polimerek

THE ONLY MONTHLY MAGAZINE IN HUNGARY

MEDIA OFFER

MMSZ

MAGYAR MŰANYAGIPARI SZÖVETSÉG

MONTHLY PERIODICAL OFTHE PLASTICS

POLIMEREK *(Polymers)* is the only monthly professional journal of the plastics and rubber industry in Hungary. It is published monthly and provides first-hand information on the latest national and international technological developments, scientific activities and research results affecting the plastics industry, and technological and economic processes in the plastics industry.

THEMATICS

From month to month, POLIMEREK helps to navigate the technical-technological development trends of polymers and the investment, economic and technical effects of international industry trends expected in Hungary by providing industry background analyses and company case studies. We report on national and international exhibitions and conferences, and inform about equipment procurement and R+D+I tender and financing opportunities.

The recycling of plastic waste, which is of great concern to society and the profession, and environmental protection continue to play a prominent role on the surfaces of POLIMEREK. In our continuously published interview series, we present the professional and state award winners, those who have done a lot for the development of the plastic industry in Hungary, and we also report on the successes of Hungarian companies and new products. We keep up to date on the work of the Hungarian Plastics Association Chaiboard and working groups.

TARGET GROUPS

The readers of POLIMEREK are highly qualified CEOs and decision-makers aged 25-65, who are decisive in the plastics, chemical and rubber industries. The readership of POLIMEREK includes engineers working for Hungarian plastics and rubber companies, decision preparation specialists, experts in the field of research and development, teachers and students participating in technical higher education, as well as professionals interested in technical and technological novelties.

The professional journal of the Hungarian Plastics Association (HPA) reaches the members of the Hungarian Rubber Industry Association, the National Association of Packaging and Material Handling (CSAOSZ), the Association of Plastic Tube Manufacturers, the National Association of Hungarian Vehicle Parts Manufacturers (MAJOSZ) and the Association of the Hungarian Automotive Industry, as well as legislators, domestic and international chambers of industry, domestic representatives of the automotive industry, students studying specialisations, university students and lecturers.

All companies in the plastics industry - raw material manufacturers, machine manufacturers and distributors, converters, application technicians, plastic waste recycling, processing and regranulate production.

PRINT ADS

AD PARAMETERS

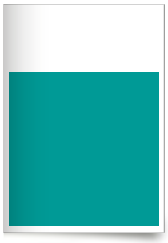
Resolution: min. 300 dpi
File format: pdf, jpg
Color: CMYK
For bleed sizes, 5 mm trapping is required on all sides!

PHOTO PARAMETERS

Resolution: min. 300 dpi
File format: pdf, jpg
Color: CMYK or RGB

TEXT

PR articles with text are to be in MS Word format. The edited material will be agreed before publishing.



Cover page story (B/1)
Cover page 190x195 mm
+ 2 pages for PR material
HPA member: HUF 700 000 - EUR 1 842
non HPA member: HUF 805 000 - EUR 2 118

Internal cover (B/2)
210x297 mm
HPA member: HUF 260 000 - EUR 684
non HPA member: HUF 299 000 - EUR 787

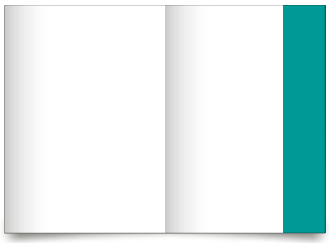
Internal back cover (B/3)
210x297 mm
HPA member: HUF 190 000 - EUR 500
non HPA member: HUF 219 000 - EUR 576

External back cover (B/4)
Bleed size: 210x297 mm
HPA member: HUF 300 000 - EUR 789
non HPA member: HUF 345 000 - EUR 908

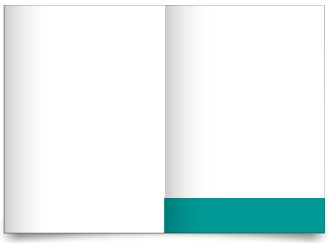
Internal page (1/1)
Bleed size: 210x297 mm
HPA member: HUF 180 000 - EUR 474
non HPA member: HUF 207 000 - EUR 545

Internal page (1/2) Landscape
Bleed size: 210x148,5 mm
Art box: 178x124 mm
HPA member: HUF 120 000 - EUR 316
non HPA member: HUF 138 000 - EUR 363

Internal page (1/2) Portrait
Bleed size: 105x297 mm
Art box: 89x258 mm
HPA member: HUF 120 000 - EUR 316
non HPA member: HUF 138 000 - EUR 363



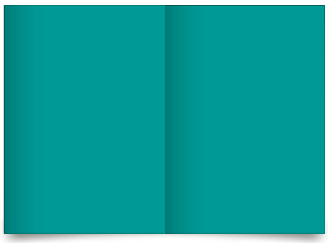
Internal page banner Portrait
Bleed size: 60x297 mm
Art box: 60x258 mm
HPA member: HUF 100 000 - EUR 263
non HPA member: HUF 115 000 - EUR 303



Internal page banner Landscape
Bleed size: 210x50 mm
Art box: 178x50 mm
HPA member: HUF 100 000 - EUR 263
non HPA member: HUF 115 000 - EUR 303

Internal page (1/4) Portrait
Bleed size: 105x148,5 mm
Art box: 86x124 mm
HPA member: HUF 80 000 - EUR 211
non HPA member: HUF 92 000 - EUR 242

PR article 1 page
with about 5,000 characters a page
HPA member: HUF 150 000 - EUR 395
non HPA member: HUF 172 000 - EUR 453



PR article 2 pages or more
with about 5,000 characters a page
Price per page:
HPA member: HUF 110 000 - EUR 289
non HPA member: HUF 126 500 - EUR 333

POLIMEREK

- renewed image
- regular online content
- increased access through social media channels
- development of premium online advertising surfaces

DISTRIBUTION DATA

Circulation: 1 000 pieces
Price of each issue: HUF 2 000 + VAT
This magazine can be ordered from the publisher, also single issues are available
Ways of distribution: by mail based on subscription and address list
Published: each month (11 issues)
Number of pages: 40 | Size: 210x297mm
Printing method: offset
Paper quality: internal sheets: 90gr, cover: 150gr, dull enameled paper

SCHEDULE

Deadline for articles: last day each month
Deadline for delivering ads: 15th day of each month
Published: on 10th day of each month

PRINT - EXCLUSIVE OFFERS

DISCOUNTS FOR REPETITIVE ORDERS

For booked annual co-operation (11 occasions): 15%
For booked semi-annual co-operation (6 occasions): 10%
For booked quarterly co-operation (3 occasions): 5%

ADDITIONAL BONUS FOR ANNUAL BOOKING IN ADVANCE

Above HUF 2 000 000 / EUR 5 263: 3x1 page free of charge
Above HUF 1 500 000 / EUR 3 947: 2x1 page free of charge
Above HUF 850 000 / EUR 2 237: 1x1 page free of charge

OTHER SERVICES

Insertion of a provided flyer after the cover page:
HUF 180 / EUR 0,47 each

Insertion for partners with an annual advertising package above HUF 850 000 / EUR 2 237:
HUF 15 / EUR 0,40 each

Gluing product sample with 2 stick spots on a defined place: HUF 90 / EUR 0,24 each
(Packing it into plastic bag is HUF 50 / EUR 0,13 each)

SURCHARGES FOR ONE-TIME ORDERS

Opposite the text page, on the right side: 10%
In the first third of the journal: 5%
Positioning to an article or column: 5%

A preparation fee (15% of the list price) is additionally charged for materials not ready for press.

If the author requires more than 5 corrections in his approved and delivered text after layout has been finished, an additional fee (HUF 5 000 / EUR 13 + VAT a page) is charged for re-editing.

ONLINE ADVERTISEMENTS

Billboard
Size: 970×250 px
Format: jpg, gif, png
Position: desktop, home page or column sponsoring
Time: weekly / monthly
Price: HUF 85 000 / HUF 340 000
EUR 224 / EUR 895

Video with logo
Size: 16:9, 4:3
Format: youtube, MP4
Position: desktop, mobile
Time: 2 weeks
Price: HUF 160 000 / EUR 421

Medium Rectangle
Size: 300×250 px
Format: jpg, gif, png
Position: desktop, mobile
Time: weekly / monthly
Price: HUF 71 500 / HUF 286 000
EUR 188 / EUR 753

Super Leaderboard
Size: 970×90 px
Format: jpg, gif, png
Position: desktop, home page or column sponsoring
Time: weekly / monthly
Price: HUF 56 250 / HUF 225 000
EUR 148 / EUR 592

PR article/scientific article + photo
Edited scientific article
Length: 5 000 characters
Gallery: +5-10 images (.jpg)
Time: 1 week / monthly
Price: HUF 45 000 / HUF 180 000
EUR 118 / EUR 474

PR article/scientific article + video
Edited scientific article
Length: 5 000 characters
Gallery: video
Time: 1 week / monthly
Price: HUF 75 000 / HUF 300 000
EUR 197 / EUR 789

Content package
Length: 5 articles, 5 000 characters
Gallery: +2–3 images (.jpg) in each article
Time: 1 week
Price: HUF 185 000/package/1 week
EUR 487

Half Page
Size: 300×600 px
Format: jpg, gif, png
Position: desktop, mobile (full)
Time: weekly / monthly
Price: HUF 75 000 / HUF 300 000
EUR 197 / EUR 789

NEWSLETTER

Newsletter – general sending

PR article
Length: 5 000 characters
Gallery: 3 images (jpg, png)
Price: HUF 110 000
EUR 289

Advertisement
Size: 600x150 px
Price: HUF 40 000 an occasion
Format: jpg, png
EUR 105

Size: 600x300 px
Price: HUF 60 000 an occasion
Format: jpg, png
EUR 158

Newsletter - individual sending

for 1000 addresses HUF 150 000/ EUR 395

PACKAGES

(online+print+newsletter)

Select your (set of) appearence depending on your requirements and yearly budget and ask for your tailor-made offer. Various discount levels can be reached depending on your frequency and yearly amount.

- Smart online magazine style
- Responsive, convenient user experience both on desktop and mobile devices
- Diversified online advertising opportunities
- Well-readable content presentation in style
- Regular online content
- New newsletter design
- Improving number of online visits via two community media channels

4 300
individual visitors a month

22 000
page visits a month

1 000
newsletter subscribers

ADVERTISEMENT DELIVERY

In the case of advertisements or any creative opportunity, please contact our editorial office.

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MMSZ
MAGYAR MŰANYAGIPARI SZÖVETSÉG

All prices are net, VAT not included.

NB: All prices in EUR are net and informative (prices in HUF are binding), calculated by EUR/HUF=380, valid from 1 January, 2024 until further notice.