

BE INSPIRED. TAKE THE VIEW.

THE

VIEW

MEDIA KIT 2020





The View is a premium quarterly filled with great articles, a classy layout and superb design, printed in Hungarian and English in **6.000** copies.

Although it is available at newsstands its primary distribution area are the VIP lounges of the **Liszt Ferenc International Airport** and hotel lobbies, so many tourists and businessmen read it. From 2020 The View is the official in-flight magazine of Czech airline **Smartwings**.

The magazine has a wide range of articles about travel, art&culture, business, gastronomy (wines), fashion, health prevention, beauty, interior design, cars&motors, but it also deals with important issues like environmental protection, climate change and green ideas. Most of our readers are well educated people, businessmen, top and middle managers all of whom enjoy quality leisure time and want to make the most of their vacations.

THE **V I E W**
DISTRIBUTION OF THE MAGAZINE



Lapker Zrt. provides distribution in **Budapest** to Inmedio and Relaystore newsstands. The retail price is 1290 HUF.



Our primary distribution areas are the VIP lounges (Mastercard and Platinum) of **Budapest Liszt Ferenc International Airport** and we have our own racks in the **Skycourt** area reaching 13 thousand passengers per month.



The View has an exclusive contract with **ibis Styles Budapest Airport** Hotel, so there is a copy of the magazine in all 146 rooms, in the lobby and other public areas. Copies are sent to Marriott Hotel and to all our major partners, for example Breitling.



The magazine is available in offices, meeting rooms and public spaces of some exclusive office buildings like **SAP headquarters in Graphisoft Park**.



We are open to all types of cooperation: our spring issues are usually attached to **Ingatlan Évkönyv** (a real estate yearbook) and **Barnes Luxury Homes**, a worldwide corporate luxury magazine.



We also have strong ties with 100 leggazdagabb Magyar (a magazine appearing once a year listing the **100 richest Hungarians** based on their net worth). In May 2020 all the people mentioned on the list will receive an attached copy of our magazine.



Thanks to the growing number of partners and the increase of content, the magazine now has **164 pages**.

We would like to reach more and more high-end consumers who enjoy reading premium category articles and hopefully meet new partners motivated to promote their products or services in our magazine. Our major advertisers are Zwack Nyrt., Breitling, The Hungarian Music Academy, Spatrend Kft., ibis Styles Budapest Airport Hotel, Moni's Jewelry, Feller Adrienne, Skeyndor, TAP Portugal Airlines, Turkish Airlines and members of the Samsonite Group.

Our Advertisers:



THE **V I E W**
OUR AUDIENCE IS



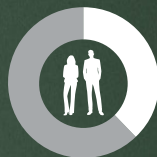
72% Hungarians,
28% foreigners



Aged between
25 and **55**



Mostly frequent
travelers or
businessmen,
businesswomen
and managers



38% male,
62% female



Typically live in
Budapest and its
vicinity

THE **V I E W**
PRICES

Type of surface	Size	Bleed	List price (Net)
Double cover page			1.990.000 HUF
B1			1.390.000 HUF
B2			990.000 HUF
B3			790.000 HUF
B4			1.190.000 HUF
2/1			890.000 HUF
1/1			590.000 HUF
½ page vertical or horizontal			390.000 HUF
1/3 page vertical or horizontal			290.000 HUF
Insert			990.000 HUF
1/1 + 1-page content			990.000 HUF

The size of the magazine is 200x265 mm, with 3–3 mm bleed

Inside	160+4 (including a 24-page appendix on 90-gram offset)
Cover	Multiart Silk 250 g + uncoated + UV coating
Format accepted	eps, tif, pdf, jpeg
Binding	perfect binding
Copies planned	6.000

All prices are without VAT (Áfa) and valid until further notice

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THE **V I E W**
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