

magyar  
asztalos

faipar.hu

MAGYAR ASZTALOS



woodholz

# MEDIA KIT 2021



XMEDITOR

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# nagyaR asZTALOS



**Our professional journal established 30 years ago, along with our website which has a history of more than 20 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

#### **Features:**

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

PRINT

# CALENDAR FOR THE EDITORIAL OFFICE – TOPICS FOR THE YEAR

magyar  
ASZTALOS

MONTH	CLOSING TIME FOR NEWS	APPEARANCE	TOPIC-BASED ANNEX
January	11.	25.	<b>World of cupboards:</b> Reinforcements, ergonomics, design aspects, software of cupboards
			<b>Battery-operated circular saws</b>
February	3.	22.	<b>Novelties in panel-sawing machines, edge banders; basic and professional machines</b>
			<b>Grinders:</b> Random orbital sanders
March	3.	25.	<b>Grinding technology:</b> Narrow and wide band sanders, edge and profile sanders Grinding materials in use
			<b>Laser distance meters</b>
April	2.	23.	<b>Dust and chip extractors:</b> Extractors manufactured for medium-sized workshops, their design, commissioning
			<b>Brushless angle grinders</b>
May	3.	24.	<b>Machines, tools of window and door manufacturing:</b> Novelties in machining and structure. Angular centres. Machines of CNC technology, reinforcement assembling
			<b>Bench saw (battery-operated) vacuum cleaners</b>
June	3.	25.	<b>World of kitchen:</b> New raw materials, reinforcements, templates, trends
			<b>Battery-operated drilling screws, hammer drills</b>
July	2.	23.	<b>Outdoor surface-treatment materials:</b> techniques of application, types of coatings, renovation techniques
			<b>Routing cutters and their tools</b>
August	2.	24.	<b>Multi-head planers and moulding machines:</b> Tools, safety-instrumented auxiliaries, main type variants in use
			<b>Bench saw, battery-operated and mains-operated</b>
September	3.	24.	<b>Indoor surface-treatment materials:</b> Effect varnishes, technology of reaching high-gloss surfaces, materials, tools of rectification
			<b>Detectors, thermal cameras</b>
October	1.	22.	<b>Veneering technologies:</b> Flat presses, vacuum presses, adhesives, adhesive-applying machines, tools
			<b>Jig saws, dispensing guns</b>
November	3.	23.	<b>Reinforcement-assembling templates, machines:</b> Technologies for use in small- and medium-sized plants
			<b>Levelling instruments</b>
December	27 november	12.	<b>Installation, maintenance of compressed air systems:</b> Aspects of selecting air compressors, elements of the network, cleaning of compressed air
			<b>Battery-operated mitre saws</b>

The appearance dates and topics are of indicative nature, X-Meditor Kft. publisher reserves the right of any amendments.

# AD SIZES AND PLACEMENTS „MAGYAR ASZTALOS”

**COVER**

205x215 mm  
Bleed: 215x225 mm

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

**830 Euro**

**VERSO**

205x292 mm  
Bleed: 215x302 mm

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

**715 Euro**

**1/1**

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

**600 Euro**

**1/2 horizontal**

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

**310 Euro**

**1/2 vertical**

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

**310 Euro**

**1/3 vertical**

Vertical: 63x248 mm  
Bleed: 75x292 mm  
(+5-5 mm around)

**225 Euro**

**1/4 vertical**

Vertical: 88x124 mm

**175 Euro**

**1/4 horizontal**

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

**175 Euro**

## PRODUCT INFORMATION, COMPANY INTRODUCTION

Page size A4	In color	Character number
1 page	<b>430 Euro</b>	2400 (+ 1-2 pictures)
article writing	<b>140 Euro</b>	2400

**If you advertise more in our surfaces (online, print)  
we can give you discount prices.**

We reserve the right to change prices!  
Prices are net prices, do not include Value Added Tax (VAT).  
Agency fee: 15%

# PACKAGE OFFER

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## ADVERTISING PACKAGE

1/1 page ad

1/1 page colorful PR article

Article featured and highlighted on the faipar.hu main page for one week

1 week pop-under banner (720x300)

Article featured in FAIPAR newsletter (for one newsletter edition)

**Package offer:  
815 Euro**

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## PR ADVERTISING PACKAGE

1/1 page colorful PR article

Accessible for every visitor at Faipar.hu portal.

Article shared in Faipar.hu's Facebook wall.

Article featured in FAIPAR newsletter (for one newsletter edition).

**Package offer:  
500 Euro**

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## 1/2 ADVERTISING PACKAGE

1/2 page ad

1 week pop-under banner (720x300)

**Package offer:  
370 Euro**



### 1. faipar.hu

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 VISITS

**Weekly average: 20 300**

#### NUMBER OF PAGE DOWNLOADS

**Monthly average: 39 400**



### 2. 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 LIKES

**4700 persons**

#### DAILY ORGANIC REACH ANNUAL AVERAGE

**Year average: 2170 person/day**



### 3. Faipar newsletter

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 SUBSCRIPTION

**6120**

#### METHOD

**once a week**



### 4. A Woodholz.eu

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 VISITS

**Monthly average: 23 500**

#### NUMBER OF PAGE DOWNLOADS

**Monthly average: 213 000**



NAME OF MEDIA	SIZE	CONTENT	PRICE
<b>FAIPAR.HU</b>			
<b>Share an PR article</b> (newspaper published)		Magyar Asztalos magazine published Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	<b>70 Euro</b>
<b>PR article only in the faipar.hu</b>		PR article appears on faipar.hu page, promote on faipar.hu facebook page, one time send in faipar.hu newsletter	<b>170 Euro</b>
<b>on online PR article package</b>		Accessible for every visitor at Faipar.hu portal and Facebook highlight. Article featured in FAIPAR newsletter (for one newsletter edition).	<b>245 Euro</b>
<b>Leaderboard banner</b>	728 x 90 px	Main page, after the news block with images.	<b>145 Euro/week</b>
<b>Full banner</b>	640 x 360 px	Main page: above the columns. Category page: above the first article. Article page: after the article lead.	<b>145 Euro/week</b>
<b>Wide skyscraper banner</b>	160x 600 px	In every page, on the right-hand side.	<b>120 Euro/week</b>
<b>Partner banner static</b>	160 x 160 px	in every category on the left side of articles	<b>90 Euro/month</b>
<b>Partner banner dinamyc</b>	160 x 160 px	dinamyc banner in every category on the left side of articles	<b>150 Euro/month</b>
<b>WOODHOLZ.EU</b>			
<b>Leaderboard banner</b>	728 x 90 px	Main page, after the news block with images.	<b>160 Euro/week</b>
<b>Roadblock banner</b>	640 x 360 px	Main page	<b>190 Euro/week</b>
<b>newsletter FAIPAR</b>			
<b>article</b>		Article featured in FAIPAR newsletter (for one newsletter edition).	<b>85 Euro</b>
<b>Full banner</b>	640 x 360 px	placed between articles	<b>145 Euro</b>
<b>exclusive content</b>		one exclusive newsletter just about your PR article	<b>170 Euro</b>

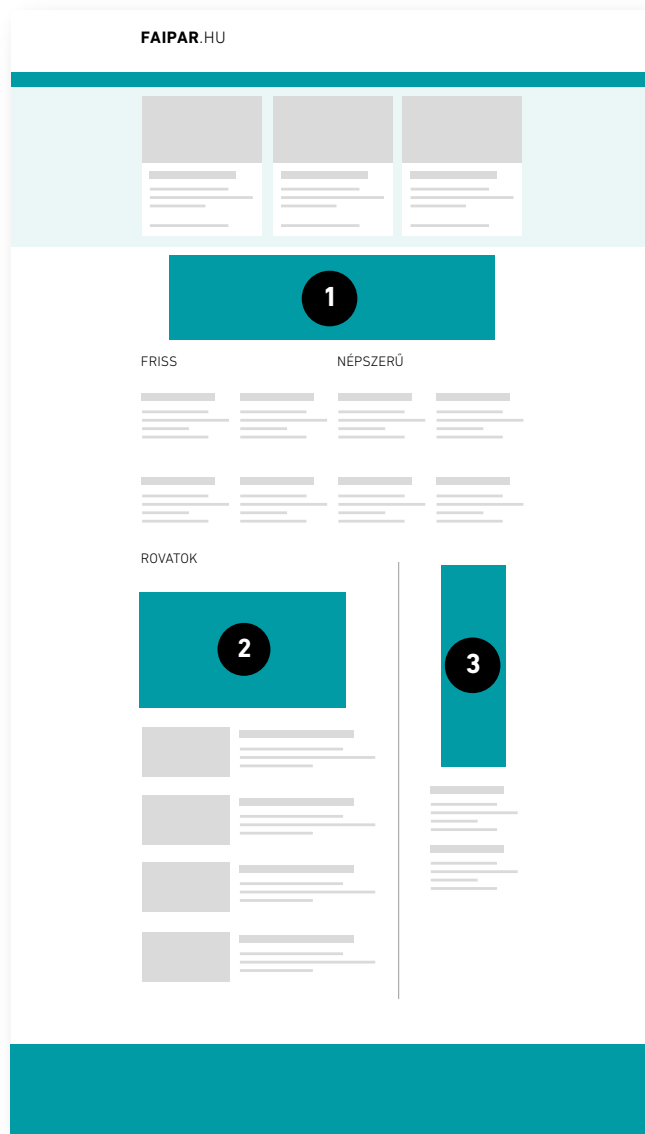
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Agency fee: 15%

# MAIN PAGE

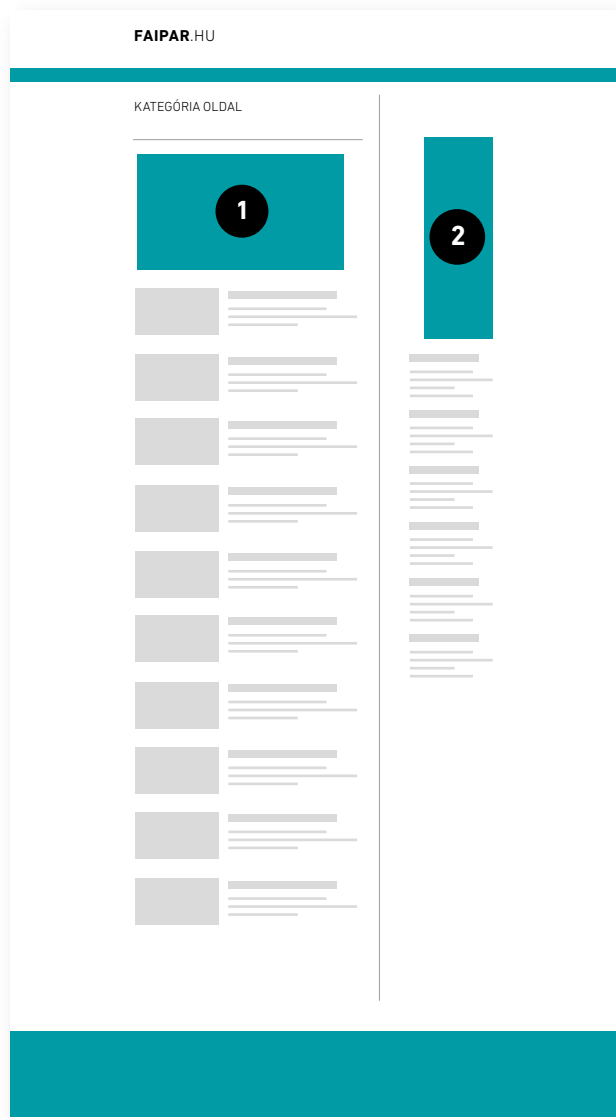


- 1 LEADERBOARD BANNER**
  - Dimensions: 728 × 90 px
  - Size limit: maximum 300 KB
- 2 ROAD BLOCK BANNER**
  - Dimensions: 640 × 360 px
  - Size limit: maximum 300 KB
- 3 WIDE SKYSCRAPER BANNER**
  - Dimensions:: 160 × 600 px
  - Size limit: maximum 300 KB

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



# CATEGORY PAGE



1

## FULL BANNER

- Dimensions:
- Size limit:

640 × 360 px  
maximum 300 KB

2

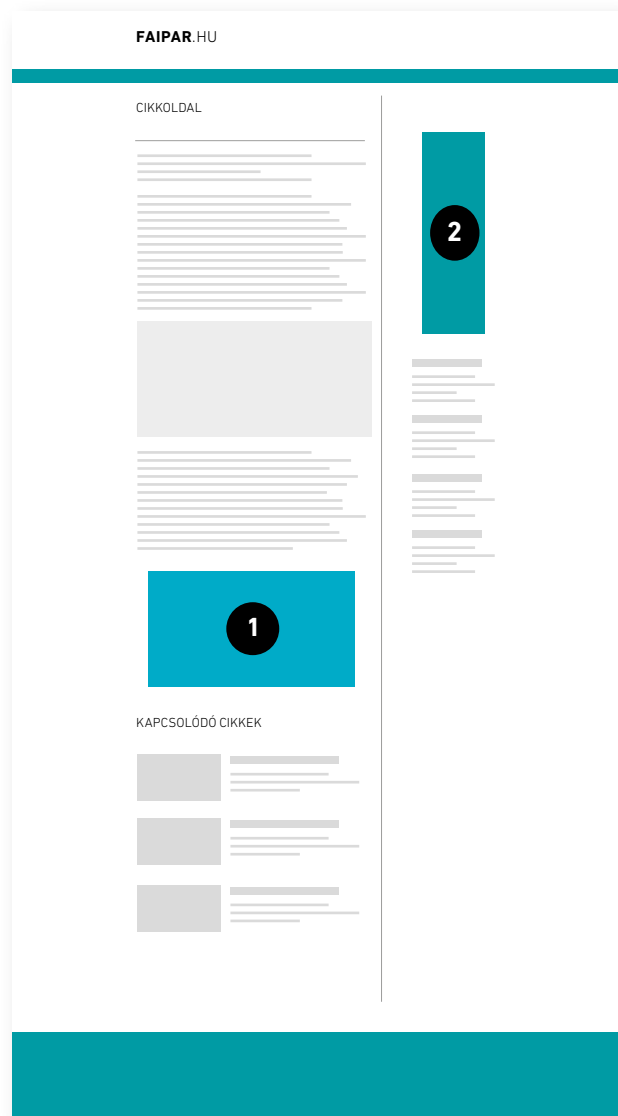
## WIDE SKYSCRAPER BANNER

- Dimensions:
- Size limit:

160 × 600 px  
maximum 300 KB

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

# ARTICLE PAGE



1

## FULL BANNER

- Dimensions:
- Size limit:

640 × 360 px  
maximum 300 KB

2

## WIDE SKYSCRAPER BANNER

- Dimensions:
- Size limit:

160 × 600 px  
maximum 300 KB

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