

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 at it. The background is a plain, light-colored wall.

MAGAZIN PORTFOLIO

2020



GROUP OF STAR MAGAZINES



story

Star magazine with the highest readership and highest paid circulation.

Readership:

608 000

Paid circulation:

138 431

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. The magazine was renewed in 2020, both in content and appearance.

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: 5 411
| CPI: 1 881 000 contacts





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

Readership:

211 000

Paid circulation:

60 889

- 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: 9 716

| CPI: 633 000 contacts





GROUP OF TV GUIDES



The favorite TV listings magazine in Hungary.

Readership:

367 000

Paid circulation:

142 747

The favorite 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: 8 420

| CPI: 489 000 contacts





Bi-weekly TV guide magazine of low retail price

Readership:

105 000

Paid circulation:

59 529

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

| CPT: 7 048

| CPI: 736 000 contacts



Heti TV újság

Weekly TV guide magazine of low retail price.

Paid circulation:

16 419

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



GROUP OF WOMEN'S MAGAZINES





nők lapja

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

Readership:

708 000

Paid circulation:

187 133

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
| CPT: 4 944
| CPI: contacts: 2 477 000



Meglepetés

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

Readership:

272 000

Paid circulation:

70 619

Meglepetés magazine has been a reliable and stable publication in the women's weekly segment for over 20 years. Colorful 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: 6 213
| CPI: 936 000 contacts



GROUP OF HOME MAGAZINES

OTTHON

Readership:

67 000

Paid circulation:

11 129

High-quality, entertaining interior decoration and lifestyle magazine

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
| CPT: 26 716
| CPI: 257 000 contact



OTTHON

SPECIAL ISSUES

Creative, colorful and varied interior special issues

Printed copies:

15 000

We published this year six times this year, 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

| Ház: july

| Konyha: september

| Kislakás: november





praktika

Market leading idea magazine

Readership:

58 000

Paid circulation

20 947

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
| CPT: 23 534
| CPI: 230 000 contacts



GYEREK
praktika

Creative idea magazine for kids

Printed copies:

19 000

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:

| Periodicity frequency: once a year





ÖTLET mozaik

The largest circulation monthly building and DIY magazine.

Printed copies:

14 000

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



nők lapja
enteriőr

Nők Lapja interior theme specific

Paid circulation:

10 074

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





nők lapja
kert és virág

Nők Lapja garden theme specific

Paid circulation:

21 923

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



Meglepetés
**virágok
& kertek**

The "Garden" special issue of Meglepetés magazine

Paid circulation:

20 806

Spring means gardening time. People start to spend more time outside and prepare their gardens/balconies for the summer. This is the time when Meglepetés Virágok és Kertek special issue is published with useful gardening tips and advice.

Target group:

| Women aged 18 to 59, interested in gardening

USP:

| Useful and feasible tips and advice

Market data:

| Publication frequency: once per year



Printed copies:

16 000

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 colorful 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: monthly





GROUP OF LIFESTYLE MAGAZINES

nők lapja
egészség

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

Readership:

58 000

Printed copies:

24 000

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: monthly
| CPT: 18 966
| CPI: 202 000 contacts



Well&fit

Magazin for the body and soul

Readership:

28 000

Printed copies

13 200



Well&Fit magazine is a renewed lifestyle magazine that is in a class of its own. It helps readers reach physical and mental harmony in all areas of life. Next to the diet and food themes it expanded lifestyle syllabus (fashion, beauty, relationship and healthy nutrition).

Target group:

| Active, working, urban women aged 16 to 40, ABC1 status, willing to sacrifice time and money on improving their environment and staying in shape.

USP:

| The magazine is read by dynamic, active, female opinion leaders
| The highest number of copies of the segment

Market data:

| Publication frequency: 3 times per year
| CPT: 44 643
| CPI: 129 000 contacts

| Source: : Kantar Hoffmann Ltd. NOK 2018/Q 3-4 2019/Q 1-2.
| Circulation data: Central Distribution Department 2020 Q1.

nők lapja
PSZICHÉ
HÍVŐ MERT LELEK

The only audited magazine in this category

Paid circulation

12 317

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:

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

Market data:

| Publication frequency: 5 times per year





kismama

Industry leading baby-mama magazine

Readership:

28 000

Printed copies:

10 000

The magazine presents topics that interest young mothers, mothers-to-be, and parents of small children. Without rejecting traditional values and medicine, the magazine is open to new and alternative health approaches. One of the key characteristics of the magazine is the high interactivity of readers.

Target group:

| Women aged 18-45, looking forward to motherhood, expectant women and mother of children up to about 6, better off than the average, mostly in charge of the family's shopping, opinion leaders.

USP:

| Industry leading baby-mama magazine
| High cost effectiveness in reaching young expectant mothers and mothers of small kids.

Market data:

| Publication frequency: 2 times a year
| CPT: 35 357
| CPI: 105 000 contacts





kismama

Bookazine for expectant parents, expectant mothers and mothers raising young children

Printed copies:

10 000 db

In this new publication, which is so far unique on the Hungarian market, we can simultaneously present the latest procedures, protocols and methods, while also helping fresh moms to collect lifelong memories of their baby thanks to the special bookazine solution.

Target group:

| Women aged 18-45, looking forward to motherhood, expectant women and mother of children up to about 6, better off than the average, mostly in charge of the family's shopping, opinion leaders.

USP:

| High cost effectiveness in reaching young expectant mothers and mothers of small kids.
| Exclusive paper quality

Market data:

| Publication frequency: 1 times a year



anya

A new women's magazine for mothers – covering the period from pregnancy until the end of school

Printed copies:

12 000

The magazine features parenting-related topics that are of interest for mothers and young mothers-to-be. The magazine respects traditional values but it is open to new ideas and alternative health approaches. One of the most important characteristics of the magazine is the high interactivity of readers.

Target group:

| Women aged between 18 and 45, who are pregnant or already raising a child up to 14 years old.; they are main shoppers, opinion leaders, and have above average income.

Market information:

| Frequency of publication: yearly



nők lapja
Gyerek

Magazine for small and big children

Printed copies:

15 000

The Nők Lapja Gyerek special issue is very useful and entertainment relaxation for parents and grandparents, whose have/possess 3-8 years children. Authors of the magazine include the journalists of Nők Lapja, who write engaging articles, applying a good sense of humour and emotions to any subject they express their thoughts about.

Target group:

| 3-8 year old children and their parents

Market data:

| Publication frequency: one times per year
(november)



nők lapja
SZÉPSÉG

Mature, conscious, attractive

Printed copies:

25 000



Nők Lapja, Hungary's strongest magazine brand, launches 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 (April and October)

Paid circulation:

29 111

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

Target group:

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

Market data:

| Publication frequency: 6 times per year



Meglepetés HOROSZKÓP

Yearly forecast for all signs according to all major horoscope

Paid circulation:

31 215

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

Target group:

| Women aged 18 to 59, interested in this topic

USP:

| Yearly forecast for all signs according to all major horoscopes

Market data

| Publication frequency: once a year (november)



A top-down view of a matcha tea preparation scene on a dark wooden surface. In the upper left, a bamboo matcha sifter is partially visible. Below it, a bamboo whisk (chasen) rests in a large wooden bowl filled with bright green matcha powder. To the right of the bowl, three small dark brown ceramic cups are arranged, each containing a smooth, vibrant green matcha drink. A wooden spoon, also coated with matcha powder, lies diagonally across the lower right. Two fresh green tea leaves are scattered near the cups. The overall composition is clean and aesthetically pleasing, emphasizing the natural and healthy aspects of matcha.

HáziPatika.com

Printed copies:

70 000

Targeted access to health conscious and / or healing readers

HáziPatika.com magazine is published once a year. The publication provides readers with a comprehensive view of the topics of health and lifestyle.

Célcsoport:

| Women over 30 of ABC1 status, who are especially interested in the health of their family and of their own.

USP:

- | The content is such that readers return to it repeatedly, so they also meet ads inserted in the magazine several times
- | Thanks to the specific distribution channels, this publication is precisely reaches the target group of health-conscious and/or health-seeking readers
- | In addition to its useful, service-like nature, the glossy look of the publication and its excellent paper quality provide a perfect background for advertisements

Piaci adatok:

- | Periodicity: once a year (April, October)
- | Distributed in pharmacies and private clinics and
- | Distributed within the national screening program, in the prevention package supplied to participants



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 distant mountains visible on the horizon. A semi-transparent white box is overlaid on the left side of the image, containing the text 'GROUP OF ENTERTAINMENT MAGAZINES'.

GROUP OF ENTERTAINMENT MAGAZINES

nők lapja TAVASZ

New special issue!

Printed copies:

35 000

Spring offers the opportunity to present many interesting topics and great visual content to readers, and therefore a new glossy special issue, the latest brand extension of Nők Lapja, is 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





Great reading for the summer and winter months.

Paid circulation: (Nyár)

53 197

Paid circulation: (Tél)

27 364

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)



Paid circulation (March):

37 764

Paid circulation (June):

76 909

Paid circulation (October):

48 556

Paid circulation (December):

52 252*

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)



nők lapja
advent

Inspiring idea magazine in the Advent period

Paid circulation:

42 708

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)



A woman with long brown hair, wearing a red Santa hat with a white pom-pom and a white knit sweater, is sitting and wrapping a large red gift box with a gold bow. She is looking down at the gift with a smile. The background is dark with out-of-focus warm white lights, suggesting a Christmas tree or festive lights.

Meglepetés
Advent

Meglepetés Advent special issue

Paid circulation:

20 890

In the special issue we present several homes with special Christmas decoration and provide readers with many useful tips and advice to help them have a wonderful Advent period and preparation for Christmas.

Target group:

| Urban women aged 18 to 59, interested in this topic

Market data:

| Publication frequency: once a year (October)





The most popular quiz magazine

Readership:

208 000

Paid circulation:

33 901

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
| CPT: 3 005
| CPI: 1 156 000 contacts





GROUP OF GASTRONOMY MAGAZINES



nők lapja
konyha

Market leading, traditional gastro magazine

Readership:

64 000

Paid circulation

39 914

Market leading among traditional gastro magazines; 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: 17 969
| CPI: 257 000 contacts



nők lapja
desszert

Nők Lapja Konyha's thematic special issue

Paid circulation:

29 256



Nők Lapja Konyha started a new premium and high quality special issue in 2014.

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: 2 times per year

Paid circulation

17 634

Meglepetés magazine is going to publish four, truly entertaining Konyha & Rejtvény (Cooking and puzzles) special issues, with many recipes and crossword puzzles for those who love to cook and play. The main slogan of the magazine, "Full of joy", truly reflects its mission. Besides useful tips, recipes and advice, the magazine also features entertaining articles and puzzles.

Target group:

| Women aged 18 to 59, interested in gastronomy and puzzles/quizzes

USP:

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

Market data:

| Publication frequency: 4 times per year





Meglepetés
MENTES
konyha

Those customers who follow some free-from diet.

Paid circulation:

17 170



Nowadays almost every family has a member who faces challenges like diabetes, lactose intolerance or gluten sensitivity, or follows paleo or vegetarian diet. There are much more people affected than diagnosed, moreover, free-from food has become a trend. That's the reason why Meglepetés magazine publishes 4 editions containing special recipes in 2020, in order to please those customers who follow some free-from diet.

Target group:

| 18-59 year old women who consider it important to eat a healthy diet

USP:

| This product fills a gap in the market
| Cost effective advertising

Market data:

| Publication frequency: 4 times per year



GROUP OF GLOSSY MAGAZINES

ELLE

The number one fashion magazine

Paid circulation:

12 168

The number one fashion magazine in the world with articles of literary value. It encourages women to take more and more desire. Will want to know more about the world and about trends, not the least of themselves. It encourages women to be free and fearless. Stylish, smart, sexy.

Target group:

| Urban women aged 25 to 49, higher education, interested in fashion, style, design, and art. Women who do enjoy life.

USP:

| The number one fashion magazine
| Brand-conscious premium readers of high status
| Target group of exceptionally high purchasing power

International brand:

| 46 editions in over 60 countries
| 22 million readers
| 6.6 million copies sold each year
| 45 websites worldwide

Market data:

| Publication frequency: monthly



marie claire

Characterist premium glossy magazine

Paid circulation:

12 047

Marie Claire is known for its thought-provoking and inspiring, yet relevant and entertaining content.

The magazine celebrates modern women who are stylish, independent and open-minded.

Marie Claire features stories that appeal to women who are socially aware, yet unabashedly fashion-and-beauty conscious.

Marie Claire is for the woman of substance with an eye for style. Someone who is fascinated by what the world has to offer, and also by what she can offer in return.

Marie Claire is for a woman who wants to
"Think smart and look amazing."

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: monthly



Énőköpja
ÉVSZAKOK

Quarterly glossy magazine

Readership:

84 000

Paid circulation:

18 762

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
| CPT: 17 262
| CPI: 307 000 contacts



National Geographic



NATIONAL
GEOGRAPHIC

The world's leading educational magazine

Readership:

86 000

Paid circulation:

26 683

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.

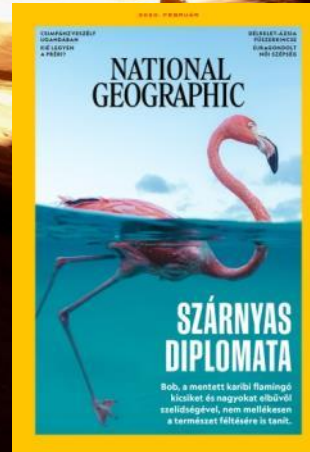
| Urban readers aged 18 to 49, middle or higher educations, AB status, interested in natural sciences and educational materials.

USP:

| One of the TOP10 global brands: in 33 countries and 37 languages
| 60 million readers worldwide
| Especially high ratio of subscribers (80%)

Market data:

| Publication frequency: monthly
| CPT: 21 977
| CPI: 422 000 contacts



NATIONAL
GEOGRAPHIC

TRAVELER

Special issues with travel theme

Print copies:

9 000

National Geographic has already two Traveler issues.

Target group:

| 18-59 year old urban readers of AB status, with secondary or higher education, who are interested in the topics of natural sciences and informative subjects

USP:

| One of the TOP10 world brands: in 33 countries, in 37 languages
| 60 million readers worldwide
| Outstandingly high subscriber ratio of 80 percent

Market data:

| Publication frequency: 1 times per year



Printed copies:

9 000 db

In 2020 National Geographic has three special issues, one for each season.

Target group:

| 18-59 year old urban readers of AB status with secondary or higher education, who are interested in the topics of natural sciences and informative subjects

Market data:

| Publication frequency: 3 times per year



A photograph of a red sports car, likely a Ferrari, on a city street at night. The car is in the foreground, with its distinctive round taillight visible. The background is filled with blurred city lights and other vehicles, creating a bokeh effect. A semi-transparent white banner is overlaid on the left side of the image.

GROUP OF CAR MAGAZINES



Premium magazine in the motoring segment

Readership:

105 000

Paid circulation:

5 854



AutóMAGAZIN is a premium motoring magazine that gives detailed overview of the car segment and focuses on tests and reviews. It features unbiased information and advice about the latest models.

Target group:

| Urban men aged 18 to 59, mostly 'petrol heads'

USP:

| Outstandingly high RPC: each sold copy is read by 14 persons = very high reach!

| Premium magazine in the motoring segment

Market data:

| Publication frequency: monthly

| CPT: 10 381

| CPI: 936 000 contacts

| **Used cars:** we want to help prospective used car buyers to select the model that best suits their need, offering a short history of each car model and a useful summary of most common problems and experiences.

| **SuperCars:** Like in previous years, the special issue is about supercars only, featuring a selection of the best supercar reviews and articles

| **E-Auto:** The new, green special issue of Autómagazin provides an overview of the potential uses of renewable energy sources and the new development trends. In 2020 Automagazin E-Auto has two special issues.

| **Car catalogue:** presentation of next-year car models (3,100 models) from around the world on 300 pages

| **4x4 and SUV:** due to the huge popularity of this car category and this magazine, the 4x4 special issue is going to be published for the second time this year, featuring articles, reviews and comparisons of four-wheel-drive cars. Focused mainly on SUVs, four-wheel-drive cars from other categories (e.g. sedans, estates, hatchbacks) may also be featured.



Printed copies (Hasznáلتأؤؤ):

5 500

Printed copies (Supercars):

6 700

Printed copies (e-Auto):

4 600

Printed copies (Autókatالؤؤ):

10 700

Printed copies (4x4):

8 400

Target group:

| Urban men aged 18 to 59, who are interested in specific car segments

USP:

| Premium magazines with many images and information.
| Efficient reach to male target groups of high status.
| Due to its content, it is read for a longer time, on several occasions

Market data:

| Publication frequency: 6 times per year
| Hasznáلتأؤؤ: march
| e-Autó: april
| SuperCars: june
| e-Autó: september
| Autókatالؤؤ: october
| 4x4: november

SAMSUNG

Plan with the new
CENTRAL MAGAZINOK
application!

Download now for your
[Android](#) vagy [iOS](#)
mobile!



**THANK YOU
FOR YOUR
ATTENTION!**

