



INTRODUCTION

Computerworld | infocommunications magazine

Computerworld, the biweekly b2b magazine, which entered in its 50th anniversary this year, is a market leader among Hungarian IT and infocommunication magazines.

As an observer and analyst of the ever-changing digital world, which is about to grow every day with new products and technologies, Computerworld supports managers and decision-makers responsible for the operation and development of infocommunication systems in their daily work with in-depth professional articles and analysis.

For leading IT professionals, CIOs, strategic decision-makers, this paper does not report on the current situation of trends from the perspective of vendors, but from professional users.

Schedule			
Issue	Launch date	Print close	Deadline for materials prepared by us and for insertions
1	january 15.	january 7.	january 9.
2	january 29.	january 21.	january 23.
3	fenruary 12.	fenruary 4.	fenruary 6.
4	fenruary 26.	fenruary 18.	fenruary 20.
5	march 11.	march 3.	march 5.
6	march 25.	march 17.	march 19.
7	april 8.	march 31.	april 2.
8	april 22.	april 14.	april 16.
9	may 6.	april 28.	april 30.
10	may 20.	may 12.	may 14.
11	june 3.	may 26.	may 28.
12	june 17.	june 10.	june 11.
13	july 1.	june 23.	june 25.
14	july 15.	july 7.	july 9.
15	august 5.	july 28.	july 30.
16	august 19.	august 11.	august 13.
17	september 9.	september 1.	september 3.
18	september 23.	september 15.	september 17.
19	october 7.	september 29.	october 1.
20	october 21.	october 13.	october 15.
21	november 4.	october 27.	october 29.
22	november 18.	november 10.	november 12.
23	december 2.	november 24.	november 26.
24	december 16.	december 8.	december 10.

ADVERTISEMENT RATES

VAT is not included!

Format	ArtBox (mm)	Bleed size (mm)*	Rate (HUF)
Cover IV	175 × 225	210 × 275	990 000
Cover II	175 × 225	210 × 275	930 000
Cover III	175 × 225	210 × 275	875 000
1/1 vertical	175 × 225	210 × 275	790 000
1/2 vertical	175 × 108	210 × 138	480 000
1/3 column	22 × 225	80 × 275	410 000
1/3 horizontal	175 × 70	210 × 98	410 000
1/4 vertical	85 × 108	–	275 000
1/4 horizontal	175 × 50	210 × 76	275 000
Strip	175 × 30	210 × 55	200 000

* Bleed size is 5 mm on every edges of advertisement!

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Technical information

Average print volume 8000

Number of pages 24-32 pages

Trim size 200×265 mm

Extra	Rate (HUF)
Poly wrapping	11
Belly band (400 × 50 mm + 30 mm splice area)	370 000 (black + 1 spot color), 515 000 (4 color)

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50 g	41	47	53
Up to 100 g	49	54	61