

# BOOK OF LISTS

GUIDE TO HUNGARIAN BUSINESSES AND SERVICES

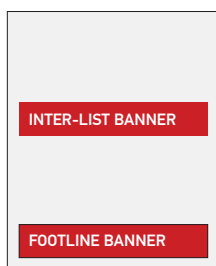
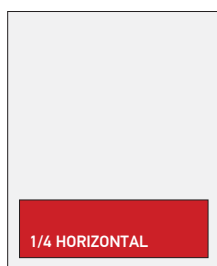
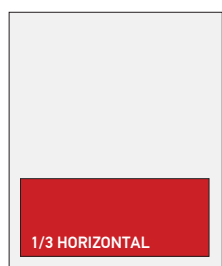
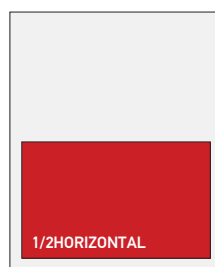
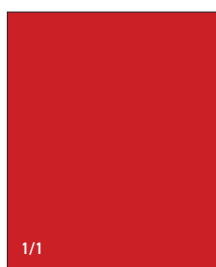
| SPACE           | SIZE (MM)            | PRICE (EUR) |
|-----------------|----------------------|-------------|
| 2/1             | TRIM SIZE 470 × 360* | 14 000      |
| 1/1             | TRIM SIZE 235 × 330* | 10 000      |
| 1/2             | HORIZONTAL 204 × 152 | 7 500       |
| 1/3             | HORIZONTAL 204 × 100 | 6 400       |
| 1/4             | HORIZONTAL 204 × 77  | 5 600       |
| 1/1 INTERVIEW   |                      | 10 250      |
| FOOTLINE BANNER | HORIZONTAL 204 × 26  | 4 550       |
| COMPANY LOGO    | IN THE RELEVANT LIST | 460         |

## SPECIAL SPACE

|                         |                                |        |
|-------------------------|--------------------------------|--------|
| BOOKMARK                | (MAX.70 X 280 MM, ON A STRING) | 11 500 |
| BACK OUTSIDE COVER (B4) |                                | 11 500 |
| FRONT INSIDE COVER (B2) |                                | 11 000 |
| FRONT INSIDE COVER (B3) |                                | 10 250 |
| FOLDED FRONT COVER      | INTERNAL PART 460 × 330        | 21 500 |
| FOLDED BACK COVER       | INTERNAL PART 460 × 330        | 16 500 |
| FACING CONTENTS         | TRIM SIZE 235 × 330*           | 10 500 |
| SUCCESS STORY (SMALL)   | 2800 CHARAKTER + PORTRAIT      | 5 700  |
| SUCCESS STORY (LARGE)   | 4000 CHARAKTER + PORTRAIT      | 7 500  |
| DOUBLE PAGE             | ON ELEVATED WEIGHT PAPER       | 19 000 |
| INTER-LIST BANNER       | HORIZONTAL 204 × 26            | 5 000  |

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

Prices do not include VAT.



**Publication:**  
november

**First issue:**  
1992

### CONTENT

The Book of Lists has been published by the Budapest Business Journal in English and Hungarian for 34 years presenting the most important market players of Hungary's 12 key business sectors in more than 90 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.

### 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 25.  
**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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