

A woman with long brown hair is lying on her back on a bed with a patterned sheet. She is wearing a white long-sleeved shirt and is holding an open book above her head with both hands, looking up at it. The background is a soft-focus grey wall.

PRINT PORTFOLIO

2022

STAR MAGAZINES



Readership:

460,000

Paid circulation:

95,318

Facebook followers:

200,000



story

The star magazine magazine with the highest readership and paid circulation

Launched in 1998, Story was the first star magazine in Hungary., and has been the most popular one ever since, offering insight into the life of Hungarian celebrities and useful tips and advice for readers.

TARGET GROUP:

| Urban women, aged 18 to 59, interested in stars

USP:

| The star magazine magazine with the highest readership and paid circulation

Market data:

| Frequency of publication: weekly

| CPT: 7,158

Paid circulation (December 2020):

50,650

Paid circulation: (March 2021):

43,332

Paid circulation (June 2021):

72,058

Paid circulation (October 2021):

27,464

Seasonal special issues of Hungary's most popular star magazine focus on topics that women are most interested in, and are related, of course, to Hungarian stars. In 2022, the list of special issues also include two thematic special issues.

TARGET GROUP:

| readers aged 18 to 59, interested in celebrities

USP:

| A strong brand that ensures high paid circulation and quality
| High paid circulation, also during the key year-end period

Market data:

| Frequency of publication: 6 issues per year



story.hu

Weekly RU:

323,680

Weekly PV:

580,000

Facebook followers:

200,000

Story magazine is going online! The market-leading weekly star magazine of Central Médiacsoport launched story.hu in November 2021, to complement the offline content of the popular magazine with more exciting photos and video content, and the latest news on Hungarian and foreign celebrities.

TARGET GROUP:

| Urban women, aged 18 to 59, interested in stars



| Source: Hungary, DKT-Gemius (15+ domestic audience) - full site,
period – weekly: average of weeks 1 to 4 2022, daily: average of period 03.01 to 30.01
| Facebook followers: as of 01.03.2022



Readership:
190,000

The star magazine with the second highest readership and paid circulation in Hungary

Paid circulation:
43,991

- Positioned higher than its competitors
- Modern design, nice layout, quality photos, varied content
- A source of reliable quality entertainment
- Also covering more serious topics
- Friendly tone

Facebook followers:
55,000

TARGET GROUP:

| Urban women aged 18 to 49, ABC status

USP:

| A premium star magazine, the second highest readership in its segment after Story

Market data:

| Frequency of publication: weekly

| CPT: 10,817

| Source: Kantar Hoffmann NOK Q1 to Q4 2021

| Circulation data: MATESZ Print Report Q4 2021, paid circulation

| Facebook followers: as of 01.03.2022





Planned Print Run

40,000

BEST

SPECIAL ISSUES

Best magazine has 4 thematic special issues in 2022.

STAR WEDDINGS

The special issue takes readers through the key steps of planning a wedding, from the perspective of stars. It includes a list of the most beautiful locations for engagement photography in Hungary, and presents several stars who got married in exotic locations.

CHEF

On the cover: Mautner, Gianni and Fördös Zé photographed together This issue is about stars who have strong links to gastronomy. Besides bringing their own recipes, they talk about their passion for food and gastronomy.

STAR LOVE

This special issue is all about emotions. Legendary and tragic loves, great reunions, and the craziest breakup stories. Dating advice and dating etiquette for women.

HOME

A special edition of weekly Best magazine, Best Home takes you on a tour inside stars' apartments, houses, gardens and holiday homes.

For example, with the help of Star Chefs we advise readers on how to set up an ideal grill/barbecue kitchen. Divas show us how a woman's sanctuary looks like: the closet and the bathroom.

TARGET GROUP:

| Urban women aged 18 to 49, ABC status

Market data:

| Frequency of publication: 4 issues per year

| Source: Central Médiacsport Zrt. Distribution Department 2022



LISTINGS MAGAZINES

Readership:

290,000

Paid circulation:

121,823

The most read listings magazine in Hungary

The most popular listings magazine in Hungary, with the most Hungarian channels and magazine-like content. It is great for complementing TV campaigns, and offers many opportunities for sponsored content.

Target group:

| Urban readers aged 18 to 59, ABC status

USP:

| Market-leading listings magazine with the highest readership and paid circulation

| Magazine-like content is ideal for editorial-related advertising

Market data:

| Frequency of publication: weekly

| CPT: 10,666



Readership:

105,000

Paid circulation:

48,932

A lower-priced bi-weekly listings magazine

Kétheti RTV Műsormagazin (bi-weekly RTV listings magazine) offers reliable quality at a reasonable price. Flexible ad placement options allow to reach your target audience more effectively.

Target group:

urban readers aged 18 to 59

USP:

| High circulation and cost-effective advertising rates

Market data:

| Frequency of publication: bi-weekly

| CPT: 7,048



Paid circulation:

11,318

A lower-priced weekly listings magazine

Launched in November 2011, Heti TV Újság (Weekly TV Listings Magazine) is a reasonably-priced alternative for both readers and advertisers in the listings magazine segment.

Target group:

| Readers aged 30 to 59

USP:

| Large front page ad option and cost-effective advertising

Market data:

| Frequency of publication: weekly



Women's magazines



NŐK LAPJA

Women's weekly with the longest tradition

Offering varied, authentic, topical and entertaining content, Nők Lapja magazine reaches hundreds of thousands of women. In our ever-changing world, this magazine represents a constant set of values, with family values in focus.

Target group:

Urban women aged between 18 and 59, of ABC status, with middle or higher level education, who value family the most.

USP:

- | Nők Lapja has the highest paid circulation and the highest readership of all magazines.
- | Authentic and trusted content, a valued brand for all generations.

Market data:

- | Frequency of publication: weekly
- | Facebook: 10 to 15 posts daily
- | CPT: 6,865

| Source: Kantar Hoffmann NOK Q1 to Q4 2021
| Circulation data: MATESZ Print Report Q4 2021, paid circulation
| Facebook followers: as of 01.03.2022

Readership:

510,000

Paid circulation:

158,004

Facebook followers:

163,000



NŐK LAPJA

Weekly RU:

196,146

Weekly PV:

312,322

Facebook followers:

163,000

The first women's magazine in Hungary to use a paywall site.

Hungary's number one magazine, Nők Lapja, is now available in both print and online versions. Subscribers to the online magazine get access to all articles in the print version plus extra content.

Articles, reports and podcasts about unique, exciting topics, and passionate stories are produced jointly by the editorial team of the print and digital magazine. Nőklapja.hu is the first online subscription magazine in the Central Médiacsoport portfolio.

Target group:

Urban women aged 35 and above, with higher education, who value family and social relationships the most. They care for the environment, and are conscious shoppers, committed and active on social media platforms.



Meglepetés

Readership:

210,000

Paid circulation:

58,495

Facebook followers:

59,000

Exciting and interactive women's weekly with stars and news

Meglepetés magazine has been a reliable and stable player in the women's weekly magazine segment for over 25 years. An interactive women's weekly with varied content that offers many advertising options, including editorial-related advertising, thanks to a flexible editorial background and 8 or 10-page thematic specials built around seasonal topics.

Target group:

| married urban women aged 18 to 59, who are attracted to new things but also hold on to traditional values. Very interactive, they love crossword puzzles and games

USP:

| Efficient reach to many interactive and easy-to-mobilize readers

Market data:

| Frequency of publication: weekly

| CPT: 8,036

| Source: Kantar Hoffmann NOK Q1 to Q4 2021

| Circulation data: MATESZ Print Report Q4 2021, paid circulation

| Facebook followers: as of 01.03.2022



Glossy magazines



marie claire

weekly RU:

320,484

Instagram followers:

34,000

Print run:

12,000

Facebook followers:

103,000



A distinctive premium glossy publication, the magazine of choice for well-informed women with a refined signature style. It educates readers on cultural sensitivity, with articles on important social issues. It engages you, helps you become more attractive and dress stylishly, and offers touching content.

Target group:

| Aged between 25 and 49, of AB status and with above-average income, the Marie Claire reader is open-minded and fascinated by what the world has to offer and how she presents herself to that world

USP:

- | Premium readers with exceptionally high purchasing power.
- | Socially sensitive readers open to social issues.
- | Strong international background: 34 international editions, in 18 languages, 54 million copies per year worldwide, 16 million readers per month

Market data:

- | Frequency of publication: 7 issues per year
- | Facebook: 105 to 110 posts per week
- | Insta: 30 to 40 posts per week

marie claire

Planned Print Run:

6,500

Mindfulness, or mindful presence, can be achieved in all areas of life. Self-identity, community building culture, holistic beauty therapy, slow fashion, ethical diet – we learn, grow and watch ourselves together.

Marie Claire Mindfulness special issue explores sustainability and mindful presence in all aspects of life. It helps readers pay attention to themselves and their environment.

Target group:

| Aged between 25 and 49, of AB status and with above-average income, the Marie Claire reader is open-minded and fascinated by what the world has to offer and how she presents herself to that world

Market data:

| Frequency of publication: 1 issue per year



Paid circulation:
15,338

Published four times a year, Nők Lapja Évszakok (Seasons) is a glossy magazine that features exclusively and typically Hungarian content, but at the quality level of large international brand magazines. It offers relevant and authentic Hungarian content, with readable articles and longer novels for women who dare to dream.

Target group:

| Well-informed, intellectually open urban women, aged 25 to 55, with middle or higher education.

USP:

| Relevant and authentic Hungarian content, with readable articles and longer novels

Market data:

| Frequency of publication: 4 issues per year



NŐKLAPJA
SZÉPSÉG

Print run:

19,500

Nők Lapja, the strongest magazine brand in Hungary, launched a new, glossy special issue in 2018. The perfect-bound glossy special is targeted at the core readership of Nők Lapja magazine: married women aged above 40, with above average income, who want to stay fit, healthy and attractive, and live life to its fullest. The special issue is published twice a year.

Target group:

| 40+ urban women with AB status

Market data:

| Frequency of publication: 2 issues per year; in May and October





25,000

| Source: Central Média csop ort Zrt.





Planned print run: (Summer)

54,000

Planned print run: (Winter)

32,500

Readable quality content for the summer and winter holidays

Target group:

| Urban women aged 18 to 49 who seek quality entertainment

USP:

| High-quality glossy environment for advertisements

| Great price to quality ratio

Market data:

| Frequency of publication: 2 issues per year (June and December)



NŐK LAPJA advent

Planned print run:

56,500

The magazine offers inspiring tips and ideas for decorating your home for the Advent period and helps you get in the mood for Christmas.

Target group:

| Urban women aged 18 to 49 who seek quality entertainment

USP:

| Glossy quality magazine ideal for advertisements

| High paid circulation in the key year-end period

Market data:

| Frequency of publication: 1 issue per year (November)



Otthon (Home) magazines



NŐK LAPJA interiőr

Planned Print Run:

10,000

Nők Lapja Interiőr features many useful tips and advice and inspiring photographs, and helps readers make their home nicer by carrying out smaller or larger modifications.

Target group:

| Urban women aged 18 to 49, AB status

USP:

| Glossy format guarantees high quality environment for advertisements
| Great price to quality ratio

Market data:

| Frequency of publication: 2 issues per year, in April and October



Planned print run:

25,000

Nők Lapja Kert és Virág (Garden & Flowers) special issue offers useful expert tips with inspiring photographs in many areas for those interested in gardening.

Target group:

| Urban women aged 18 to 49, AB status

USP:

| Glossy format guarantees high quality environment for advertisements

| Due to its relevant content, the magazine is on sale from March through August.

Market data:

| Frequency of publication: 1 issue per year, in March



Lifestyle magazines



Readership:

55,000

Planned print run:

16,000

Facebook followers:

17,000



NŐKLAPJA
egészség

Market leader in its segment, the most credible and authentic health magazine.

Covers a variety of health-related topics from different perspectives, and offers useful everyday tips and advice for a healthier lifestyle.

Target group:

| Married urban women aged over 30, with middle or higher education, interested in healthy lifestyle.

USP:

| Reach to female opinion leaders.
| Regarded as having reliable and trustworthy content by both readers and advertisers

Market data:

| Frequency of publication: 9 issues per year
| CPT: 19,892

| Source: Kantar Hoffmann NOK Q1 to Q4 2021
| Circulation data: Central Média csoport Zrt.
| Facebook followers: as of 01.03.2022

Planned print run

15,000

Facebook followers:

26,000



Psychology is no longer restricted to lecture halls, libraries, and laboratories but extends into many areas of everyday life, and has become a popular discipline, as indicated by local and international trends. Magazine readers want to dig deeper, they are interested in psychology, they want to improve, and seek more serious articles. Our psychology special issue is now published twice a year (spring and autumn) under a new name: Nők Lapja Pszichológia. The new logo and name are meant to indicate that we are committed to go deeper, yet still in the same authentic, friendly and engaging style you've come to expect from Nők Lapja magazine.

Target group:


| women opinion leaders aged 30 to 49 years, urban, AB status, with higher education, open-minded, keen to learn.

USP:

| In-depth content means more engaged readers who are more receptive to advertising

Market data:

| Frequency of publication: 2 issues per year (May and September)

A woman with long dark hair, seen from behind, stands in a vast field of purple lavender. She is wearing a bright blue, flowing dress that billows out around her. The scene is set during sunset or sunrise, with a soft, warm light and a hazy, purple-tinged sky in the background. The lavender plants are in sharp focus in the foreground, creating a textured, rhythmic pattern.

Entertainment magazines

Paid circulation:

24,575

Facebook followers:

24,000

The special issue is focused on esoterism, with reliable and detailed content as usual from Nők Lapja magazine.

Target group:

| urban women aged 18-59 who are interested in astrology and esoterism

USP:

| Useful, practical tips and advice for everyday life

Market data:

| Frequency of publication: 6 issues per year



Planned print run:

52,000

The Summer and Women (Nők és Nyár) special issue of Meglepetés magazine is a true companion for the summer, with many columns and longer articles, perfect for relaxing during summer holidays.

Target group:

| Women aged 18 to 59, family-oriented, interested in everyday women's topics

USP:

| Varied content ideal for editorial-related advertising
| Cost-effective advertising channel

Market data:

| Frequency of publication: 1 issue per year (May)



Meglepetés HOROSZKÓP

Planned print run

45,500

A great magazine for those interested in horoscopes and esoterism with useful tips and yearly forecast.

Target group:

| Women aged 18 to 59, interested in this topic

Market data:

| Frequency of publication: 1 issue per year (November)



Gastronomy magazines





Readership:

75,000

Paid circulation:

27,741

Facebook followers:

39,000



A market leading traditional gastronomy magazine

Nők Lapja Kitchen (Konyha) features recognized chefs, gastro bloggers and 100% tested recipes.

Target group:

| Married women aged between 25 and 55, ABC status, interested in gastronomy

USP:

| Market leading traditional gastro magazine with great editorial-related advertising options, and not only for food sector companies

| Due to its content, the magazine is kept for longer, picked up and read through several times.

Market data:

| Frequency of publication: monthly

| CPT: 15,252

First published in 2014, the premium-quality special issue of Nők Lapja Konyha called Nők Lapja Konyha Desszert is specialized on desserts, and is published twice this year.

Planned print run:

40,000

Target group:

| Married women aged between 25 and 55, ABC status, interested in gastronomy

USP:

| Targeted reach, a great platform for editorial related advertising in the food sector

| Due to its content, the magazine is kept for longer, picked up and read through several times.

Market data:

| Frequency of publication: 2 issues per year, in March and November



Print run:

25,000

Nők Lapja launches a new “free-from” special issue (published twice a year) called Mentes Konyha. The new publication is a treat for those who wish to prepare delicious dishes free from allergens.

Nowadays almost any family has someone who suffers from diabetes, lactose or gluten intolerance, or follows a Paleo or vegetarian/vegan diet. Many people are affected, and also, “free-from” dishes have become fashionable.

The publication includes varied, free-from recipes prepared by dietitians and reviewed by gastroenterology experts, along with ideas and cooking tips from gastrobloggers.

Target group:

| women aged 18 to 59, interested in healthy nutrition

USP:

| A niche product in the market
| Cost-effective advertising channel

Market data:

| Frequency of publication: 2 issues per year



It is a truly unique, niche publication that fills a market gap in the Hungarian gastronomy magazine segment.

We know that time is a valuable commodity, and recipes in Meglepetés GyorsKonyha are meant to save time and money for readers.

We keep the list of ingredients and the preparation time as short as possible.

Recipes are tested and cooked several times to make sure readers get everything right the first time.

Each dish comes with useful tips, and some recipes come in variations (e.g. with or without meat, creamy, cheesy, smoky, etc.) for versatility.

Each issue of Meglepetés GyorsKonyha is planned to feature popular young bloggers, TV chefs and so many practical tips and advice that we can safely call it the most useful cooking magazine.

Target group:

| Urban married women aged 18 to 59

Market data:

| Frequency of publication: 6 issues per year



Print run:
40,000

National Geographic



The world's leading scientific and educational magazine.

Offering stunning visual solutions and authentic content, it is the magazine of choice for readers looking for intellectual entertainment. Most of the reports in the US edition are published in the Hungarian edition, along with content of local relevance.

Target group:

| Urban readers aged between 18 and 49, with middle or higher education, of AB status, interested in natural sciences and educational articles.

USP:

| One of TOP10 global brands: Published in 33 countries, in 37 languages
| 60 million readers worldwide
| Unparalleled subscriber rate of over 70%

Market data:

| Frequency of publication: monthly
| CPT: 13,452

| Source: Kantar Hoffmann NOK Q1 to Q4 2021
| Circulation data: MATESZ Print Report Q4 2021, paid circulation
| Website traffic: Hungary, DKT-Gemius, Jan 2022
| Facebook and Instagram followers: as of 01.03.2022

Weekly RU:

59,891

Readership:

140,000

Instagram followers:

54,000

Paid circulation:

20,899

Facebook followers:

380,000



SAMSUNG

Plan with

CENTRAL MAGAZINOK
application

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device!



A woman with long brown hair, wearing a white lab coat, is lying on her back on a patterned surface. She is holding an open book with both hands and looking at it. The background is a soft-focus grey wall.

THANK YOU
FOR YOUR ATTENTION!