper in the Hungarian language is issued six times a week. The paper is enriched with various thematic editorial and specialized advertisement supplements.

The strength of the daily paper is the long-term loyalty of readers, based on the thorough recognition of their life problems and on the quantity of current information from the regions in which they live. It is a title that reaches an exceptionally high coverage of its target group (573,000 citizens in Slovakia with Hungarian as their native language). The Új Szó daily paper is regularly read by every fifth citizen of Hungarian nationality in Slovakia

| | |
|------------------------------|------------------|
| Average print run: | 35 500 copies |
| Volume: | 20 - 32 pages |
| Last issue read by: | 102 000 readers |
| During last 14 days read by: | 262 000 readers* |

* According to MML-TGI SR 2006, 3 quarter (14. 8. 2006 - 3. 12. 2006)

More information about the characteristics and potential of the title are available on:
tel.: 02/592 33 209, 228, 235, e-mail: manazer@petitpress.sk, prijem.inzercia@petitpress.sk



PRICE LIST of Daily ÚJ SZÓ

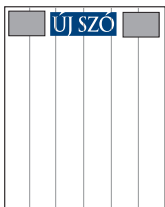
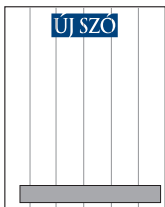
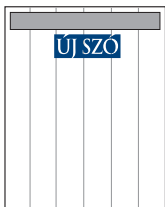
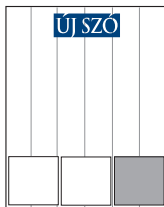
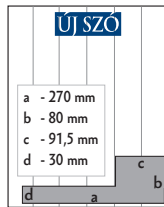
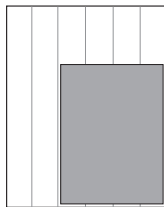

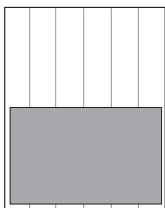
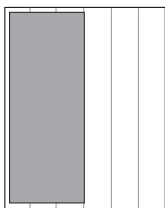
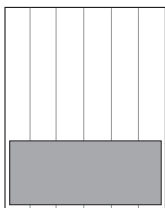

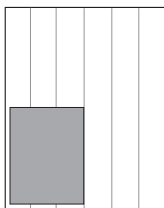
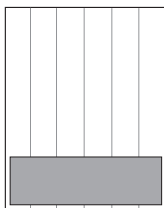
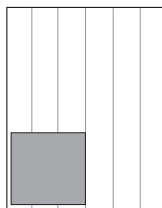
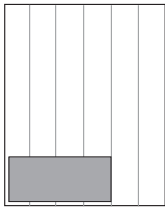
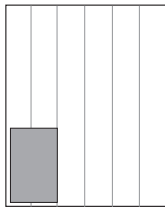
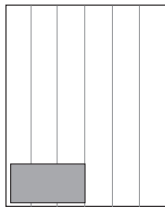
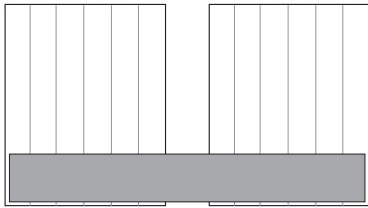
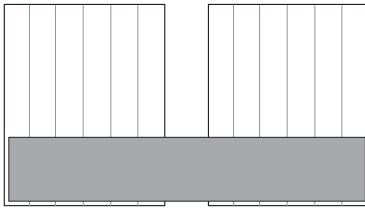
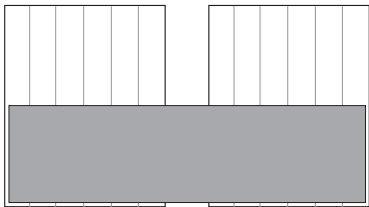
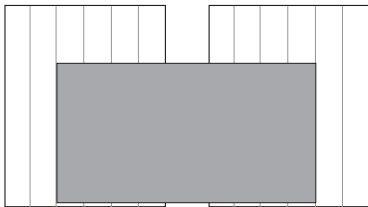
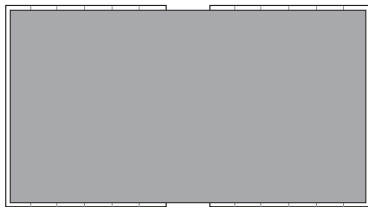
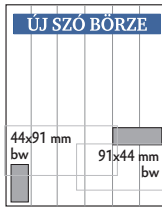
A3 format, news-print
valid from september 15-th 2008

ÚJ SZÓ

| | | | | | | |
|---------------|----|----|-----|-----|-----|-----|
| No of columns | 1 | 2 | 3 | 4 | 5 | 6 |
| width in mm | 44 | 91 | 139 | 186 | 234 | 281 |

Price for 1 mm of a column: bw - 34 Sk; 1,13 EUR; cmyk - 44 Sk; 1,46 EUR

The prices are exclusive of 19% VAT

| | | | | | | |
|---|--|---|--|---|---|--|
| <p>module 67 x 47 mm</p>  <p>cmyk 12 000 Sk bw 8 500 Sk cmyk 398,33 EUR bw 282,15 EUR</p> | <p>module 270 x 30 mm</p>  <p>cmyk 33 000 Sk bw 33 000 Sk cmyk 1 095,40 EUR bw 1 095,40 EUR</p> | <p>module 280 x 30 mm</p>  <p>cmyk 40 000 Sk bw 40 000 Sk cmyk 1 327,76 EUR bw 1 327,76 EUR</p> | <p>module 91 x 80 mm</p>  <p>cmyk 33 000 Sk bw 33 000 Sk cmyk 1 095,40 EUR bw 1 095,40 EUR</p> | <p>module L</p>  <p>cmyk 63 000 Sk bw 63 000 Sk farba 2 091,22 EUR bw 2 091,22 EUR</p> | <p>junior page 186 x 260 mm</p>  <p>cmyk 54 000 Sk bw 43 000 Sk cmyk 1 792,47 EUR bw 1 427,34 EUR</p> | <p>1/1 high 280 x 380 mm</p>  <p>cmyk 90 000 Sk bw 69 000 Sk cmyk 2 987,45 EUR bw 2 290,38 EUR</p> |
| <p>1/2 width 280 x 188 mm</p>  <p>cmyk 46 000 Sk bw 35 000 Sk cmyk 1 526,92 EUR bw 1 161,79 EUR</p> | <p>1/2 high 139 x 380 mm</p>  <p>cmyk 46 000 Sk bw 35 000 Sk cmyk 1 526,92 EUR bw 1 161,79 EUR</p> | <p>1/3 width 280 x 124 mm</p>  <p>cmyk 31 000 Sk bw 23 000 Sk cmyk 1 029,01 EUR bw 763,46 EUR</p> | <p>1/3 high 91 x 380 mm</p>  <p>cmyk 31 000 Sk bw 23 000 Sk cmyk 1 029,01 EUR bw 763,46 EUR</p> | <p>1/4 module 139 x 188 mm</p>  <p>cmyk 24 000 Sk bw 17 500 Sk cmyk 796,65 EUR bw 580,89 EUR</p> | <p>1/4 width 280 x 93 mm</p>  <p>cmyk 24 000 Sk bw 17 500 Sk cmyk 796,65 EUR bw 580,89 EUR</p> | <p>3/16 high 139 x 138 mm</p>  <p>cmyk 17 000 Sk bw 13 500 Sk cmyk 564,30 EUR bw 448,12 EUR</p> |
| <p>3/16 width 186 x 102 mm</p>  <p>cmyk 17 000 Sk bw 13 500 Sk cmyk 564,30 EUR bw 448,12 EUR</p> | <p>1/8 high 91 x 142 mm</p>  <p>cmyk 13 000 Sk bw 9 000 Sk cmyk 431,52 EUR bw 298,75 EUR</p> | <p>1/8 width 139 x 93 mm</p>  <p>cmyk 13 000 Sk bw 9 000 Sk cmyk 431,52 EUR bw 298,75 EUR</p> | <p>1/4 panorama 580 x 93 mm</p>  <p>cmyk 120 000 Sk bw 120 000 Sk cmyk 3 983,27 EUR bw 3 983,27 EUR</p> | <p>1/3 panorama 580 x 124 mm</p>  <p>cmyk 128 000 Sk bw 128 000 Sk cmyk 4 248,82 EUR bw 4 248,82 EUR</p> | | |
| <p>1/2 panorama 580 x 188 mm</p>  <p>cmyk 140 000 Sk bw 140 000 Sk cmyk 4 647,15 EUR bw 4 647,15 EUR</p> | <p>junior page panorama 392 x 260 mm</p>  <p>cmyk 155 000 Sk bw 155 000 Sk cmyk 5 145,06 EUR bw 5 145,06 EUR</p> | <p>1/1 panorama 580 x 380 mm</p>  <p>cmyk 163 000 Sk bw 163 000 Sk cmyk 5 410,61 EUR bw 5 410,61 EUR</p> | <p>photo advert column Börze*</p>  <p>civil 800 Sk civil 26,56 EUR commercial** 2400 Sk commercial** 79,67 EUR</p> | | | |

Atypical forms of advertisement:

Inserted advertisement up to 50 g 1,90 Sk /1 unit; 0,06 EUR/1 unit
Inserted advertisement over 50 g by agreement
Manually pasted-in advertisement from 3,60 Sk /1 unit; 0,12 EUR/1 unit
Machine pasting - price incl. adhesive label from 4,50 Sk /1 unit; 0,15 EUR/1 unit
Band from 5 Sk /1 unit; 0,17 EUR/1 unit
Slip-cover by agreement

More information on slip-covers is available from the advertisement office.

Additional charges:

| | |
|--|-------|
| Front page | 300 % |
| 3rd editorial page | 200 % |
| Other editorial pages with at least one editorial material | 100 % |
| Required location | 100 % |
| Advertisement published within 24 hours | 100 % |
| Complementary colour | 20 % |
| Advertisement production | 5 % |

Cancellation charges:

| | |
|---|-------|
| 14-8 days before publication | 50 % |
| up to 7 days before publication (specialized supplements up to 14 days) | 100 % |

Forms closure:

For orders 7 working days before publication
For base print data 5 working days before publication (Inserted compilation + 4 day)

Technical conditions:

Carrier: CD-ROM, USB key, e-mail, Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines

Bulk discount:

| | | |
|-----------------------|---------------------------|------|
| 100 000 - 300 000 Sk; | 3 319,39 - 9 958,18 EUR | 4 % |
| 300 001 - 600 000 Sk; | 9 958,18 - 19 916,35 EUR | 7 % |
| 600 001 - 900 000 Sk; | 19 916,35 - 29 874,53 EUR | 10 % |
| 900 001 Sk and more; | 29 874,53 EUR and more | 12 % |

Packade advertising discounts:

Informations are available from the advertisement office

Repetition discounts:

| | |
|-------------------|------|
| 3 times | 5 % |
| 4 - 7 times | 7 % |
| 8 - 10 times | 10 % |
| 11 times and more | 12 % |

Regional mutation discounts:

| | |
|-----------------|------|
| west | 20 % |
| center and east | 65 % |

Comments: Junior page is considered to be an advertisement in a format with a width of 4 or 5 columns and a height of 180 to 260 mm. Bulk, repetition, package or client discounts cannot apply to atypical forms of advertisement. Bulk, repetition and package discounts also cannot be used together with discounts on regional versions.

Agency discounts: are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions.

* Black & white photo advert in ÚJ SZÓ BORZE = short text, including contact up to 350 characters, including spaces + black & white 5x5 cm photograph.

Columns: Real-estates, Auto-motor, Gardening and Animal keeping.
Civil or commercial content is evaluated by the publisher.

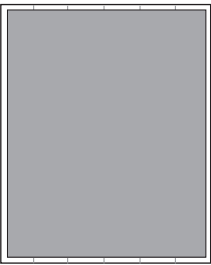
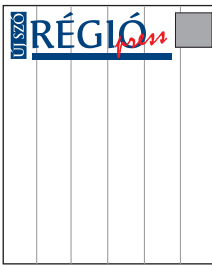
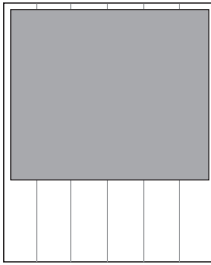
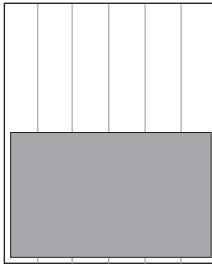
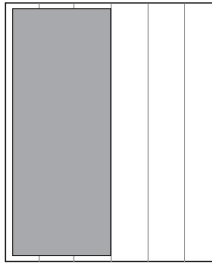
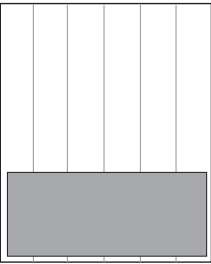
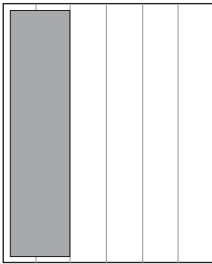
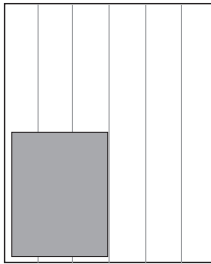
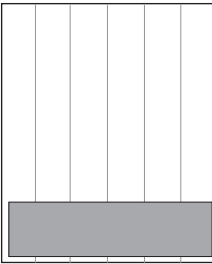

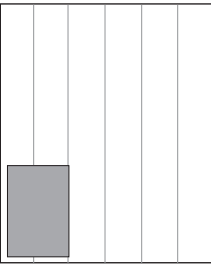
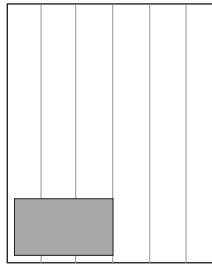
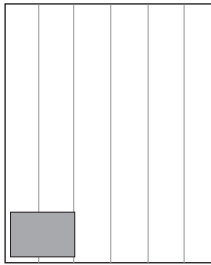
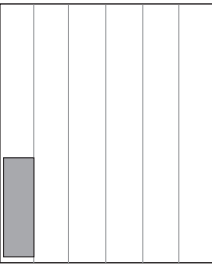
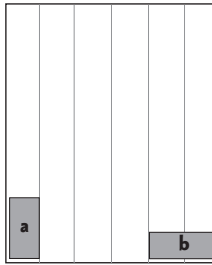
Payment: Beforehand only.

** Commercial photo adverts through advertising or media agencies are published for an additional charge of 30 %. Photo advert the content of which is in conflict with law or ethics are not to be published.

Notice: Advanced booking of advertisement according to this pricelist the Client accepts current General Commercial Conditions valid to periodicals published by the publishing joint-stock company Petit Press, a.s. („The Publisher“). General Commercial Conditions are accessible on web page of The Publisher www.petitpress.sk/inzerca, at Advertising office of The Publisher (Lazaretská 12, 811 01 Bratislava - Slovakia) or by e-mail address of The Publisher prijem.inzerca@petitpress.sk

PRICE LIST of ÚJ SZÓ - RÉGIOPRESS supplements (news-print)

valid from september 15-th 2008

| | | | | |
|--|--|---|--|--|
| 1/1 280 x 380 mm  | header 44 x 50 mm  | 2/3 width 280x 252 mm  | 1/2 width 280 x 188 mm  | 1/2 height 139 x 380 mm  |
| cmyk 28 800 Sk cmyk 955,98 EUR | cmyk 1 200 Sk cmyk 39,83 EUR | cmyk 19 500 Sk cmyk 647,28 EUR | cmyk 15 000 Sk cmyk 497,91 EUR | cmyk 15 000 Sk cmyk 497,91 EUR |
| 1/3 width 280 x 124 mm  | 1/3 height 91 x 380 mm  | 1/4 module 139 x 188 mm  | 1/4 width 280 x 93 mm  | 1/4 module 186 x 140 mm  |
| cmyk 10 200 Sk cmyk 338,58 EUR | cmyk 10 200 Sk cmyk 338,58 EUR | cmyk 7 800 Sk cmyk 258,91 EUR | cmyk 7 800 Sk cmyk 258,91 EUR | cmyk 7 800 Sk cmyk 258,91 EUR |
| 1/8 height 91 x 142 mm  | 1/8 width 139 x 93 mm  | 1/16 module 91 x 75 mm  | 1/16 width 44 x 150 mm  | module a,b a 44x75 mm, b 91x38 mm  |
| cmyk 4 200 Sk cmyk 139,41 EUR | cmyk 4 200 Sk cmyk 139,41 EUR | cmyk 2 200 Sk cmyk 73,03 EUR | cmyk 2 200 Sk cmyk 73,03 EUR | cmyk 1 200 Sk cmyk 39,83 EUR |

Régió Press

Full-colour regional advertisement supplements of the daily Új Szó are issued separately for the regions:
Dunajská Streda,
Komárno,
Nové Zámky
Galanta+Šala.



| No of columns | 1 | 2 | 3 | 4 | 5 | 6 |
|---------------|----|----|-----|-----|-----|-----|
| width in mm | 44 | 91 | 139 | 186 | 233 | 280 |

Price for 1 mm of a column: 17 Sk; 0,56 EUR

Prices are valid separately for every region.

Typed-in advertisements up to 50 g

| | |
|-------------------------|-------------------------|
| separately for 1 region | 1,30 Sk/ks; 0,04 EUR/ks |
| actual 2 regions | 1,20 Sk/ks; 0,04 EUR/ks |
| actual 3 regions | 1,10 Sk/ks; 0,04 EUR/ks |
| actual 4 regions | 0,90 Sk/ks; 0,03 EUR/ks |

Inserted advertisement over 50 g

by agreement

Manually, band, slip-cover

by agreement

Additional charges:

| | |
|--------------------------|------|
| Front page | 30 % |
| back page | 20 % |
| Required location | 20 % |
| Advertisement production | 5 % |

Repetition discounts

| | |
|-------------------|------|
| 3 times | 5 % |
| 4 - 7 times | 7 % |
| 8 - 10 times | 10 % |
| 11 - 15 times | 12 % |
| 16 - 20 times | 15 % |
| 21 times and more | 20 % |

Package discounts:

Package advertising discounts on advertisements jointly ordered in several regional Régiopress supplements: DS, KN, NZ, GA

| | |
|-----------|--------|
| 2 regions | - 5 % |
| 3 regions | - 10 % |
| 4 regions | - 15 % |

Cancellation charges:

| | |
|---------------------------------|-------|
| 14-8 days before publication | 50 % |
| up to 7 days before publication | 100 % |

Forms closure:

For orders 14 working days before publication

Technical conditions:

Carrier: CD-ROM, USB key, e-mail, Format: PDF, Photoshop, Illustrator EPS 300 dpi, CDR text in curved lines

RégióPress is a network of post-box-delivered advertising newspapers with an editorial content for the regions: Dunajská Streda (DS), Komárno (KN), Nové Zámky (NZ) and Galanta + Šala (GA+SA) with monthly periodicity and a volume of 4 to 8 pages for every region. In the above-mentioned regions, the paper is delivered to households and moreover, all Új Szó daily subscribers get RégióPress as an addition to the subscribed paper. The greatest advantage of advertising in the network of RégióPress post-box-delivered newspapers is the extensive coverage of households including small-size villages, the low price of advertising and the possibility to direct address readers according to their place of residence. The prices are exclusive of 19 % VAT.

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