

# BOOK OF LISTS

GUIDE TO HUNGARIAN BUSINESSES AND SERVICES



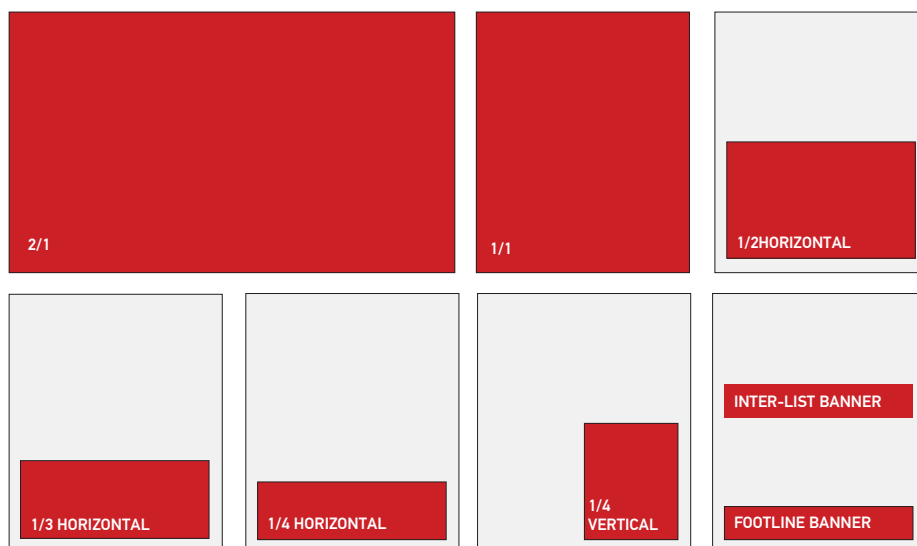
**Publication:**  
november  
**First issue:**  
1992

SPACE	SIZE (MM)	PRICE (EUR)
2/1	TRIM SIZE 470 × 360*	14 000
1/1	TRIM SIZE 235 × 330*	8 900
1/2	HORIZONTAL 204 × 152	6 500
1/3	HORIZONTAL 204 × 100	5 000
1/4	HORIZONTAL 204 × 77	4 500
	VERTICAL 100 × 152	4 200
FOOTLINE BANNER	HORIZONTAL 204 × 26	3 300
COMPANY LOGO	IN THE RELEVANT LIST	270

SPECIAL SPACE		
BOOKMARK	(MAX. 70 X 280 MM, ON A STRING)	11 000
BACK OUTSIDE COVER (B4)		11 500
FRONT INSIDE COVER (B2)		10 500
FRONT INSIDE COVER (B3)		9 900
FOLDED FRONT COVER	INTERNAL PART 460 × 330	23 000
FOLDED BACK COVER	INTERNAL PART 460 × 330	17 500
FACING LIST INDEX	FULL PAGE 235 × 330	10 000
SUCCESS STORY <sup>(SMALL)</sup>	3800 CHARAKTER + PORTRAIT	3 300
SUCCESS STORY <sup>(LARGE)</sup>	6200 CHARAKTER + PORTRAIT	5 300
NEW MARKET PLAYER STORY	3800 CHARAKTER	3 300
DOUBLE PAGE	ON ELEVATED WEIGHT PAPER	17 500
INTER-LIST BANNER	HORIZONTAL 204 × 26	3 900

\* Please, leave 5 mm extra upon trim size on each page!

Prices do not include VAT.



## CONTENT

The Book of Lists has been published by the Budapest Business Journal in English and Hungarian for 29 years presenting the most important market players of Hungary's 12 key business sectors in more than 70 lists. Various pieces of market information are collected besides the public information of companies, thus as a result of the one-year research work a valuable database is compiled for partner search, marketing and sale. Besides the lists, the Book of Lists contains market surveys as well as stories and essays written by specialists of each sector.

## TARGET GROUP

Business decision makers, top and medium managers, entrepreneurs. The content will meet the informational needs of managers and those who work in the field of commerce, manufacturing, marketing, HR, finance and informatics.

## CIRCULATION

Total number of copies printed: 10 000  
DIGIBOL (Book of Lists Online)

## DISTRIBUTION CHANNELS

Foreign language bookstores, certain Lapker selling points, BBJ subscribers, publisher's disposals, VIP list (the top 500 company's managers and HR managers, advertisers, the publisher's partners)

## TECHNICAL PARAMETERS

**Printing:** offset, four colours  
**Grid density:** 60 lines/cm  
**Trim size:** 235 mm x 330 mm  
**Bleed:** +5 mm

## SUBMISSION PARAMETERS

**Deadline:** September 10.  
**Format:** CMYK file (PDF-X3 or texts transformed into vectored EPS curve, or TIFF/JPG), with 300 dpi density. Please ask for our detailed technical description!

## CONTACT

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