

A woman with long dark hair, wearing a white long-sleeved shirt, is lying on her back on a bed with a patterned sheet. She is holding an open book above her head with both hands, looking up at it. The background is a plain, light-colored wall.

# PRINT PORTFOLIO

2024

# STAR MAGAZINES

**story**

Readership:

419,000

Paid circulation:

59,665

Facebook followers:

216,000

The star magazine magazine with the highest readership and paid circulation

Launched in 1998, Story was the first star magazine in Hungary, and has been the most popular one ever since, offering insight into the life of Hungarian celebrities and useful tips and advice for readers.

**TARGET GROUP:**

| Urban women, aged 18 to 59, interested in stars

**USP:**

| The star magazine magazine with the highest readership and paid circulation

**Market data:**

| Frequency of publication: weekly

| CPT: 9,260

| Source: Kantar Hoffmann NOK 2023/1-4

| Circulation data: MATE SZ Print Report Q4 2023, paid circulation

| Facebook followers: as of 31.12..2023

| CPT: based on price list 2024



Story Spring, Autumn, Winter, Summer  
Central reach:

138,126

Average of paid circulation:

32,920

28,000

25,000

30,000



Tematic special issues: Horoszkóp, TV+Rejtvény, Sztárok és diéta, Sztárotthon, Sztárséf

Average of paid circulation:

33,000

38,000

32,900

24,000

32,940



Seasonal special issues of Hungary's most popular star magazine focus on topics that women are most interested in, and are related, of course, to Hungarian stars. In 2022, the list of special issues also include two thematic special issues.

**TARGET GROUP:**

| readers aged 18 to 59, interested in celebrities

**USP:**

- | A strong brand that ensures high paid circulation and quality
- | High paid circulation, also during the key year-end period

**Market data:**

| Frequency of publication: 9 issues per year

**story.hu**

Weekly RU:

**394,825**

Weekly PV:

**820,907**

Facebook followers:

**216,000**

Story magazine is going online! The market-leading weekly star magazine of Central Média csoport launched story.hu in November 2021, to complement the offline content of the popular magazine with more exciting photos and video content, and the latest news on Hungarian and foreign celebrities.

**TARGET GROUP:**

| Urban women, aged 18 to 59, interested in stars



Readership:  
**170,000**

Paid circulation:  
**28,182**

Facebook followers:  
**60,000**

The star magazine with the second highest readership and paid circulation in Hungary

- Positioned higher than its competitors
- Modern design, nice layout, quality photos, varied content
- A source of reliable quality entertainment
- Also covering more serious topics
- Friendly tone

**TARGET GROUP:**

| Urban women aged 18 to 49, ABC status

**USP:**

| A premium star magazine, the second highest readership in its segment after Story

**Market data:**

| Frequency of publication: weekly

| CPT: 14,235





# LISTINGS MAGAZINES



Readership:

260,000

Paid circulation:

93,828

The most read listings magazine in Hungary

The most popular listings magazine in Hungary, with the most Hungarian channels and magazine-like content. It is great for complementing TV campaigns, and offers many opportunities for sponsored content.

Target group:

| Urban readers aged 18 to 59, ABC status

USP:

| Market-leading listings magazine with the highest readership and paid circulation  
| Magazine-like content is ideal for editorial-related advertising

Market data:

| Frequency of publication: weekly  
| CPT: 14,038





Readership:

108,000

Paid circulation:

37,707

A lower-priced bi-weekly listings magazine

Kétheti RTV Műsormagazin (bi-weekly RTV listings magazine) offers reliable quality at a reasonable price. Flexible ad placement options allow to reach your target audience more effectively.

Target group:

urban readers aged 18 to 59

USP:

| High circulation and cost-effective advertising rates

Market data:

| Frequency of publication: bi-weekly

| CPT: 8,056



Central reach:

# 49,746

Print run:

# 11,000

A lower-priced weekly listings magazine

Launched in November 2011, Heti TV Újság (Weekly TV Listings Magazine) is a reasonably-priced alternative for both readers and advertisers in the listings magazine segment.

Target group:

| Readers aged 30 to 59

USP:

| Large front page ad option and cost-effective advertising

Market data:

| Frequency of publication: weekly



# Women's magazines



# NŐK LAPJA

Readership:

480,000

Paid circulation:

132,390

Facebook followers:

191,000

Instagram followers:

59,000

Women's weekly with the longest tradition

Offering varied, authentic, topical and entertaining content, Nők Lapja magazine reaches hundreds of thousands of women. In our ever-changing world, this magazine represents a constant set of values, with family values in focus.

Target group:

Urban women aged between 18 and 59, of ABC status, with middle or higher level education, who value family the most.

USP:

| Nők Lapja has the highest paid circulation and the highest readership of all magazines.  
| Authentic and trusted content, a valued brand for all generations.

Market data:

| Frequency of publication: weekly  
| Facebook: 10 to 20 posts daily  
| CPT: 8,688

| Source: Kantar Hoffmann NOK 2023/1-4

| Circulation data: MATESZ Print Report Q4 2023, paid circulation

| Facebook followers: as of 31.12.2023

| CPT: based on price list 2024



Weekly RU:

269,246

Weekly PV:

447,799

Facebook followers:

191,000

Instagram followers:

59,000

The first women's magazine in Hungary to use a paywall site.

Hungary's number one magazine, Nők Lapja, is now available in both print and online versions. Subscribers to the online magazine get access to all articles in the print version plus extra content.

Articles, reports and podcasts about unique, exciting topics, and passionate stories are produced jointly by the editorial team of the print and digital magazine. Nők Lapja.hu is the first online subscription magazine in the Central Média csoport portfolio.

#### Target group:

Urban women aged 35 and above, with higher education, who value family and social relationships the most. They care for the environment, and are conscious shoppers, committed and active on social media platforms.



# Meglepetés

Readership:

216,000

Paid circulation:

50,350

Facebook followers:

68,000

Exciting and interactive women's weekly with stars and news

Meglepetés magazine has been a reliable and stable player in the women's weekly magazine segment for over 25 years. An interactive women's weekly with varied content that offers many advertising options, including editorial-related advertising, thanks to a flexible editorial background and 8 or 10-page thematic specials built around seasonal topics.

Target group:

| married urban women aged 18 to 59, who are attracted to new things but also hold on to traditional values. Very interactive, they love crossword puzzles and games

USP:

| Efficient reach to many interactive and easy-to-mobilize readers

Market data:

| Frequency of publication: weekly  
| CPT: 9,236

| Source: Kantar Hoffmann NOK 2023/1-4

| Circulation data: MATESZ Print Report Q4 2023, paid circulation

| Facebook followers: as of 31.12.2023

| CPT: based on price list 2024



# Glossy magazines



# marie claire

A distinctive premium glossy publication, the magazine of choice for well-informed women with a refined signature style. It educates readers on cultural sensitivity, with articles on important social issues. It engages you, helps you become more attractive and dress stylishly, and offers touching content.

### Target group:

| Aged between 25 and 49, of AB status and with above-average income, the Marie Claire reader is open-minded and fascinated by what the world has to offer and how she presents herself to that world

### USP:

- | Premium readers with exceptionally high purchasing power.
- | Socially sensitive readers open to social issues.
- | Strong international background: 34 international editions, in 18 languages, 54 million copies per year worldwide, 16 million readers per month

### Market data:

- | Frequency of publication: 8 issues per year
- | Facebook: 100 to 120 posts per week
- | Insta: 30 to 40 posts per week

| Circulation data: Central Média csoport Zrt. Distribution Department, average of 2023  
| Hungary, E-Gemius (15+ domestic audience), weekly average of 12.2023  
| Facebook and Instagram followers: as of 31.12.2023

weekly RU:

# 412,692

Instagram followers:

# 37,000

Print run:

# 10,000

Facebook followers:

# 120,000





Readership:

**100,000**

Print run:

**18,000**

Published four times a year, Nők Lapja Évszakok (Seasons) is a glossy magazine that features exclusively and typically Hungarian content, but at the quality level of large international brand magazines. It offers relevant and authentic Hungarian content, with readable articles and longer novels for women who dare to dream.

**Target group:**

| Well-informed, intellectually open urban women, aged 25 to 55, with middle or higher education.

**USP:**

| Relevant and authentic Hungarian content, with readable articles and longer novels

**Market data:**

| Frequency of publication: 4 issues per year  
| CPT: 18 000



# NŐK LAPJA SZÉPSÉG

Central reach:

25,992

Print run:

10,000

Nők Lapja, the strongest magazine brand in Hungary, launched a new, glossy special issue in 2018. The perfect-bound glossy special is targeted at the core readership of Nők Lapja magazine: married women aged above 40, with above average income, who want to stay fit, healthy and attractive, and live life to its fullest. The special issue is published twice a year.

Target group:

| 40+ urban women with AB status

Market data:

| Frequency of publication: 2 issues per year; in May and October



Central reach:

63,798

Print run:

21,500

The spring period offers many interesting topics to explore in more detail, and therefore the glossy special issue of Nők Lapja magazine is published in March. Longer articles, useful decor ideas, tasty recipes, and a section dedicated to Easter help readers get ready for the holidays and this special time of the year, in an engaging style you've come to expect from Nők Lapja magazine.

Target group:

| Urban women aged 25 to 49, ABC status

Market data:

| Frequency of publication: 1 issue per year





Central reach: (Tél)

86,514

Print run: (Tél)

21,000 db

Central reach: (Nyár)

123,366

Print run: (Nyár)

44,000 db



Readable quality content for the summer and winter holidays

Target group:

| Urban women aged 18 to 49 who seek quality entertainment

USP:

| High-quality glossy environment for advertisements

| Great price to quality ratio

Market data:

| Frequency of publication: 2 issues per year (June and December)

# NŐKLAPJA advent

Central reach:

164,274

Print run:

42,500

The magazine offers inspiring tips and ideas for decorating your home for the Advent period and helps you get in the mood for Christmas.

#### Target group:

| Urban women aged 18 to 49 who seek quality entertainment

#### USP:

| Glossy quality magazine ideal for advertisements

| High paid circulation in the key year-end period

#### Market data:

| Frequency of publication: 1 issue per year (November)





# Otthon (Home) magazines

# NŐKLAPJA KERT & OTTHON

Central reach:

42,000

Print run:

13,500

Nők Lapja KERT és OTTHON (GARDEN and HOME) fresh and forward-looking new glossy publication, focused on home and garden.

**Target group:**

| Urban women aged 18 to 49, AB status

**USP:**

| Glossy format guarantees high quality environment for advertisements

| Due to its relevant content, the magazine is on sale from March through August.

**Market data:**

| Frequency of publication: 1 issue per year, in March



# Lifestyle magazines





Readership:

**68,000**

Planned print run:

**12,000**

Facebook followers:

**18,000**

Market leader in its segment, the most credible and authentic health magazine.

Covers a variety of health-related topics from different perspectives, and offers useful everyday tips and advice for a healthier lifestyle.

**Target group:**

| Married urban women aged over 30, with middle or higher education, interested in healthy lifestyle.

**USP:**

| Reach to female opinion leaders.  
| Regarded as having reliable and trustworthy content by both readers and advertisers

**Market data:**

| Frequency of publication: 9 issues per year  
| CPT: 20,147

| Source: Kantar Hoffmann NOK 2023/1-4

| Circulation data: Central Média csoport Zrt. Distribution Department, average of 2023

| Facebook followers: as of 31.12.2023

| CPT: based on price list 2024



A woman with long dark hair, wearing a vibrant, flowing blue dress, stands in a vast field of purple lavender. She is seen from the back, looking towards a soft, hazy sunset sky. The lavender plants are in full bloom, creating a textured foreground. The overall mood is serene and romantic.

# Entertainment magazines

Central reach:

118 356

Print run:

28,500

Facebook followers:

25,000

The special issue is focused on esoterism, with reliable and detailed content as usual from Nők Lapja magazine.

**Target group:**

| urban women aged 18-59 who are interested in astrology and esoterism

**USP:**

| Useful, practical tips and advice for everyday life

**Market data:**

| Frequency of publication: 6 issues per year



# Gastronomy magazines



Readership :

92,000

Planned print run (Konyha):

24,000



A market leading traditional gastronomy magazine

Nők Lapja Kitchen (Konyha) features recognized chefs, gastro bloggers and 100% tested recipes.

Target group:

| Married women aged between 25 and 55, ABC status, interested in gastronomy

USP:

| Market leading traditional gastro magazine with great editorial-related advertising options, and not only for food sector companies

| Due to its content, the magazine is kept for longer, picked up and read through several times.

Market data:

| Frequency of publication: monthly

| CPT: 15,543

| Forrás: Kantar Hoffmann NOK 2023/1-4

| Példányszám adatok: Centrál Média csoport Zrt. Terjesztési osztály (2023 Q4 átlag)

| Facebook követők száma: 2023.12.31.

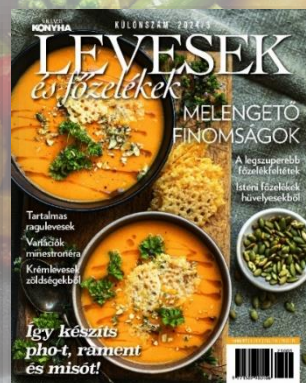
| CPT: 2024-es tarifáárak alapján

Planned print run:

22,000

19,600

18,000





Men titles

The world's leading scientific and educational magazine.

Offering stunning visual solutions and authentic content, it is the magazine of choice for readers looking for intellectual entertainment. Most of the reports in the US edition are published in the Hungarian edition, along with content of local relevance.

**Target group:**

| Urban readers aged between 18 and 49, with middle or higher education, of AB status, interested in natural sciences and educational articles.

**USP:**

- | One of TOP10 global brands: Published in 33 countries, in 37 languages
- | 60 million readers worldwide
- | Unparalleled subscriber rate of over 70%

**Market data:**

- | Frequency of publication: monthly
- | CPT: 13,250

| Source: Kantar Hoffmann NOK 2023/1-4  
 | Circulation data: MATESZ Print Report Q4 2023  
 | Website traffic: Hungary, E-Gemius (15+ domestic audience), weekly average of 12.2023  
 | Facebook and Instagram followers: as of 31.12.2023  
 | CPT: based on price list 2024

Weekly RU:

43,418

Instagram followers:

56,000

Readership:

160,000

Paid circulation:

14,534

Facebook followers:

419,000



About us:

This November, the Vezess Catalogue will be published again, in which we will report each and every car innovations of this year, about nearly 3,000 car models. Detailed technical data of car types and models gathered from all over the world are also available in the catalogue. We add color to the informative materials with special car tests, in which we present the readers with the latest and most exciting cars coming to the market.

Target Group:

| 18-49 in age, with middle or higher education, ABC status, active, paying male readers, interested in motor vehicles and topics related to driving.

Market data:

| Frequency of publication: annual

YouTube subscribers:

89,000

Instagram followers

16,000

Website visitors

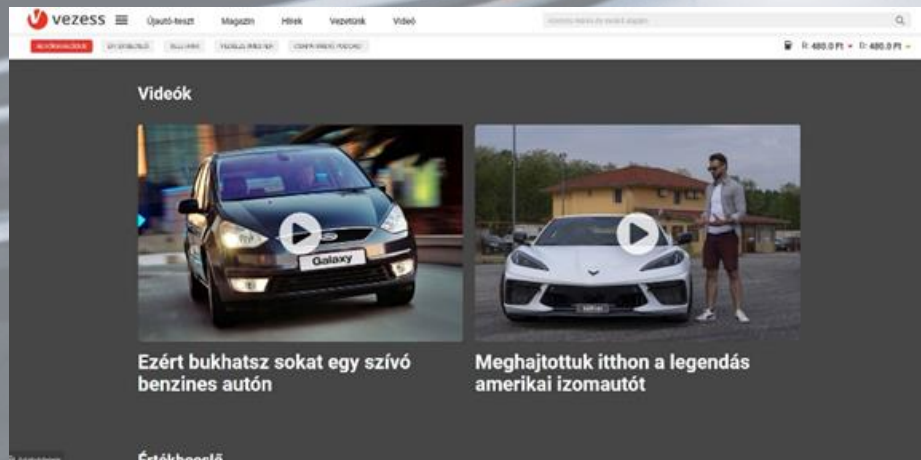
1,294,176

Print run:

10,000

Facebook followers:

295,000







THANK YOU  
FOR YOUR ATTENTION!