

magyar  
asztalos

faipar.hu  
magyar asztalos



# MEDIA KIT 2020



XMEDITOR

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PRINT

# nagyaR asZTALOS



**Our professional journal established 28 years ago, along with our website which has a history of more than 19 years are well-known media platforms to the entire wood industry. In 2014, our professional communication department expanded and integrated the range of information platforms we offer, therefore our news reach more than 10 000 readers regularly. Through our various means of communication we are able to mediate our advertisers' messages to the target audience in a flexible and effective way.**

#### **Partners:**

National Joiner and Lumber Industry Association,  
Hungarian Federation of Forestry and Wood Industries,  
University of Sopron,  
Hungarian Furniture Association

#### **A kiadvány jellemzői:**

- Founded: 1990
- Sampling: 3000
- Issues: 12 / year
- Length: 76 pages
- Delivery: via post

MONTH	DEADLINE	DATE OF ISSUE	TOPIC (IT MEANS ARTICLES ABOUT A MAIN TOPIC)
JANUARY	9. January	22. January	<b>surface treatment</b>
			varnishes, lacquers, oils; spraying and blasting equipment, compressors, etc.
FEBRUARY	3. February	20. February	<b>conscious energy management</b>
			high energy efficiency small appliances, large appliances and systems; energy production, etc.
MARCH	24. February	13. March	<b>measuring technology</b>
			manual and digital measuring instruments, modern measuring methods, etc.
APRIL	30. March	17. April	<b>wooden architecture, wooden houses</b>
			wood materials, fittings and accessories, surface treatment, insulation materials, fasteners, design programs, etc.
MAY	30. April	15. May	<b>sawing, milling, planing</b>
			supply of small and large machines, tools, etc.
JUNE	29. May	15. June	<b>everything about kitchen</b>
			new trends and materials, fittings and accessories, design softwares, cooking machines, kitchen built machines etc.
JULY	30. June	17. July	<b>fenestrations and their fittings</b>
			materials, fittings and accessories, surface treatment, insulation materials, design programs, etc.
AUGUST	30. July	14. August	<b>fastenings, adhesives</b>
			hand tools, fasteners, clamps, presses, adhesives, etc.
SEPTEMBER	28. August	16. September	<b>machining tools</b>
			cutting tools, sharpening services, tool making, etc.
OCTOBER	28. September	15. October	<b>machines for small workshops, machines for small places</b>
			small installed machines, combined machines, mobile desktop machines, etc.
NOVEMBER	28. October	16. November	<b>occupational health and safety</b>
			dust extraction, air quality improvement, protective equipment, ergonomic machines, etc.
DECEMBER	23. November	10. December	<b>electric power tools</b>
			latest battery technology, smart device trend, etc.

# AD SIZES AND PLACEMENTS OF „MAGYAR ASZTALOS”

**COVER**

205x215 mm  
Bleed: 215x225 mm

**+ 1 page PR article  
+ 1 week leaderboard banner**

**290 000 Ft + VAT**

**VERSO**

205x292 mm  
Bleed: 215x302 mm

**+ 1 page PR article  
+ 1 week leaderboard banner**

**250 000 Ft + VAT**

**1/1**

174x248 mm  
Bleed: 215x302 mm  
(+5-5 mm)

**210 000Ft + VAT**

**1/2 horizontal**

174x122 mm  
Bleed: 205x145 mm  
(+5-5 mm)

**109 000 Ft + VAT**

**1/2 vertical**

85x248 mm  
Bleed: 101x292 mm  
(+5-5 mm)

**109 000 Ft + VAT**

**1/3 vertical**

3x248 mm  
Bleed: 75x292 mm  
(+5-5 mm)

**78 500 Ft + VAT**

**1/4 vertical**

88x124 mm

**60 800 Ft + VAT**

**1/4 horizontal**

174x59 mm  
Bleed: 205x82 mm  
(+5-5 mm)

**60 800 Ft + VAT**

## PRODUCT BROCHURE, COMPANY PRESENTATION

Page size A4	Price	Num. of characters
1 page	<b>150 000 Ft + VAT</b>	2400 (+ 1-2 picture)
2 page	<b>235 000 Ft + VAT</b>	4800 (+ 3-4 picture)
article writing	<b>25 000 Ft + VAT</b>	2400

Depending on the frequency of appearances, we offer a discount!

Agency commission: 15%

Prices do not include VAT.  
We reserve the right to change prices.

On-site departure, travel costs based on individual offer.

# PACKAGE DEALS

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## 1/1 PAGE ADVERTISING PACKAGE

- 1/1 page advertising
- 1/1 page PR article featured in Magyar Asztalos
- article featured in faipar.hu website
- article featured twice in FAIPAR newsletter
- 1 week pop-under banner

**Price:**  
**285 000 Ft + VAT**

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## PR ADVERTISING PACKAGE

- 1/1 page PR article featured in Magyar Asztalos
- article featured in faipar.hu website
- article shared in Facebook page of Faipar.hu
- article featured twice in FAIPAR newsletter

**Price:**  
**175 000 Ft + VAT**

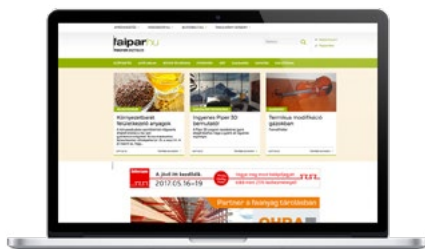
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## 1/2 PAGE ADVERTISING PACKAGE

- 1/2 page advertising
- 1 week pop-under banner

**Price:**  
**129 000 Ft + VAT**

Over time, print has evolved into many of online interfaces.



1. At **faipar.hu** we bring new content to our readers every day. This surface is operating among others with news from economy, innovations, announcements, news from foreign countries, videos.

#### NUMBER OF VISITORS

Monthly average: 20 300

#### NUMBER OF PAGE DOWNLOADS

Monthly average: 39 400



#### 2. [www.facebook.com/faipar](http://www.facebook.com/faipar)

At the surface of our facebook page [www.facebook.com/faipar](http://www.facebook.com/faipar) we post relevant content to our customers every day. With the help of us, on this surface there is an opportunity to publish PR-articles from faipar.hu and boost your articles to reach your target audience.

#### NUMBER OF USERS

4700

#### DAILY ORGANIC REACH

Annual average: 2170/day



3. Our **newsletter** provides the latest news for professionals of the wood industry weekly. We are able to support our advertisers' campaigns with this tool as well, enhancing their efficiency. In our newsletter we feature articles, current news and event recommendations. Advertisers are offered the opportunity to have their PR articles and banners included.

#### NUMBER OF SUBSCRIPTIONS

6120

#### FREQUENCY

1-2 times of week



4. **Woodholz.eu** is the one and only classified ad site of the wood and joinery industry in Hungary with more than 200 000 page views per month. Woodholz is a specific platform to reach the target audience of wood industry companies and professionals in a cost-effective way.

#### NUMBER OF VISITORS

Monthly average: 23 500

#### NUMBER OF PAGE DOWNLOADS

Monthly average: 213 000

# OUR PACKAGE OFFERING

TYPE OF MEDIA PACKAGE	SIZE	CONTENT	PRICE
<b>FAIPAR.HU</b>			
<b>PR article featured in Magyar Asztalos</b>		Published Accessible for every visitor at Faipar.hu portal. Article shared on Facebook page of Faipar.	<b>25 000 Ft</b>
<b>PR article featured only on faipar.hu</b>		PR article appears on faipar.hu page, promote on facebook page.	<b>60 000 Ft</b>
<b>Online PR article package</b>		Accessible for every visitor at Faipar.hu and Facebook page. Article featured in FAIPAR newsletter at twice.	<b>79 000 Ft</b>
<b>Leaderboard banner</b>	728 x 90 px	Main page: after the news block. Article page: above the article lead.	<b>49 000 Ft /week</b>
<b>Roadblock banner</b>	640 x 360 px	Main page: above the columns. Article page: below the article lead.	<b>59 000 Ft /week</b>
<b>Pop-under banner</b>	720 x 300 px	Article page: at the end of the article.	<b>40 000 Ft /week</b>
<b>Partnerbanner</b>	160 x160 px	Article page: left side of articles.	<b>12 000 Ft /week</b> <b>100 000 Ft/year</b>
<b>WOODHOLZ.EU</b>			
<b>Leaderboard banner</b>	728 x 90 px	Below the menu on all pages.	<b>55 000 Ft /week</b>
<b>Roadblock banner</b>	640 x 360 px px	Main page: above the classified advertisements. Category and article pages: below the classified advertisements.	<b>67 000 Ft /week</b>
<b>FAIPAR HÍRLEVÉL</b>			
<b>Article pointing to faipar.hu</b>		Article featured in FAIPAR newsletter at twice.	<b>30 000 Ft</b>
<b>Roadblock banner</b>	640 x 360 px	Embedded above or between articles.	<b>50 000 Ft</b>
<b>Exclusive content</b>		Send newsletter only about advertiser.	<b>60 000 Ft</b>

**Depending on the frequency of appearances, we offer a discount!**

Agency commission: 15%

Prices do not include VAT.

We reserve the right to change prices.

## HOME PAGE



### 1 LEADERBOARD BANNER

- Size: 728 × 90 px
- Size limit: max. 300 KB
- Mobile size: 320 x 100 px

### 2 ROADBLOCK BANNER

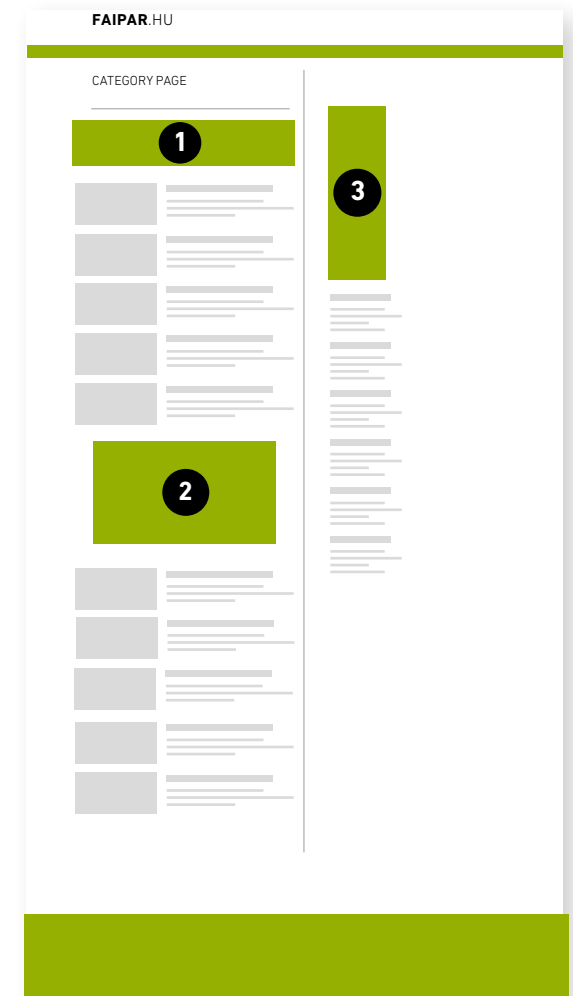
- Size: 640 × 360 px
- Size limit: max. 300 KB
- Mobile size: 300 x 250 px

### 3 WIDE SKYSCRAPER BANNER

- Size: 160 × 600 px
- Size limit: max. 300 KB
- Mobile size: -

FORMATS: HTML5, JPG, .GIF, PDF

## CATEGORY PAGE





ARTICLE PAGE



**1 LEADERBOARD BANNER**

- Size: 728 × 90 px
- Size limit: maximum 300 KB
- Mobile size: 320 x 100 px

**2 ROADBLOCK BANNER**

- Size: 640 × 360 px
- Size limit: maximum 300 KB
- Mobile size: 300 x 250 px

**3 WIDE SKYSCRAPER BANNER**

- Size: 160 × 600 px
- Size limit: maximum 300 KB
- Mobile size:

**4 POP-UNDER BANNER**

- Size: 720 × 300 px
- Size limit: maximum 300 KB
- Mobile size: 336 x 280 px

**5 PARTNER BANNER**

- Size: 160 × 160 px
- Size limit: maximum 300 KB
- Mobile size: 160 x 160 px

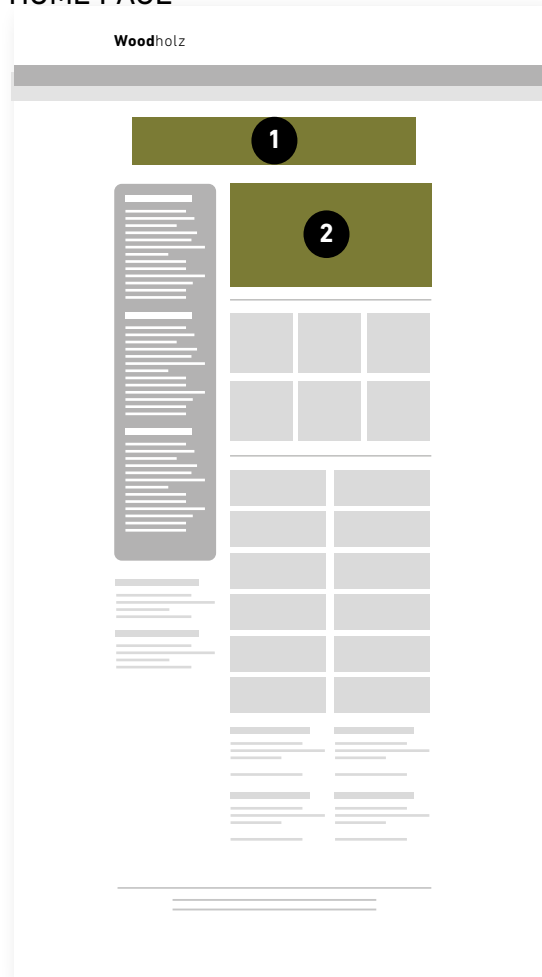
FORMATS: HTML5 (BACKUP: .JPG, .GIF) OR .JPG



# WOODHOLZ.EU ADS



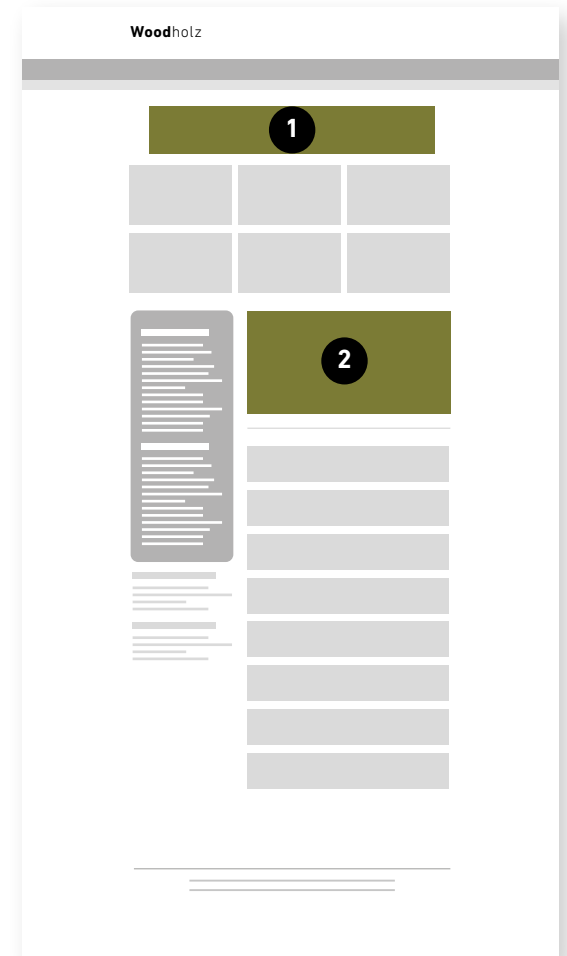
## HOME PAGE



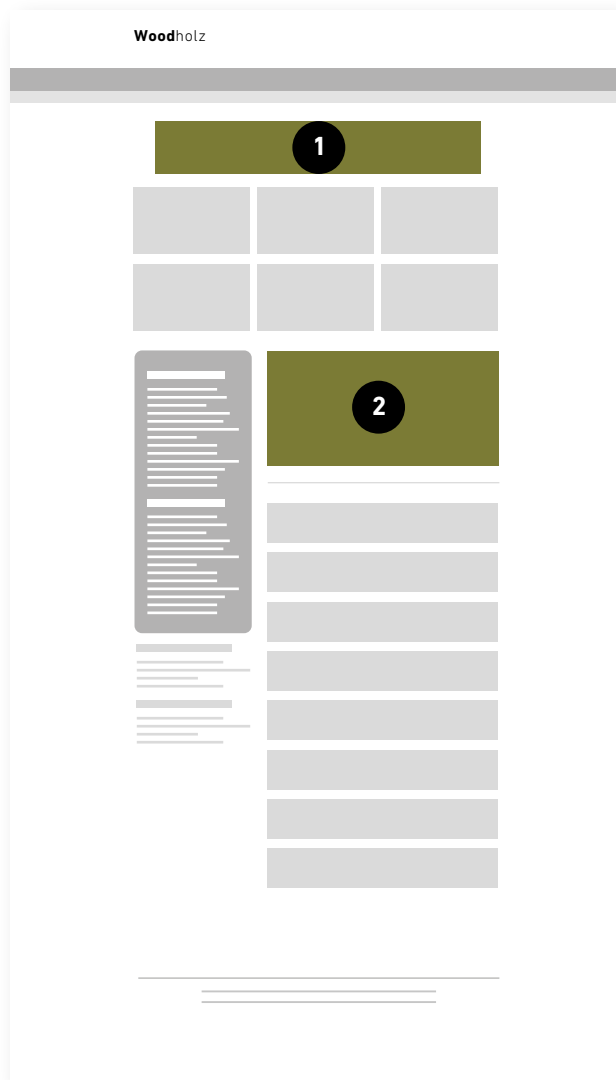
- 1 LEADERBOARD BANNER**
  - Size: 728 x 90 px
  - Size limit: max. 300 KB
- 2 FULL BANNER**
  - Size: 640 x 360 px
  - Size limit: max. 300 KB

FORMATS: HTML5 (BACKUP: .JPG, .GIF)  
OR .JPG

## CATEGORY PAGE



## PAGE OF CLASSIFIED ADVERTISEMENTS



- 1 LEADERBOARD BANNER**
  - Size: 728 x 90 px
  - Size limit: max. 300 KB
- 2 FULL BANNER**
  - Size: 640 x 360 px
  - Size limit: max. 300 KB

FORMATS: HTML5 (BACKUP: .JPG, .GIF) OR .JPG