



## INTRODUCTION

PC World is the one of the most credible participant on the Hungarian IT media market, which proved to be a pioneer in numerous fields over the past 24 years. The magazine focuses on the means of content providers, the PC World, modern content consumer and entertaining solutions, while providing easy-to-use tips and advice for everyone. PC World is not only a magazine, but an exclusive service package with full version softwares, security programs, video tests and other useful gifts.

## IN FOCUS



**News**



**Hardware tests**

**MOBILE  
TECHNOLOGIES**

**APP  
PROMOS**

**INDUSTRY TRENDS  
AND ANALYSES**

**MARKETPLACE**

## TARGET GROUP

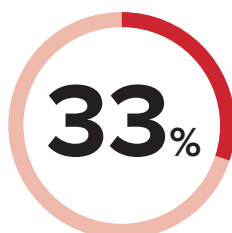
**Ages  
21-40**



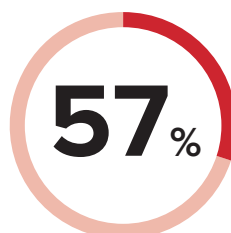
**Gender  
MALE**



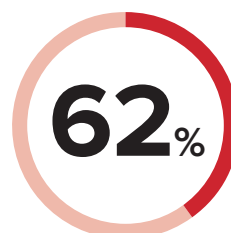
**From  
Budapest**



**Graduate**



**Esomar AB**



## Technical information

Average print volume	6000
Number of pages	112+4 pages

## Schedule

Launch date	Deadline for materials prepared by us	Print close	Deadline for insertions
08 January	15 December	20 December	20 December
05 February	18 January	27 January	29 January
05 March	15 February	23 February	25 February
02 April	17 March	23 March	25 March
07 May	20 April	27 April	29 April
04 June	18 May	25 May	27 May
02 July	14 June	22 June	24 June
06 August	19 July	27 July	29 July
03 September	13 August	24 August	26 August
01 October	13 September	21 September	23 September
05 November	18 October	26 October	28 October
03 December	15 November	23 November	25 November

## ADVERTISING RATES | VAT is not included!

Format	Artbox (mm)	Trim size (mm)	Bleed size (mm)	Rate (HUF)
Borító IV	185 × 255	205 × 275	215 × 285	684 000
Borító II	185 × 255	205 × 275	215 × 285	648 000
Borító III	185 × 255	205 × 275	215 × 285	580 000
1/1	185 × 255	205 × 275	215 × 285	528 000
2/3 horizontal	182 × 156	205 × 171	215 × 181	428 000
2/3 vertical	120 × 242	130 × 275	140 × 285	428 000
1/2 horizontal	182 × 116	205 × 131	215 × 141	284 000
1/2 vertical	86 × 242	96 × 275	106 × 285	284 000
1/3 horizontal	182 × 76	205 × 94	215 × 104	240 000
1/3 vertical	57 × 242	67 × 275	77 × 285	240 000
1/4 horizontal	182 × 55	205 × 70	215 × 80	172 000
1/4 vertical	86 × 116	—	—	172 000
1/4 vertical slim	42 × 242	52 × 275	62 × 285	172 000
1/8 horizontal	86 × 55	—	—	88 000
1/8 vertical	42 × 116	—	—	88 000
Strip	182 × 30	—	—	92 000

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	36	39	45
Up to 100 g	44	47	52