

Chili

utazás à la carte

MEDIA OFFER

VALID FROM 1ST JANUARY 2008

CHILI MAGAZINE

Chili Magazine is a young, attractively designed travel and gastronomy magazine for travellers and daydreamers, establishing magazine reading trends and habits of the target audience with its high standard in content and layout.

The picturesque and subjective descriptions of the travels are based on personal experiences of the professional author team and deal with well-known and popular holiday destinations as well as not so renowned and yet to be explored ones.

What is more, the magazine takes advantage of the direct relationship between travelling and gastronomy and also provides introduction to various cuisines of the world pepped up with easy-to-use ideas and recipes. On top of that, Chili Magazine also intends to present the landmarks in Hungarian gastronomy.

In addition to the artistically designed layout the magazine collects information and tips on holiday destinations in order to help organising trips with practical and easily carried out suggestions and pieces of advice. Furthermore, the carefully compiled program guide offers numerous ideas to the traveller on how to spend their spare time by offering available events and festivals home and abroad. With its subject matter the magazine cares for the needs of the nowadays more and more popular and available individual travels, presents opportunities and gives tips to the readers.

Chili Magazine excels other travel magazines since it

- follows the trends
- informs and entertains
- is exotic and stylish
- reaches its target group

CHILI'S MISSION

The aim of the magazine is no other but to spark interest in travelling and through this stimulate tourism home and abroad. With the individual mixture of visual experience, entertaining and varied contents together with practical tips the magazine's goal is to establish travel magazine reading trends and habits.

CHILI'S PROFESSIONAL BACKGROUND

Our editors are not only experienced travellers but also professional photographers, skilled journalists; our proofreaders are recognised experts. The basic principle of ours is to rely only on the best, using professional pictures and intriguing subject matter with the help of professionals. Our ultimate goal is to create a strong and exclusive brand among Hungarian travel magazines. To achieve this aim hundred photographers from ten countries, trained writers, journalists and designers are working for and with us.

CHILI MÉDIA KFT.

H-1439 Budapest, Pf. 613 • www.chilimagazin.hu • office@chilimagazin.hu

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CHILI MAGAZINE AS A MEDIUM

Obvious advantages

- well-defined and exclusive target group
- establishes reading trends due to its outstanding quality
- one magazine – two topics – more consumers
- artistic design and practical contents
- media campaigns

Target group

- is between 30-50
- has status "A" and "B"
- has spare income to spend
- travels abroad several times yearly
- spends their free time even at home with travelling
- is open to new things and cultural issues

PUBLISHING AND DISTRIBUTION

Chili magazine has 10 issues a year with a circulation of 15,000 copies at the price of 670 HUF (approx. 2,50€). December–January and July–August are double issues with increased volume. It is distributed country-wide by Lapker /Hírker, beside which an own distribution network is being built. We work together with shops and airlines of the target group's interest in order to distribute the magazine even on board and in VIP-lounges.

TECHNICAL DETAILS

Publishing:	10 issues a year
Volume:	112+4 pages
Size:	225 x 270 mm
Circulation:	15 000 copies
Covering:	4+4 colours, offset printing, matte coated paper, title varnished
Inside:	4+4 colours, offset printing
Binding:	glued binding

CHILI MÉDIA KFT.

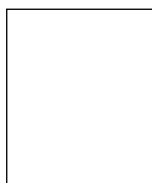
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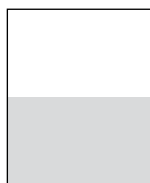
ADVERTISEMENT OPPORTUNITIES AND RATES

1/1 page



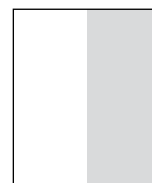
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750 000 HUF

**1/2 page
(horizontal)**



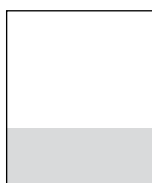
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(vertical)**



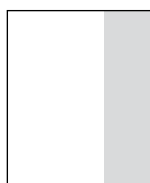
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Run-out area: 113x276
400 000 HUF

1/3 page



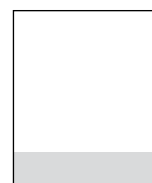
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Run-out area: 231x91
270 000 HUF

**1/3 page
(vertical)**



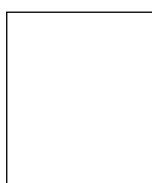
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Run-out area: 76x276
270 000 HUF

1/5 page (strip)



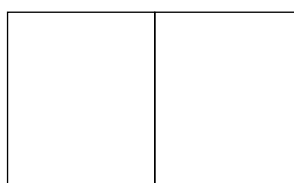
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150 000 HUF

**Cover2
and Cover3**



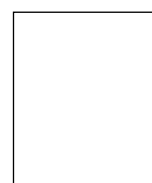
Cut area: 225x270
Run-out area: 231x276
1 170 000 HUF

2/1 page



Cut area: 450x270
Run-out area: 456x276
1 300 000 HUF

Cover 4



Cut area: 225x270
Run-out area: 231x276
1 500 000 HUF

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FURTHER ADVERTISEMENT OPPORTUNITIES AND RATES

Column sponsorship	on the basis of individual needs
PR article	+30%
Cost of inserting	on the basis of individual needs

DISCOUNTS

First time advertiser's discount	5%
Agency discounts	15%
In the case of two consecutive appearances	10%
In the case of three appearances	15%
In the case of continuous appearance during a year	15%

CHARGES FOR CANCELLING THE ADVERTISEMENT

- after advert space closing 50% of the price
- after advert material due 100% of the price

MATERIALS SPECIFICATIONS

Minimal resolution: 300dpi formatted *.jpg (not zipped), *.tif, *.pdf

- uploaded to the FTP server
- via Chili Online
- via email (office@chilimagazin.hu)
- on data medium addressed to the editors

IN CASE OF INDIVIDUAL NEEDS PLEASE DO NOT HESITATE TO CONTACT US!

PUBLISHED BY CHILI MEDIA

CONTACT

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