



2015

MEDIA OFFER

PERSPECTIVE / TECHNOLOGY AND BUSINESS
IN A DIFFERENT LIGHT
PRINT

SMARTSENSE HUNGARY
LAJOS STR. 78., BUDAPEST
INFO@SMARTSENSE.HU

ABOUT THE MAGAZINE

As the title of our magazine is intending to express, our aim is to provide a new aspect, a new and different view on technological innovations and the business behind them.

The word PERSPECTIVE means that there is always a new view on everything that can help us understand them.



The first Hungarian issue was published in July 2014 and was mailed directly to the TOP managers and decision makers of Hungary. The first English issue was published in December.

CONTENT

Our goal was to look at specific topics every quarter from different angles, so it will be easy to understand them and use the newly acquired knowledge in everyday business.

We are providing solutions for our readers to reduce business costs and to increase efficiency through articles about the most advanced technologies.

In addition to all the business and technology related topics we also provide various lifestyle articles about cars, watches, drinks and everything that is desirable for today's top managers.

In our international issue we are focusing on the representation of Hungary's competitiveness and the business possibilities inside and outside the borders of Hungary.



TARGET AUDIENCE AND DISTRIBUTION

PERSPECTIVE Magazine is free.

It is published in two languages: Hungarian and English (with modified content)

It's size is B5, has 96 pages on average

It is distributed in 5.000 Hungarian and 3.000 English issues (with 3 months delay and modified content to match international needs) and mailed directly to the key players of Hungarian and international markets.

We are sending an online version of the magazine to 2x10.000 email addresses (also Hungarian and international)

We have a website, Facebook page and a news site (in progress) to create a professional platform where our readers can connect and share their opinion on the most trending technology and business related topics and can find answers to their business questions.

Characteristics of our readers:

- Senior managers, business owners, top managers and entrepreneurs
- 25–55 years old (73% men, 27% women)
- Highly educated
- Decision makers, or people who are influencing decisions based on professional knowledge
- Above the average income and purchasing power
- Living a healthy and active lifestyle

AD PRICES SPECIFICATION

Advertising size	Dimensions	Price
Cover II	174x253mm (Bleed), 144x223mm (Full page)	1 425 000 HUF
Cover III	174x253mm (Bleed), 144x223mm (Full page)	1 275 000 HUF
Cover IV	174x253mm (Bleed), 144x223mm (Full page)	1 612 000 HUF
1/1	174x253mm (Bleed), 144x223mm (Full page)	862 000 HUF
2/1	348x253mm (Bleed), 318x223mm (Full page)	1 500 000 HUF
1/2 page	174x126,5mm (Bleed), 144x105mm (Full page)	600 000 HUF
1/4 page	87x126,5mm (Bleed), 70x110mm (Full page)	412 000 HUF

Comment

Prices are without VAT.

It is possible to publish professional articles in our Content Marketing Package. For more information contact us in email or by phone.

Cancellation fee

30 days before publication
50%

15 days before publication
100%

Technical parameters

Bleed-box size requires additional 5–5mm on each side.. It is necessary to place the cut marks outside the bleed-box.

The ads need to be in the following format: composite PDF, CMYK and 300dpi quality

CONTACT

Zoltán Balla

Sales Director, SmartSense

Iroda: 1036 Budapest, Lajos STR 78. IV. FL.

Mobile: +3670/38-20-888

E-mail: zballa@smartsense.hu

www.smartsense.hu

PUBLISHER: Persecutor Kft. | RESPONSIBLE PUBLISHER: Andras Csere, managing director | EDITOR-IN-CHIEF: Marcell Nyers | Founded in 2014. | CREATIVE AGENCY: UZINE Communications. | PRINTING: Fesztnet Kft. | PUBLISHER AND EDITOR: Persecutor Kft., H-1223 Budapest, Művelődés street 4. | www.perspective.hu

