

BOOK OF LISTS

GUIDE TO HUNGARIAN BUSINESSES AND SERVICES

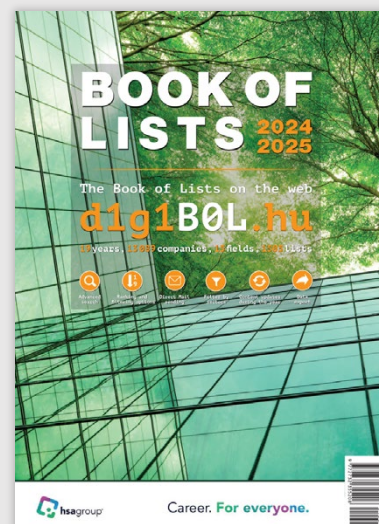
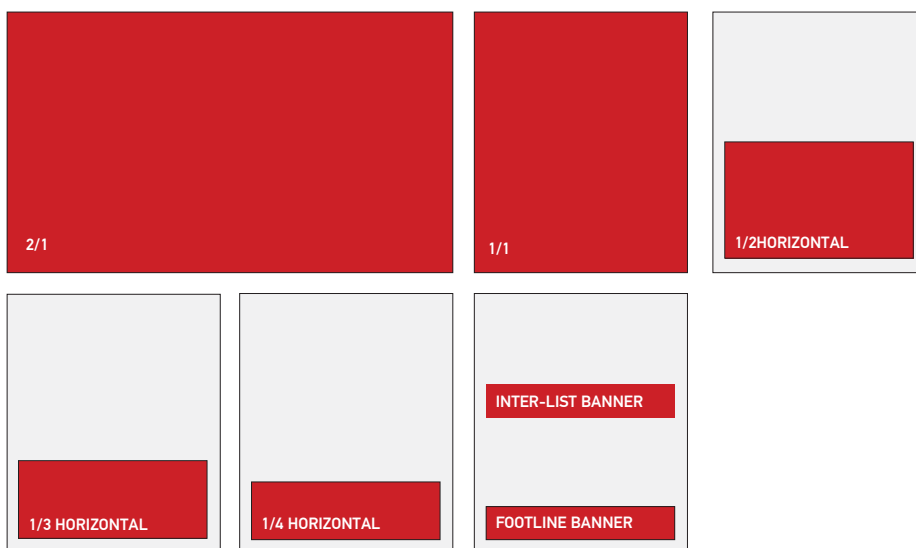
SPACE	SIZE (MM)	PRICE (EUR)
2/1	TRIM SIZE 470 × 360*	13,000
1/1	TRIM SIZE 235 × 330*	8,200
1/2	HORIZONTAL 204 × 152	7,000
1/3	HORIZONTAL 204 × 100	5,200
1/4	HORIZONTAL 204 × 77	5,000
1/1 INTERVIEW		8,500
FOOTLINE BANNER	HORIZONTAL 204 × 26	3,600
COMPANY LOGO	IN THE RELEVANT LIST	460

SPECIAL SPACE

BOOKMARK	(MAX. 70 X 280 MM, ON A STRING)	10,000
BACK OUTSIDE COVER (B4)		10,000
FRONT INSIDE COVER (B2)		9,800
FRONT INSIDE COVER (B3)		9,000
FOLDED FRONT COVER	INTERNAL PART 460 × 330	20,000
FOLDED BACK COVER	INTERNAL PART 460 × 330	15,000
FACING CONTENTS	TRIM SIZE 235 × 330*	8,600
SUCCESS STORY (SMALL)	2800 CHARAKTER + PORTRAIT	5,000
SUCCESS STORY (LARGE)	4200 CHARAKTER + PORTRAIT	7,000
NEW MARKET PLAYER STORY	2800 CHARAKTER	5,000
DOUBLE PAGE	ON ELEVATED WEIGHT PAPER	15,500
INTER-LIST BANNER	HORIZONTAL 204 × 26	4,000

* 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 33 years presenting the most important market players of Hungary's 12 key business sectors in more than 80 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!

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