



TECHNICAL PARAMETERS OF PRINT ADVERTISEMENTS

Advertisements ready for publication can be submitted to Central Médiacsoport by:

- e-mail to hirdetes@centralmediacsoport.hu (max. size 10 MB)
- Ftp server: [data.centralmediacsoport.hu](ftp://data.centralmediacsoport.hu)
- **web:** <http://data.centralmediacsoport.hu> **Username:** kerighirdetes_upload **Password:** olq29cg

When uploading to the ftp server, please send an e-mail to hirdetes@centralmediacsoport.hu!

ADVERTISEMENTS READY FOR PUBLICATION SHALL BE SUBMITTED IN THE FOLLOWING FORMAT: ADOBE ACROBAT PDF/X-1A:2001, VERSION 1.3

Please make sure that:

- the PDF document is generated with Acrobat Distiller application, from a composite PostScript file, with 300 dpi resolution, total ink limit of 300%, using CMYK images and fully embedded or outlined/curved fonts and crop marks
- the final PDF file does not contain OPI information or opacity commands

When designing your advertisement keep in mind that:

- texts in the file shall be converted to curves (outline, curve)
- overprint and knock-out settings have to be correct
- the text layer shall be brought to front if the material has been prepared with InDesign application
- Photoshop eps/tif/jpg files have to be flattened, CMYK, with resolution of at least 300 dpi, and JPG files shall be saved with "Maximum Quality" setting in order to minimize distortion of smaller fonts and thinner lines
- no CIDtype2 fonts shall be used
- currently available print technology may limit design solutions (different paper qualities, fluctuations in color, slight movement of crop marks, inverted small graphic elements, font size, black text shall be on black plate only, avoiding the use of direct colors)
- CorelDraw files are not acceptable

Other requirements related to bleed box:

- For perfect bound magazines a 5 mm extra margin shall be left to ensure proper positioning of content
- Avoid any useful content within 8 mm of the crop line
- Crop marks, bleed marks and color bars should be outside the bleed area
- Allow a 5 mm extra margin (bleed) on each side



SUBMISSION OF INSERTS

When sending Inserts to the delivery address, please clearly indicate the following information on the Delivery Note: name of the magazine, issue number, name of insert, and number of copies. If any of the above information is missing, acceptance of delivery of the advertising materials shall be refused.

Please observe deadlines for submission of materials for all of our magazines.

TECHNICAL PARAMETERS OF SPECIAL SECTION (S.A.S.) AND OTHER SPONSORED CONTENT

Materials that require further processing can be submitted by:

- e-mail to magazinszponzoracio@centralmediacsoport.hu (max. size 10 MB)
- FTP server at <http://data.centralmediacsoport.hu/>

Username: kerighirdetes_upload **Password:** olq29cg

When uploading to the ftp server, please send an email to magazinszponzoracio@centralmediacsoport.hu

For further information about the materials you need to submit, please email to magazinszponzoracio@centralmediacsoport.hu

Background text material: in MS Word format Photograph, logo,
other graphic elements: 300 dpi jpg, tiff, or eps file

**IF THE SUBMITTED ADVERTISEMENT MATERIAL DOES NOT COMPLY
WITH THE ABOVE REQUIREMENTS, CENTRAL MÉDIACSOPORT SHALL NOT BE HELD
LIABLE FOR THE QUALITY OF THE PUBLISHED ADVERTISEMENT.**

Contact: magazin hirdetes@centralmediacsoport.hu

Valid from 30. 05. 2025.