

A woman with long brown hair is lying on her back on a bed with a floral 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, out-of-focus grey.

# PRINT PORTFOLIO

2026

# STAR MAGAZINES



**story**

Readership:

375, 000

Paid circulation:

66, 000

Facebook followers:

225, 000

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





Story Spring, Autumn, Winter, Summer  
CENTRAL REACH:  
**125,000**

Average of paid circulation:

32,000

29,000

32,000

31,000



Tematic special issues: Recept és terítés (Recipe and serving), TV+Rejtvény, (Crosswords) Diéta és Fitnesz (Diets and fitness), Sztárotthon, (Home of celebrities), Horoszkóp (Horoscope),

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: 9 issues per year

Average of paid circulation:

32,000

32,000

34,000

22,000

34,000



| Source: Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
| Facebook Followers : 2025. November



Weekly RU:

389,000

Weekx PV:

1,612,000

Facebook followers:

225, 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





Readership:

150,000

Printed circulation

36,000

Facebook followers:

64, 000

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

- 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

#### 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



Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Médiaszoport Zrt. Distribution Department 2025. 1-10. months

Average

| Facebook Followers : 2025. November





# LISTINGS MAGAZINES





Readership:

230,000

Printed copies

95,000

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



Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average



Central Reach

55,000

Printed copies:

20,000

Special issue of the country's largest and most widely read program magazine: Színes RTV

It is a unique publication in Hungary!

In addition to the current offerings of the most watched streaming channels (NETFLIX, Disney+, Max, Skyshowtime, RTL+), readers interested in foreign stars, celebrities, and captivating true crime stories can also turn to it as a premium celebrity magazine.

Target group:

| Urban readers aged 18 to 59, ABC status

Market data:

| Frequency of publication: 4 issues per year

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average





Readership:

91,000

Printed Copies

41,000

A lower-priced 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





Central reach

34,000

Printed copies:

9,000

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 MAGAZINE







Readership:  
**434,000**

Printed copies:  
**115,000**

Facebook followers:  
**196,000**

Instagram followers  
**61,000**



# NŐK LAPJA

Women's weekly magazine 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:

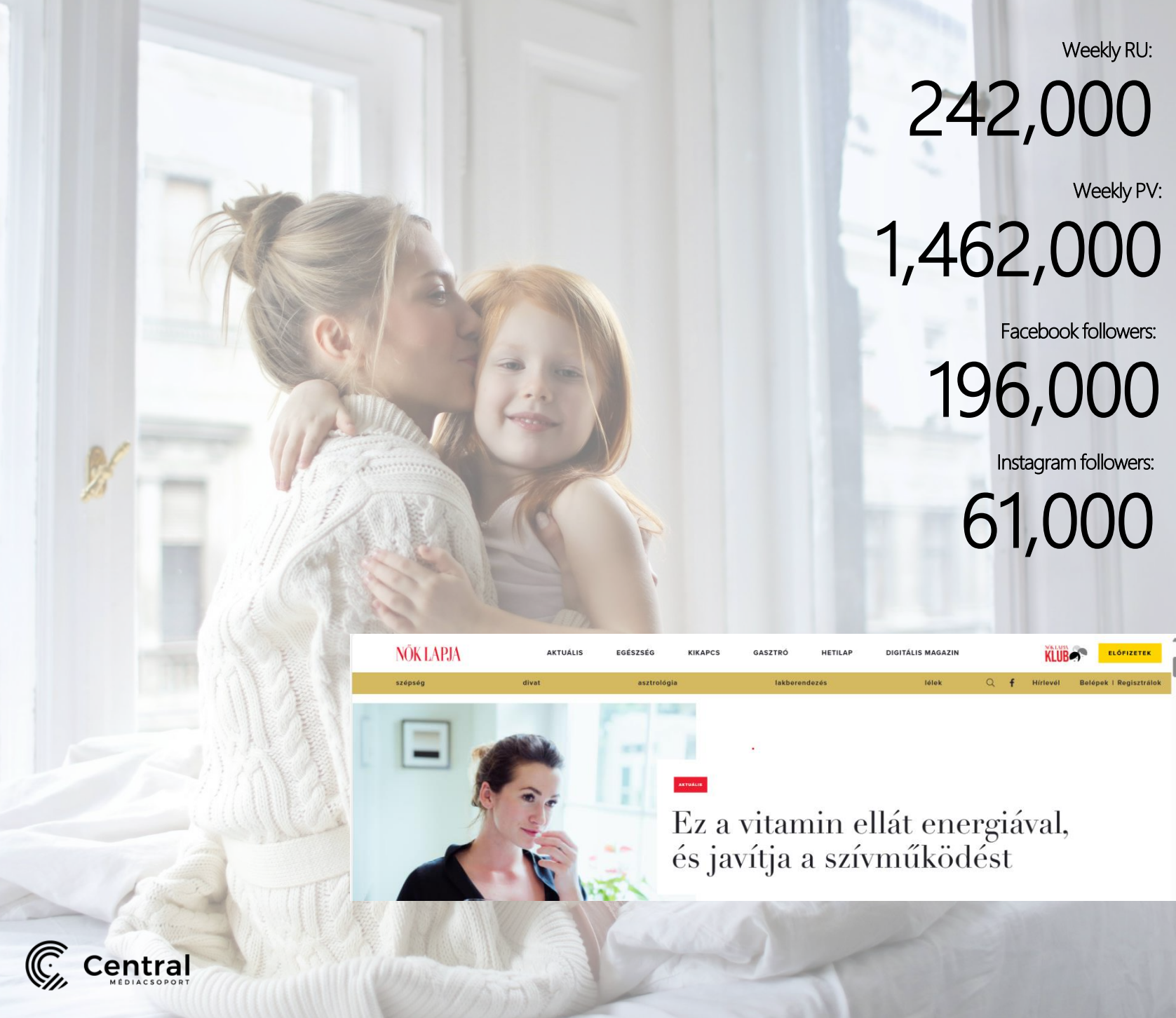
- | Nők Lapja has the highest paid circulation and the highest readership of all magazines.
- | Authentic and trusted content, a valued brand for all generations.

## Market data:

- | Frequency of publication: weekly
- | Facebook: 10 to 20 posts daily

| Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2  
| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
| Facebook and Instagram followers: 2025 November





Weekly RU:

242,000

Weekly PV:

1,462,000

Facebook followers:

196,000

Instagram followers:

61,000

NŐK LAPJA.hu

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 Médiaszoport 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:

209,000

Printed copies:

57,000

Facebook followers:

71,000

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

Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2  
| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
Facebook and Instagram followers: 2025 November





Weekly RU:

238,000

Weekly PV:

796,000

Facebook followers:

70,000

Meglepetés.hu's content is provided by Meglepetés magazine, with its diverse articles aimed at middle-aged and older (mainly) women. It includes relationship advice, recipes, articles about healthy lifestyles, esoteric content, household and child-rearing materials, and of course celebrity interviews..

#### 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 also



# GLOSSY MAGAZINES





Readership:  
48,000

Weekly RU:  
182,000

Instagram followers:  
38,000

Printed copies:  
12,000

Facebook followers:  
120,000

# marie claire

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: 4 issues per year
- | Facebook: 100 to 120 posts per week
- | Insta: 30 to 40 posts per week





# NŐK LAPJA ÉVSZAKOK

Readership:

88,000

Printed copies:

16,000



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



Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2  
| Number of copies Central Média Group Zrt. Distribution Department 2025. 1-10. months  
Average



Central reach:

**25,000**

Printed copies:

**10,000**

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



Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers



Central reach:  
**70,000**

Printed copies:  
**16,000**



The spring period offers many interesting topics to explore in more detail, and therefore the glossy special issue of Nők Lapja magazine is published in March. Longer articles, useful decor ideas, tasty recipes, and a section dedicated to Easter help readers get ready for the holidays and this special time of the year, in an engaging style you've come to expect from Nők Lapja magazine.

#### Target group:

| Urban women aged 25 to 49, ABC status

#### Market data:

| Frequency of publication: 1 issue per year

Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers





Central reach: (Winter)

87,000

Printed copies: (Winter)

20,000

Central reach: (Summer)

129,000

Printed copies: (Summer)

36,000



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)

Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2  
| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average  
| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers



# NŐK LAPJA KORONA KÜLÖNSZÁM

## AZ ANGOL KIRÁLYI CSALÁD

Central Reach  
**49,000**

Printed copies:  
**15,000**

Since the publication of the bookazine Elizabeth II in 2022, an era has ended with the death of the monarch, who was succeeded on the throne by her son Charles III. For the British, the unity of the nation is embodied by Charles and Camilla, as well as William, Prince of Wales, and Catherine, Duchess of Cambridge. How do family members serve their country? What are the constitutional duties of the king? We introduce all those family members and their helpers who work to ensure the survival of the British monarchy.

### Target group:

Urban women aged 18 to 49 who has ABC status, and interested in celebrities

### USP:

| High-quality glossy environment for advertisements  
| Great price to quality ratio

### Market data:

| Frequency of publication: 1 issues per year (April)

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average

| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers





# NŐKLAPJA advent

Central reach:

152,000

Printed copies

39,000

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)



Source: Kantar Hoffmann TGI-NOK 2024/1-4

| Number of copies Central Média csoport Zrt. Distribution Department 2024 Annual Average

| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers





# LIFESTYLE MAGAZINES



# NŐK LAPJA KERT & OTTHON

Central reach:

40,000

Printed copies:

12,000

Nők Lapja KERT és OTTHON (GARDEN and HOME) fresh and forward-looking new glossy publication, focused on home and garden.

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





Readership:

**60,000**

Printed copies

**10,000**

Facebook followers

**17,000**

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





Central reach:

34,000

Printed copies:

10,000

How can we maintain our shape, fitness, and beauty for the coming years? How can we experience the joy? In the magazine, we share our physical and mental experiences with each other; we involve psychologists, doctors, and dieticians in experiencing quality menopause. We answer questions with a positive attitude and authentic information.

Target group:

| Urban women aged over 45, who are interested in healthy lifestyle, beauty and wellness.

USP:

| Glossy format guarantees high quality environment for advertisements

Market Data:

| Frequency of publication: 1 issue per year:

Source: Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average

| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers





# NŐK LAPJA

Nők Lapja Psychology – Special Edition is aimed at women who are looking for answers and support in our fast-paced, unpredictable world. Every stage of life comes with recurring questions that we sometimes work on internally for years. How can we find happiness again? What should we do with the patterns we inherited if they have become unbearable? How can we preserve our physical and mental strength so that we don't just live longer, but live more fully?

## Target Group:

| Women with strong purchasing power who are interested in healthy living, beauty, and wellness topics.

## Pillars:

- Lifestyle
- Health
- Soul / Mind
- Expert articles, Interviews

## Market Data:

| Frequency: twice a year  
| Consumer price: 1,690 Ft

Printed copies::

# 10 000





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



Central reach:

107,000

Printed copies:

25,000

Facebook followers:

25,000

Printed copies:

15 000 db

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 (Nők Lapja Ezotéria): 6 issues per year  
| Frequency of publication (Nők Lapja Asztrológiai Előrejelzés): 1 issue per year

Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average

| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers

Facebook followers: 2025 November





# GASTRO MAGAZINES





Readership:  
**96,000**

Printed copies:  
**16,000**

NŐK LAPJA  
**KONYHA**  
AND SPECIAL ISSUES

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

| Special issues of 2025:

January: Quick Dinners

February: Top 100 Chicken Dishes

March and October: Dessert

April: Diet-Friendly Delicacies

May: Quick Meals

June: Mediterranean Dishes

July: Preserving

August: Fruity Dishes

September: Cheese in the Spotlight

December: Spices

Source: Kantar Hoffmann TGI-NOK 2024/3-4 2025/1-2

| Number of copies Central Média csoport Zrt. Distribution Department 2025. 1-10. months Average





# INFORMATIVE MAGAZINES





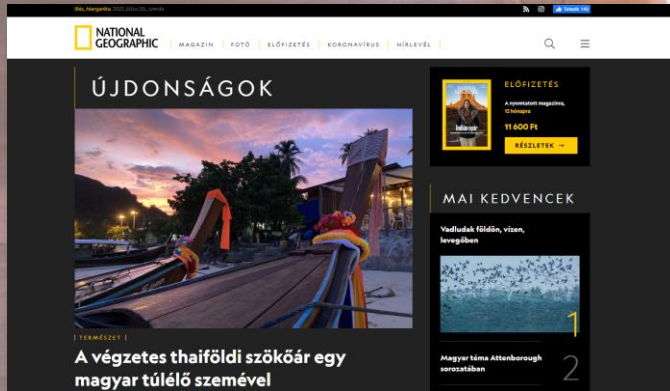
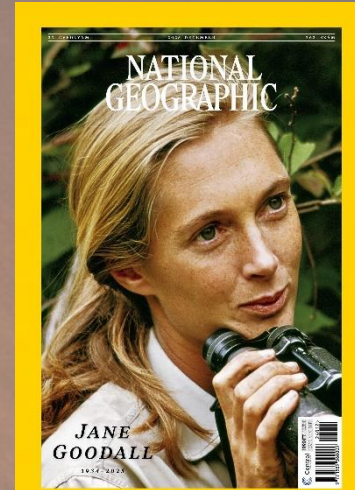
Weekly RU:  
**83,000**

Instagram followers:  
**55,000**

Readership:  
**147,000**

Printed copies:  
**20,000**

Facebook followers:  
**421,000**



### Special issues

12 publication per year  
Printed Copies: 10 000

### THEMES OF SPECIAL ISSUES

- SHIPWRECKS
- STORY OF GOD
- HIDDEN LONDON
- SECRET LIFE OF HORSES
- HIDDEN ROME
- ATLAS OF SCARY PLACES
- AIRPLANES/SPY PLANES
- FURTHER TOPICS UNDER PLANNING



**NATIONAL  
GEOGRAPHIC**  
AND SPECIAL ISSUES

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



A woman with short brown hair, wearing a white t-shirt, grey jeans, and large hoop earrings, is sitting on a grey beanbag chair. She is smiling and looking towards the camera. The background features a white bookshelf filled with books and a potted plant on the right. The floor is wooden, and there are brown and striped pillows on the floor next to the beanbag chair.

# BOOKAZINE



# NŐK LAPJA

## BOOKAZINE

Central Reach:

72, 000

Planned printed copies:

12, 000

### Nők Lapja Konyha Ünne (Holiday) Bookazine

In our publication related to the Nők Lapja Konyha brand, we show our readers special and festive recipes in preparation for Christmas.

### Target group:

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

### Nők Lapja 100 legjobb könyv (100 Best Books) Bookazine

Focus on promoting reading thought-provoking stories, good books, and literature are important to Nők Lapja. We believe that a book can change us, make us richer, and teach us as adults. Since 2021, we have dedicated November to promoting reading.

### Célcsoport:

The product is designed for those Nők Lapja consumers who show an outstanding interest in cultural or literary topics.

### Market data

Frequency of publication: 1 issue per year:

| Nők Lapja Konyha Ünne Bookazine: 2025.10.21.

| Nők Lapja 100 Legjobb könyv Bookazine: 2025.10.30.

| Source: Number of copies Central Média csoport Zrt. Distribution Department 2024 Annual.Average  
| Estimated Central reach is based on the number of copies sold, certified by the Central Media Group's distribution department, multiplied by the average RPC value of the audited data of Central's printed monthly newspapers





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

THANK YOU FOR  
YOUR ATTENTION!