

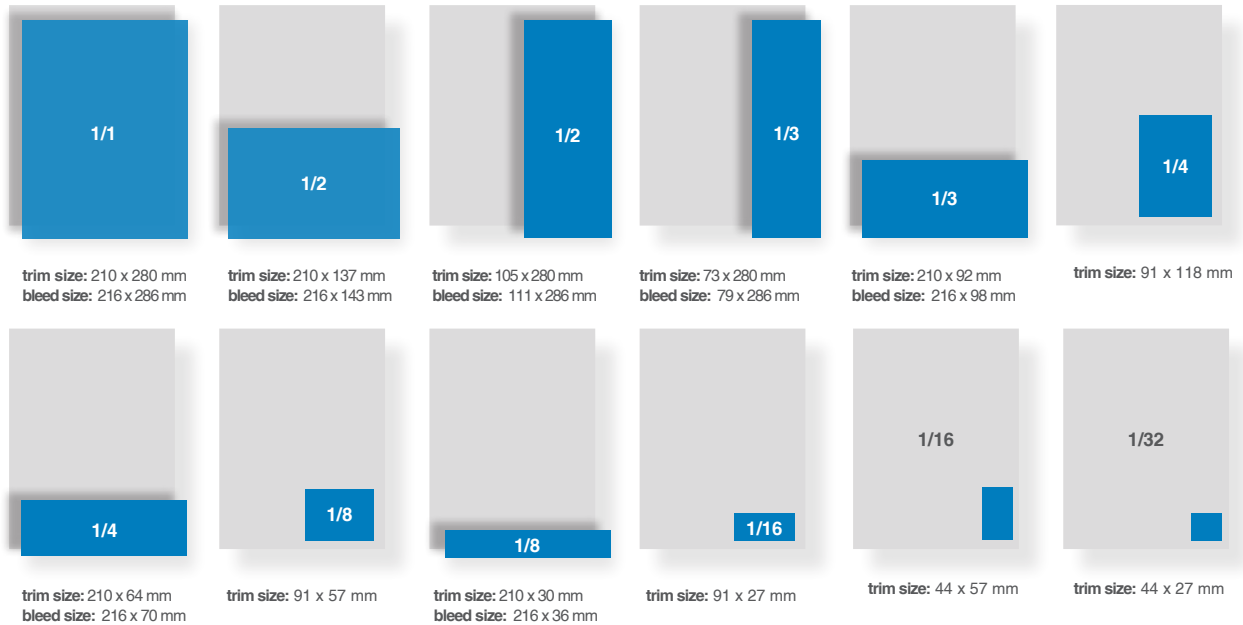
FREQUENCY / PARAMETERS

Published: weekly, every Friday Total print run: 2 x 5,000 Cover pages: 130 gr/m² Inside pages: 65 gr/m²
 No. of pages: The Budapest Times – 36 pages; Budapest Zeitung – 44 pages

DISTRIBUTION

- foreign press outlets,
- most five- and four-star hotels in Budapest,
- exclusive restaurants, cafés and pubs,
- various airlines and business lounges,
- Hungary's diplomatic missions in the EU,
- governmental offices, ministries, Parliament,
- universities, language schools, international schools in Budapest

SIZES



PRIZES

	B2, B3, B4	1/1	1/2	1/3	1/4	1/8	1/16	1/32
BT OR BZ	2,600 EUR	1,500 EUR	750 EUR	550 EUR	370 EUR	220 EUR	150 EUR	75 EUR
BT AND BZ	3,900 EUR	2,200 EUR	1,100 EUR	850 EUR	550 EUR	330 EUR	220 EUR	110 EUR

ADVERTISEMENTS

Ad purchase deadline: The Friday before the intended publication week

Ad submission deadline:

- ready-made advertisements or upgrades to previous advertisements –Tuesday, 2pm
 - advertisements designed by BZT Media –Monday, 2pm
- In case of late submission we cannot guarantee publication or upgrades to previous advertisements.
 An invoice will be issued for reserved and ordered advertisements if the failure of publication does not lie with BZT Media Kft.*

Advertisement specifics:

- ready-made advertisements:
 - o **format:** jpg or pdf (we are unable to accept files in tiff format)
 - o **resolution:** minimum 300 dpi
 - o **size:** we can only accept sizes specified in this price list
- advertisements designed by BZT Media Kft.:
 - o **format** of pictures, photos, logos: jpg or pdf
 - o **resolution:** minimum 300 dpi
 - o **required text**

A premium charge will be added to advertisements made or translated by BZT Media Kft. and advertisements where improper material sent by the client forces BZT Media Kft. to alter the advertisement.

Translation fees: 0,07 EUR / 10 characters (characters with spaces, into English or German). Minimum fee of translation: 7 EUR

Design fees: 1/16, 1/8 – 55 EUR / ad 1/4, 1/3, 1/2 – 75 EUR / ad 1/1 – 110 EUR / ad

Only one fee will be charged for bilingual advertisements with the same design.
 Prices above include a maximum of two design alterations per wish of advertiser.

CONTACT

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Prices do not include VAT of 27%!