

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.

MAGAZIN PORTFOLIO

2021

STAR MAGAZINES



story

Star magazine with the highest readership and highest paid circulation.

Readership:

498 000

Paid circulation:

104 203

Facebook followers:

188 000

NEW
editor-in-chief from
mid-February:
Takács Gabriella



First published in 1998, Story introduced the concept of star magazines in Hungary. It has been the most popular and authentic star magazine ever since. Story offers insight into the life of Hungarian celebrities and gives useful tips and advice to female readers.

Target group:

| Aged 18 to 59, urban women, who interested in the celebrities

USP:

| Star magazine with the highest readership and highest paid circulation.

Market data:

| Publication frequency: weekly

| CPT: 6 6067

| CPI: 1 457 700 contacts

| Source: Kantar Hoffmann NOK 2019/3-4 2020/1,3
| Circulation data: MATESZ Print Report2020. Q3 total sold copies
| Facebook followers: 15.01.2021.



Premium star magazine, with the second highest readership in its category, after Story magazine.

Readership:

194 000

Paid circulation:

51 630

Facebook followers:

51 500

- It is positioned higher than its competitors
- Modern design, sophisticated layout, quality images, diverse content
- Demanding and authentic entertainment
- Openness to more serious topics
- Friendly tone

Target group:

| Aged 18 to 49, ABC status, urban women

USP:

| Premium star magazine, with the second highest readership in its category, after Story magazine

Market data:

| Publication frequency: weekly

| CPT: 10 567

| CPI: 558 400 contacts

NEW
editor-in-chief from
mid-February:
Takács Gabriella



| Source: Kantar Hoffmann NOK 2019/3-4 2020/1,3

| Circulation data: MATESZ Print Report 2020. Q3. total sold copies

| Facebook followers: 15.01.2021.

Paid circulation: (2020 March):

43 437

Paid circulation (2020 June):

65 551

Paid circulation (2019 October):

48 556

Paid circulation (2019 December):

55 985

Hungary's most popular star magazine comes with special issues in all four seasons of the year, featuring stars and celebrities and, of course, answers to questions that women are most interested in.

Target group:

| Aged 18 to 59, interested in stars and celebrities

USP:

| Outstandingly strong brand, guarantees high paid circulation and quality

Market data:

| Publication frequency: 4 times per year
(March, June, October, December)





TV GUIDES



The favourite TV listings magazine in Hungary.

Readership:

340 000

Paid circulation:

129 686

The favourite TV listings magazine in Hungary. Apart from the listings of most Hungarian speaking channels, it also features magazine-like articles.

Target group:

| Aged 18 to 59, ABC, urban

USP:

| Market leading TV listings magazine with the highest readership and highest paid circulation
| The magazine-like content offers excellent possibilities for editorial related advertising.

Market data:

| Publication frequency: weekly
| CPT: 9 094
| CPI: 2 029 100 contacts



| Source: Kantar Hoffmann NOK 2019/3-4 2020/1,3
| Circulation data: MATESZ Print Report2020. Q3 . total sold copies



Kétheti
RTV MŰSOR
MAGAZIN

Bi-weekly TV guide magazine of low retail price

Paid circulation:

52 206

Our bi-weekly TV guide delivers reliable quality at affordable price. Efficient reach to target audiences and effective communication of products and services to consumers is ensured due to flexibility in the positioning of advertisements.

Target group:

| Aged 18 to 59, both men and women

USP:

| High circulation, cost-efficient advertising

Market data:

| Publication frequency: bi-weekly



Heti TV

újság

Weekly TV guide magazine of low retail price.

Paid circulation:

12 930

Our weekly TV guide has been part of the Central Média csoport portfolio since November 2011. It represents a well-priced, affordable alternative for readers and advertisers in the segment of TV magazines.

Target group:

| Aged 30 to 59, both men and women

USP:

| Possibility of large cover advertisements and cost-efficient advertising

Market data:

| Publication frequency: weekly



WOMEN'S MAGAZINES



nők lapja

Nők Lapja is a weekly women's mass magazine with the longest traditions

Readership:

608 000

Paid circulation:

169 930

Facebook followers:

144 000

NEW
editor-in-chief
Virág Vass

Nők Lapja is a weekly women's mass magazine with the longest traditions. It features traditional, classic female topics in an authentic and refined style. It offers intellectual entertainment, and helps and serves the reader.

Target group:

| Urban women aged 18 to 59, ABC status, middle or higher education; family is what they value most

USP:

| Nők Lapja is the magazine with the highest paid circulation and the highest readership in market
| Credible and authentic content, brand of high value for all age groups

Market data:

| Publication frequency: weekly
| Facebook: daily 10/15 post
| CPT: 5 757
| CPI: 2 227 900 contacts



| Source: Kantar Hoffmann NOK 2019/3-4 2020/1,3
| Circulation data: MATESZ Print Report2020. Q3.
| Facebook followers: 15.01.2021.

nők lapja

The first Hungarian women site with paywall model.

NEW, Editor-in-chief
with Nők Lapja from
January:

Virág Vass,
Noklpaja.hu editor
Eszter Tiefenthaler

Weekly RU:

89.454

Facebook followers:

144 000

Nők Lapja reached a new milestone in 2020: Hungary's most widely read and highest circulation magazine is making the brand even stronger on the digital surface in addition to its weekly print edition. The magazine dating back to seventy years has been providing hundreds of thousands of readers, generation after generation, with a basis of reference, something to rely on, in a world in continuous motion and change. Nők Lapja's strength lies in its ability to renew itself from time to time while adhering its system of values and high standards.

Target group:

Women over 35, with a strong purchasing power. They are:

- Valuing family and social relationships most of all
- Responsible for the environment
- Main purchasers, guided by awareness
- Committed, active social basis



Meglepetés

Colourful and interactive women's weekly with stars and hot topics

Readership:

230 000

Paid circulation:

61 093

Facebook followers:

58 300

Meglepetés magazine has been a reliable and stable publication in the women's weekly segment for 25 years. Colourful and interactive, the magazine offers a wide range of advertising solutions thanks to its flexible editorial background, and great reach to various target groups.

Target group:

| Married, urban women aged 18 to 59, who likes crosswords and games, their opinion is that the traditional value is very important.

USP:

| Efficient reach to a wide group of interactive readers who are easy to activate.

Market data:

| Publication frequency: weekly
| CPT: 7 348
| CPI: 782 900 contacts



Glossy magazines



marie claire

Characteristic premium glossy magazine

NEW

editor

Eszter

Tiefenthaler

Weekly RU:

135 755

Insta followers:

32 700

Paid circulation:

7 406

Facebook followers:

99 000

Characteristic premium glossy magazine, the number one magazine for informed women with a sophisticated sense and their own style. It expands cultural sensitivity and publishes writings on important social issues.

Target group:

| Women aged 25 to 49, AB status, above-average income, open-minded and modern, perceive the world through their femininity

USP:

| Premium readership with outstandingly high purchasing power.

| Readers are socially sensitive and socially responsible.

| Strong international background: 33 international editions, 18 languages, 54 million copies sold worldwide, over 16 million readers.

Market data:

| Publication frequency: 6 times per year

| Facebook: 105-110 post weekly

| Insta: 30-40 post weekly



Énőköpja ÉVSZAKOK

Quarterly glossy magazine

Paid circulation:

17 190

Published four times a year, this glossy magazine is a unique Hungarian publication specifically focused on Hungarian lifestyle, yet its quality rivals that of large international brand magazines. It offers relevant and authentic Hungarian content, with high quality, readable articles for women who still can and dare to dream.

Target group:

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

USP:

| Relevant, authentic and readable Hungarian content of literary value

Market data:

| Publication frequency: quarterly



nők lapja
SZÉPSEG

Mature, conscious, attractive

Printed copies:

16 500

Nők Lapja, Hungary's strongest magazine brand, launched a new special issue in 2018. The perfect-bound glossy publication is targeted at the core of the parent magazine's readership: married women over 40, with stable financial background who want to make the most out of their life.

Target group:

| 40+ urban woman with AB status

Market data:

| Publication frequency: twice a year; May and October



Printed copies:

25 000

Spring offers the opportunity to present many interesting topics and great visual content to readers, and therefore a glossy special issue, the latest brand extension of Nők Lapja, is again published this March. In the style of the parent magazine, Nők Lapja Spring special issue features longer articles, useful decoration ideas, tasty recipes and a separate section dedicated to Easter to help readers get in the mood for the holidays at this special time of the year.

Target group:

| Aged 25 to 49, urban, ABC status

Market data:

| Publication frequency: once a year



nők lapja
Nyár

nők lapja
Tél

Great reading for the summer and winter months.

Printed copies: (Summer)

54 000

Printed copies: (Winter)

32 500

The summer and winter special issues of Nők Lapja magazine offer great reading for the summer and winter months.

Target group:

| Urban women aged 18 to 49 who like reading high-quality great magazine articles

USP:

| Glossy environment for advertisements
| Excellent price/quality ratio

Market data:

| Publication frequency: 2 times per year
(June and December)



nők lapja
advent

Inspiring idea magazine in the Advent period

Printed copies :

56 500

The magazine features inspiring ideas for the decoration of our home and helps get ready for Christmas in the Advent period.

Target group:

| Urban women aged 18 to 49, who want high-quality entertainment and readable articles.

USP:

| Glossy quality magazine, ideal environment for advertisements
| High paid circulation in hot sales period at the end of the year

Market data:

| Publication frequency: once a year (November)



HOME MAGAZINES



nők lapja
enteriőr

Nők Lapja interior theme specific

Printed copies:

10 000

Nők Lapja Enteriőr, featuring interesting and inspiring photographs and smart renovation/decoration ideas, helps readers make their home ever nicer.

Target group:

| Urban women aged 18 to 49, AB status

USP:

| Glossy quality guarantees high-quality environment for advertisements
| Outstanding price to value ratio

Market data:

| Publication frequency: twice a year (April & October)





nők lapja
kert és virág

Printed copies:

24 000

Nők Lapja garden theme specific

Nők Lapja Kert és Virág (Flowers and gardens) features useful advice and inspiring photographs for readers interested in gardening.

Target group:

| Urban women aged 18 to 49, AB status

USP:

| Glossy quality guarantees high-quality environment for advertisements

| Due to its content, the magazine is on sale from March until August

Market data:

| Publication frequency: once a year, in March



Printed copies:

18 000

The magazine includes advice from well-known experts for amateur gardeners, useful information on flower and vegetable types and gardening, along with solutions for common gardening problems, and tips on how to prepare beautiful and colourful flower beds.

Target group:

| Active men and women aged 20 to 59 who are willing to spend time and energy on making their garden beautiful and are interested in garden culture, gardening techniques and garden design.

USP:

| Quality readership, exigent and quality-conscious readers
| Reliable publication with international background that fills a niche in Hungary
| Readers collect the issues of the magazine and read them several times
| Advertisements reach not only the readers but their whole family
| Brand message is delivered to the target group

Market data:

| Publication frequency: 10 occasion a year



OTTHON

High-quality, entertaining interior decoration and lifestyle magazine

Paid circulation:

13 114

The magazine represents traditional family values and covers topics related to home and home decoration in an easy-to-understand and entertaining style, targeted mainly to female target groups.

Target group:

- | Active, working, urban women aged 20 to 49.
- | ABC1 status, above-average income. Middle-level education or higher

USP:

- | Interior decoration magazine in glossy quality
- | Trend setting, opinion shaping publication

Market data:

- | Publication frequency: monthly



OTTHON

SPECIAL ISSUES

Creative, colourful and varied interior special issues

Printed copies:
15 000

We published this year six times, thanks to special issue's popularity.

Target group:

| Active, working, urban women aged 20 to 49, middle-level education or higher

USP:

| Interior decoration special issues in glossy quality

Market data:

| Publication frequency: 6 times per year

| Kislakás: January

| Ház: March

| Kert: June

| Kislakás: July

| Ház: September

| Okos Otthonok (Smart Homes): November **NEW!**





praktika

Market leading idea mag

Paid circulation:

12 974

Facebook followers:

36 966

A women's monthly with useful, trend-setting, opinion-shaping, and inspiring content. Besides being a great reading, it gives readers the joy and experience of DIY creation.

Target group:

| Active, young, married urban women aged 18 to 49, middle or higher education

USP:

| Market leading idea magazine
| Cost-efficient reach to readers of high purchasing power

Market data:

| Publication frequency: monthly



| Circulation data: MATESZ Print Report2020 Q3 né. total sold copies
| Facebook followers: 15.01.20.1.

GYEREK
praktika

Creative idea magazine for kids

Printed copies:

20 000

The magazine gathers the most interesting 'for children' projects and DIY ideas of Praktika magazine, and also offers new ideas for those who want to make the environment of their small kids nicer and more playful.

Target group:

| Active, young, married urban women aged 18 to 49, middle or higher education

Market data:

| Publication frequency: once a year





ÖTLET mozaik

Monthly building and DIY magazine.

Printed copies:

12 000

Facebook followers:

12 738

A colourful monthly magazine on home refurbishment, conversion, construction, garden furnishing and a host of unique DIY and repair tips and new products.

Target group:

| Women and men of secondary or tertiary schooling aged 25-49, living in family houses or condominiums.

USP:

| It reaches a high purchasing power readership, offering targeted opportunities, without blind distribution.

Market data:

| Publication frequency: monthly

LIFESTYLE MAGAZINES

nők lapja
egészség

The most credible and authentic health magazine, market leading in its segment

NEW
editor-in-chief:
Éva
Akovács

Readership:

51 000

Sold copies:

13 802

Facebook followers:

17 405

The magazine presents many health-related topics in a varied way and helps readers live a healthier life with useful, everyday tips and advice.

Target group:

| Married women over 30, urban, middle and higher education, interested in healthy lifestyle and health-related topics

USP:

| Magazine targeted at female opinion leaders.
| Accepted and known as reliable both by readers and advertisers

Market data:

| Publication frequency: 9 times per year
| Facebook: weekly 14-16 posts
| CPT: 21 401
| CPI: 178 900 contacts



nők lapja
PSZICHÉ
TÖBB MINT LÉLEK

Print run

15 000

Facebook followers:

26 363

Nők Lapja Psziché focuses on many topics, e.g. problematic areas of self-knowledge, mental development, career, and relationships; articles are written by or with the cooperation of recognized experts, in an easy-to-understand language.

Target group:

| Urban women aged 25 to 45, middle or higher education, interested in psychology as a means of self-knowledge

USP:

| Due to the serious content that gives food for thought, advertisements in the magazine receive above-average attention by readers

Market data:

| Publication frequency: twice a year, April 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



Its theme is unique in the market

Paid circulation:

26 183

Facebook followers:

24 077

As usual with Nők Lapja, the magazine offers reliable, detailed and expert content on the topic of esoteric.

Target group:

| Urban women aged 18 to 59, interested in astrology and esoteric

Market data:

| Publication frequency: 6 times per year



Print run:

52 000

The summer special issue of Meglepetés magazine is a perfect traveling companion for women, and features longer articles and many topics that interest the female target group

Target group:

| Women aged 18 to 59, family-oriented, and interested in typical women's issues

USP:

| Features a variety of topics and offers many opportunities for placing advertisements linked to the editorial content cost-efficient advertising solutions

Market data:

| Publication frequency: once a year, in May





Meglepetés
RETRO

Meglepetés Retro special issue

Print run:

38 000

The Retro special issue of Meglepetés magazine is targeted at readers who feel nostalgic for movies, TV programs, cars and other products from 20, 30 or 40 years ago.

Target group:

| Woman aged 18-59, interested in theme of retro

Market data:

| Publication frequency: once a year, in June



| Source: Central Média csoport Zrt. , 2021.

Meglepetés HOROSZKÓP

Yearly forecast for all signs according to all major horoscope

Print run

45 500

Apart from yearly forecast, the magazine offers useful advice and everyday tips to readers interested in esoteric and horoscopes.

Target group:

| Women aged 18 to 59, interested in this topic

Market data:

| Publication frequency: once a year
(November)





The most popular quiz magazine

Paid circulation:

33 865

An entertaining crossword puzzle and quiz magazine, market leader in its segment. Its sections cover cultural and geographical topics and also offer insight into the life of stars. Interactivity of readers is encouraged by valuable prizes.

Target group:

| Aged 18 to 59, mostly urban, ABC status, interested in playful yet intellectual entertainment.

USP:

| Cost-efficient reach to readers of high purchasing power
| The most popular quiz magazine

Market data:

| Publication frequency: weekly



GASTRO MAGAZINES



nők lapja
konyha

Traditional gastro magazine

Readership:

62 000

Paid circulation:

28 111

Facebook followers:

38 597

Traditional gastro magazine; credible and authentic content thanks to recognized chefs, gastro bloggers and 100% tested recipes.

Target group:

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

USP:

| Market leading, traditional gastro magazine; offers excellent opportunities for editorial related advertising and not only in the food sector

| Due to its content, readers spend more time with the magazine and is read several times

Market data:

| Publication frequency: monthly

| CPT: 18 519

| CPI: 229 700 contacts



| Source: Kantar Hoffmann NOK 2019/3-4 2020/1,3

| Circulation data: MATESZ Print Report2020 Q3 total sold copies

| Facebook followers: 15.01.2021.



nők lapja
desszert

Nők Lapja Konyha's thematic special issue

Print run:

40 000

Nők Lapja Konyha's premium and high quality special issue.

Target group:

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

USP:

| Gastro magazine; offers excellent opportunities for editorial related advertising and not only in the food sector

| Due to its content, readers spend more time with the magazine and is read several times

Market data:

| Publication frequency: twice a year, March and November



National Geographic





**NATIONAL
GEOGRAPHIC**

The world's leading educational magazine

Weekly RU:

52 068

Readership:

114 000

Insta followers:

41 900

Paid circulation:

23 706

Facebook followers:

348 000

High-quality publication of reliable content, with strong visual elements for readers in search of intellectual adventures. The Hungarian edition features most of the articles published in the parent magazine. The world's leading educational magazine

Target group:

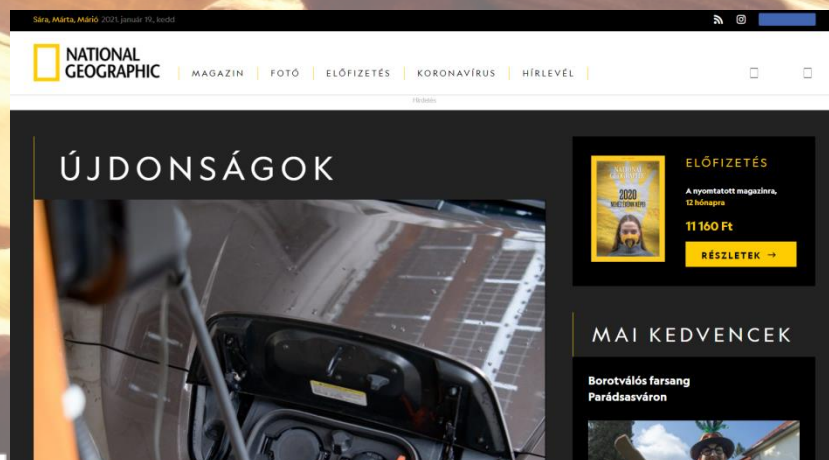
| Urban readers aged 18 to 49, middle or higher educations, AB status, interested in natural sciences and educational materials.

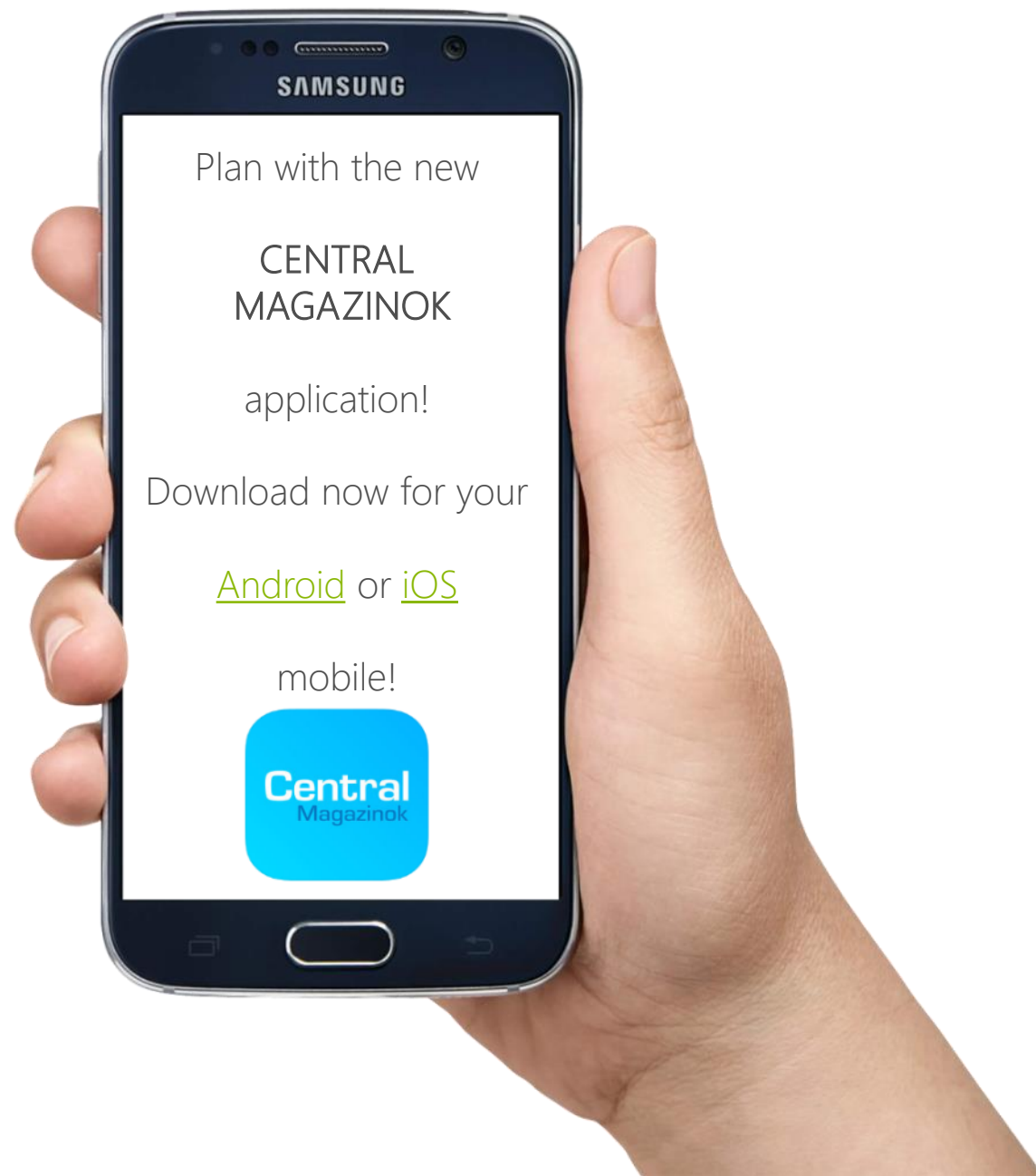
USP:

| One of the TOP10 global brands: in 33 countries and 37 languages
| 60 million readers worldwide
| Especially high ratio of subscribers (70%)

Market data:

| Publication frequency: monthly
| ng.hu: 45-50 articles weekly
| Facebook: 60-65 post weekly
| Insta: 20-22 post weekly
| CPT: 16 535
| CPI: 511 900 contacts





SAMSUNG

Plan with the new

CENTRAL
MAGAZINOK

application!

Download now for your

[Android](#) or [iOS](#)

mobile!



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 plain, light-colored wall.

THANK YOU!