

magyar
asztalos

faipar.hu
magyar asztalos

MEDIA KIT 2019



XMEDITOR

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nagyaR asZTALOS

PRINT

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

Features:

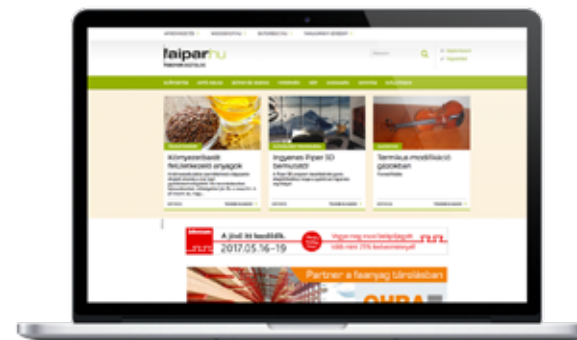
- Founded: 1990
- Sampling: 3000
- Issues: 12 / year
- Length: 76 pages
- Delivery: via post

SURFACES ON THE WEB



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 evarage: 4900

NUMBER OF VISITERS

weekly evarage: 4000

NUMBER OF PAGE DOWNLOADS

weekly evarage: 7300

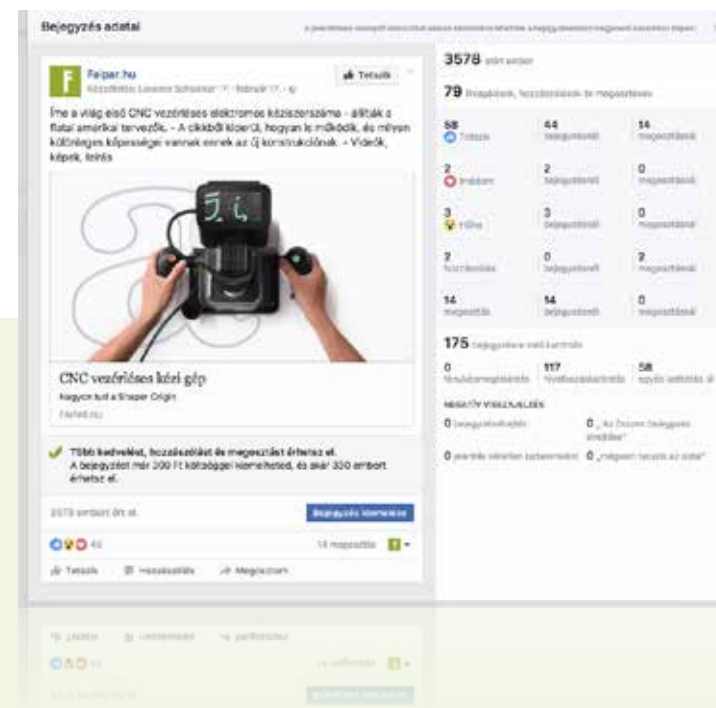


2. www.facebook.com/faipar

At the surface of our facebook page 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

Daily organic reach annual average: **2070 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.



NUMBERS OF SUBSCRIPTIONS: 9 000

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 plat-

form to reach the target audience of wood industry companies and professionals in a cost-effective way.



NUMBER OF VISITS weekly evarage: 6947

NUMBER OF VISITERS weekly evarage: 3273

NUMBER OF PAGE DOWNLOADS weekly evarage: 52 900

MONTH	DEADLINE	DATE OF ISSUE	TOPIC (IT MEANS ARTICLES ABOUT A MAIN TOPIC)
January	9. January	25. January	Logs and sawn timbers: log sawing processes and patterns, sawing tools and machines, timber choices in the market, dry kilns etc.
February	28. January	18. February	Everything about hand tools and electric hand tools
March	22. February	18. March	Stairs: stair design softwares, timbers for stairs, building methods, stair fittings and accessories
April	29. March	16. April	Sanding: sanding machines and electric hand tools, sanding papers and grids, accessories
May	26. April	17. May	Everything about kitchen: new trends and materials, fittings and accessories, design softwares, cooking machines, kitchen built machines etc.
June	24. May	17. June	Doors and windows: trends, fittings, glasses, insulation materials, coatings, installation techniques etc.
July	26. June	17. July	Adhesions and fixing: wood adhesives, wood board machines, connecting fittings, screws, invisible connecting as lamellos, dominos and it's tools etc.
August	26. July	16. August	Everything about office furniture: materials and new trends, fittings, accessories, desing softwares and apps
September	27. August	17. September	CNC technology: CNC machines, machining tools, softwares,
October	25. September	16. October	Panel sawing: panel saw machines and CNC panel saw machines, machining tools, cutting blades etc.
November	25. October	15. November	Edgebanding: edgebanding machines and technologies, edgebanding materials, glue choices
December	20. November	11. December	Interior: Interior designs, design softwares, furnishings, accessories, added materials (metal, glass, textiles) etc.

We reserve the right to modification.

OUR PACKAGE OFFERING

NAME OF MEDIA PACKAGE	SPREADS	CONTENT	BASE PRICE	UNIT PRICE
advertising package	print: 2/1 page online: faipar.hu	1/1 page advertising	199 000 Ft	229 000 Ft
		1/1 page article (2400 character)	130 000 Ft	
		5 day halfpage banner (faipar.hu) OR Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	25 000 Ft	
	print: 1/2 page online: faipar.hu	1/2 page advertising	109 000 Ft	135 000 Ft
		1 hónap dinamikus partnerbanner (160x160 px)	52 000 Ft	
advertising+ article package	print: 1/1 page online: faipar.hu	1/2 page advertising + 1/2 page article or 1/4 page advertising + 3/4 page article	180 500 Ft	190 000 Ft
		Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	25 000 Ft	
PR advertising package	print: 1/1 page online: faipar.hu	1/1 page article (2400 character)	130 000 Ft	163 000 Ft
		Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	25 000 Ft	
		Article featured in FAIPAR newsletter (for one newsletter edition).	20 000 Ft	
Online package	online: faipar.hu, FAIPAR newsletter	Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	55 000 Ft	114 000 Ft
		Article featured in FAIPAR newsletter (for one newsletter edition).	20 000 Ft	
		1 week Full banner at Faipar.hu portal.	60 000 Ft	
Banner package	online: faipar.hu, woodholtz.eu FAIPAR newsletter	1 week Full banner at Faipar.hu portal	60 000 Ft	175 000 Ft
		1 week Full banner at woodholtz.eu portal	90 000 Ft	
		Full banner 1 time in FAIPAR newsletter	50 000 Ft	

TYPE OF ADVERTISEMENT	MEASURE	CONTENT	PRICE HUF
MAGYAR ASZTALOS			
front cover advertising	205x215 mm 210x220 mm	advertising package	290 000 Ft
	300x600 px	+2 day halfpage banner at Faipar.hu portal OR Article featured in FAIPAR newsletter (for one newsletter edition)	
back cover advertising	205x292 mm	advertising package	250 000 Ft
	300x600 px	+2 day halfpage banner at Faipar.hu portal. OR Article featured in FAIPAR newsletter (for one newsletter edition)	
1/1 full page advertising	174x248 mm; 205x292 mm		199 000 Ft
1/2 page advertising	174x122mm 205x145 mm		109 000 Ft
1/3 page advertising	55,3x248 mm 71x292 mm		78 500 Ft
1/4 page advertising	85x122 mm 174x59 mm 205x82 mm		60 800 Ft
1/1 page article	2400 character		130 000 Ft
to write an article by editorship	2400 character		25 000 Ft

If your 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%

HIRDETÉS TÍPUSA	MÉRET	MEGJELENÉS	ÁR
FAIPAR.HU			
Share an PR article (newspaper published)		Magyar Asztalos magazine published Accessible for every visitor at Faipar.hu portal. Article shared in Faipar.hu's Facebook wall.	25 000 Ft
PR article only in the faipar.hu		PR article appears on faipar.hu page, promote on faipar.hu facebook page, one time send in faipar.hu newsletter	55 000 Ft
on online PR article package		Accessible for every visitor at Faipar.hu portal and Facebook highlight. Article featured in FAIPAR newsletter (for one newsletter edition).	70 000 Ft
Leaderboard banner	728 x 90 px	Main page, after the news block with images.	50 000 Ft /week
Full banner	640 x 360 px	Main page: above the columns. Category page: above the first article. Article page: after the article lead.	60 000 Ft /week
Wide skyscraper banner	160x 600 px	In every page, on the right-hand side.	42 000 Ft /week
Partner banner static	160 x 160 px	in every category on the left side of articles	32 000 Ft/ month
Partner banner dinamyc	160 x 160 px	dinamyc banner in every category on the left side of articles	52 000 Ft/ month
WOODHOLZ.EU			
Leaderboard banner	728 x 90 px	Main page, after the news block with images.	70 000 Ft / week
Roadblock banner	640 x 360 px	Main page	90 000 Ft /week
newsletter FAIPAR			
article		Article featured in FAIPAR newsletter (for one newsletter edition).	20 000 Ft
Full banner	640 x 360 px	placed between articles	50 000 Ft
exclusive content		one exclusive newsletter just about your PR article	50 000 Ft

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

We reserve the right to change prices!

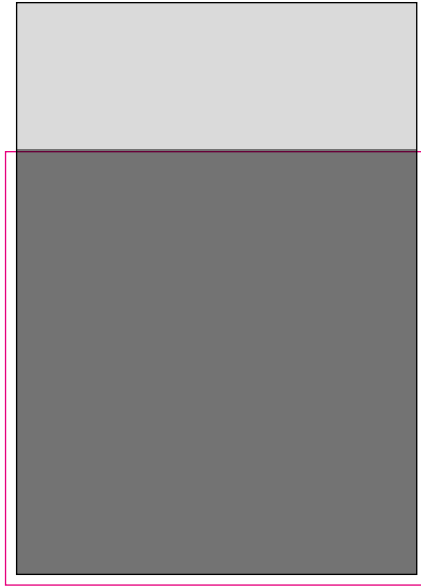
Prices are net prices, do not include Value Added Tax (VAT).

Agency fee: 15%

AD SIZES AND PLACEMENTS "MAGYAR ASZTALOS"

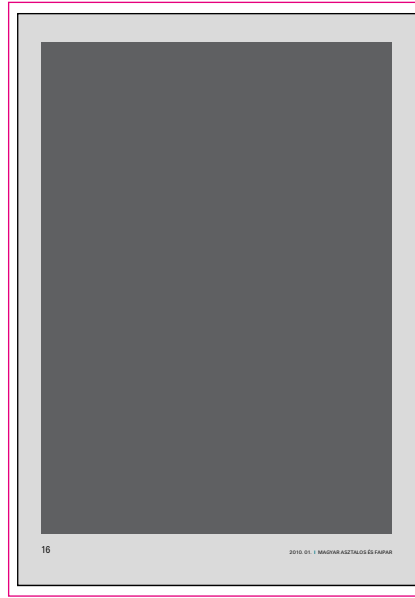
Cover

205x215 mm
Bleed: 210x220 mm (+5-5 mm)



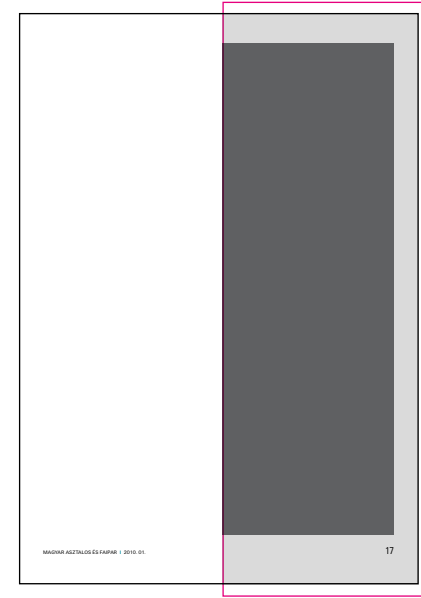
A1/1

174x248 mm
Bleed: 205x292 mm (+5-5 mm)



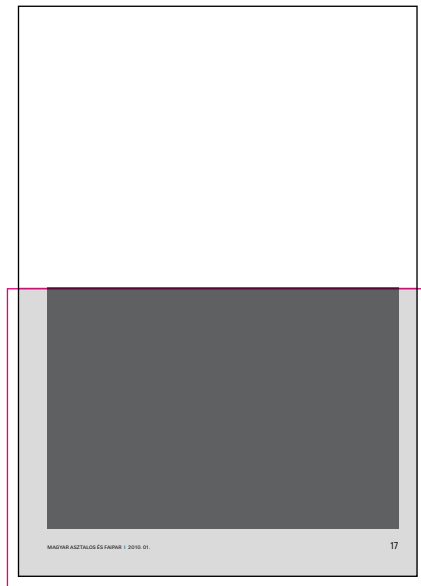
A1/2

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



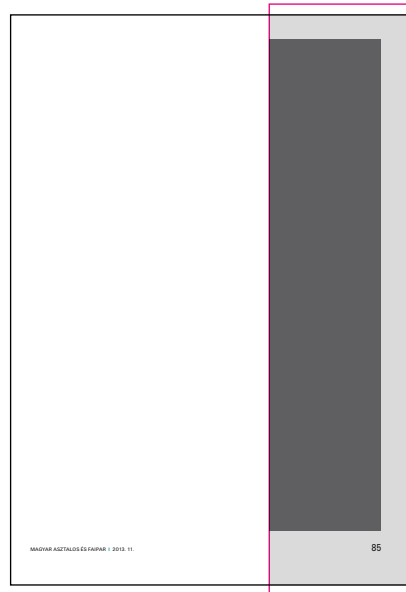
A1/2

Horizontal: 174x122mm
Bleed: 205x145 mm (+5-5 mm)



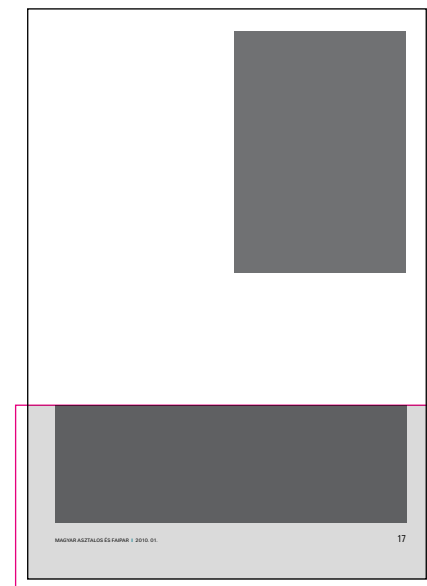
A1/3

vertical: 55,3x248 mm
Bleed : 71x292 mm (+5-5 mm)



A1/4

vertical: 85x122 mm
Horizontal: 174x59 mm
Bleed : 205x82 mm (+5-5 mm)



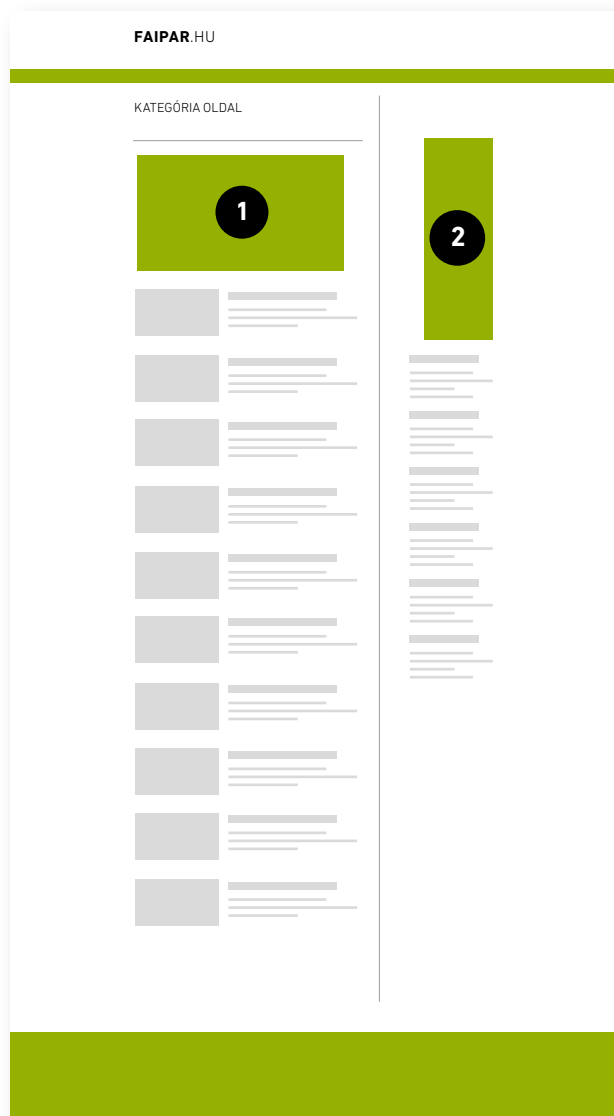
MAIN PAGE



- 1 LEADERBOARD BANNER**
 - Dimensions: 728 × 90 px
 - Size limit: maximum 300 KB
- 2 FULL 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

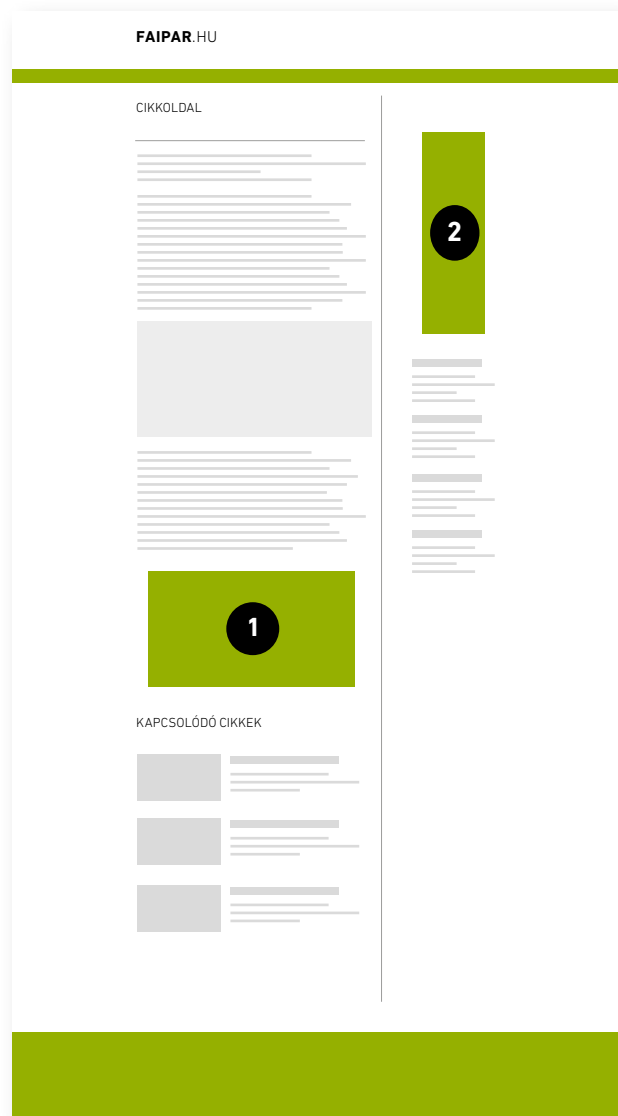
CATEGORY PAGE



- 1 FULL BANNER**
 - Dimensions: 640 × 360 px
 - Size limit: maximum 300 KB
- 2 WIDE SKYSCRAPER BANNER**
 - Dimensions: 160 × 600 px
 - Size limit: maximum 300 KB

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

ARTICLE PAGE



1

FULL BANNER

- Dimensions: 640 × 360 px
- Size limit: maximum 300 KB

2

WIDE SKYSCRAPER BANNER

- Dimensions: 160 × 600 px
- Size limit: maximum 300 KB

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

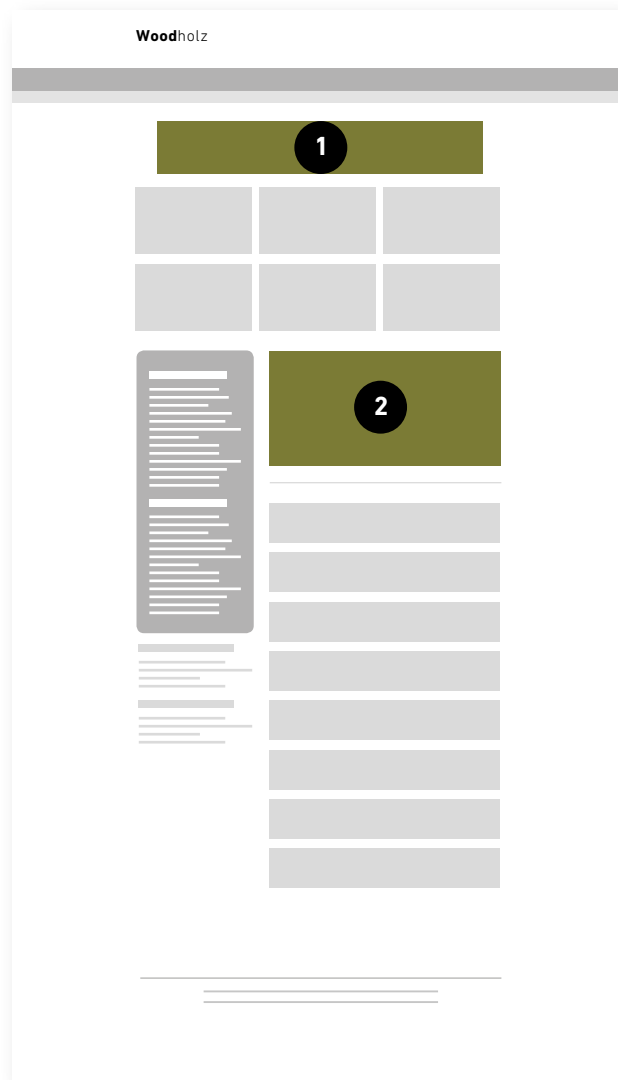


- 1 LEADERBOARD BANNER**
 - Dimensions: 728 x 90 px
 - Size limit: maximum 300 KB

- 2 FULL BANNER**
 - Dimensions: 640 x 360 px
 - Size limit: maximum 300 KB

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

CATEGORY PAGE



1 LEADERBOARD BANNER

- Dimensions: 728 x 90 px
- Size limit: maximum 300 KB

2 FULL BANNER

- Dimensions: 640 x 360 px
- Size limit: maximum 300 KB

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

CLASSIFIED ADVERTISESEMENT PAGE



- 1 LEADERBOARD BANNER**
 - Dimensions: 970 x 90 px
 - Size limit: maximum 300 KB
- 2 FULL BANNER**
 - Dimensions: 640 x 360 px
 - Size limit: maximum 300 KB

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