



MEDIA OFFER



GameStar

# INTRODUCTION

Videogames mean entertainment not only for a small group of people: its acceptance and popcultural significance is growing steadily. The goal of Gamestar apart from entertainment is to provide valid information, analyses about games, hardware as well as films and music. Our tests are reliable advisors on game- and hardware purchases.

## COLUMNS



### News

The latest and most exciting news from the gamer world



### Tests and exclusive game previews

We test and tell you which games are worth playing day by day.



### The other world

Films, series, music and books. Everything that leaked from the gameworld to pop culture.



### Full game

The most successful games, month by month, for the magazine in downloadable format.

## TARGET GROUP

(Google Analytic, january-december, 2017)

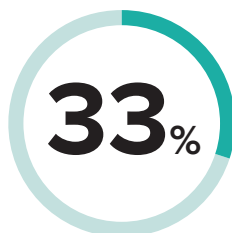
Ages  
18-34 ÉVES



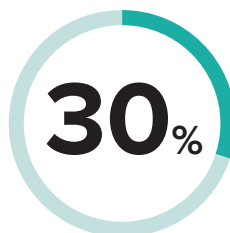
Gender  
MALE



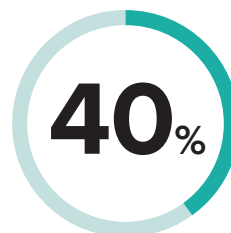
From  
Budapest



Graduate



Esomar AB



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## Technical information

Average print volume	9 000
Number of pages	112+4 pages
Trim size	220×297 mm

PRINT

The readers of Gamestar are open-minded, familiar with IT and game-related issues, like novelties, interested in popcultural topics and are eager to let their opinions heard. Gamestar.hu, which deals with the gamer lifestyle, is able to reach that small group of people, who have opinion shaping qualities and have a big influence on their acquaintances' decisions.

## Schedule

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

## ADVERTISING RATES | VAT is not included!

Format	ArtBox (mm)	Bleed size (mm)	Rate (HUF)
Cover IV	190 × 271	230 × 307	475 000
Cover II	190 × 271	230 × 307	420 000
Cover III	190 × 271	230 × 307	410 000
1/1	190 × 271	230 × 307	375 000
1/2 vertical	93 × 247	120 × 307	220 000
1/2 horizontal	190 × 120	230 × 145	220 000
1/3 horizontal	190 × 80	230 × 105	170 000
1/4 vertical	93 × 120	–	125 000
1/4 column	–	67,5 × 307	125 000
1/4 horizontal	190 × 58	230 × 83	125 000
1/6 horizontal	93 × 80	–	90 000
1/8 horizontal	93 × 58	–	75 000
Strip	–	230 × 35	95 000

\*The bleed zone is 5 mm (for example 1/1 ad size is 220x297 mm [trim size] +5 mm bleed zone.

We can be accepted the ad materials in the following format:

In the sizes shown in the table (300 dpi) TIFF, JPG, AI, EPS, PDF, maximum overprint (or TAC) value: 300 %.

	Loose insert (HUF/pcs)	Fixed insert (HUF/pcs)	Bound-in insert (HUF/pcs)
Up to 50 g	30	34	37
Up to 100 g	35	38	42