

# Lakáskultúra

**lakáskultúra**

# Premium products

Premium target group

highly educated

hold degrees

Lakáskultúra: 38%

AB status

Lakáskultúra: 31%



# Lakáskultúra

Published: monthly

- 🏠 Lakáskultúra (Home Design) is an exclusive interior design and lifestyle magazine published monthly characterised by tradition, professionalism, its sophisticated approach and high quality
- 🏠 It presents all the latest interior design trends in Hungary and elsewhere by equally presenting conventional, unique and exclusive homes, as well as styles. It provides diverse and valuable information about the real estate market, tracks changes in styles of interior design, tries to create harmony between classical and modern trends and also presents exclusive and practical products in a diverse range of styles in several inspiring combinations

## main indicators

67 300  
readers

16 669  
sold copies



## Composition of readers

- 🏠 Typically female visitors (65% women)
- 🏠 72% are aged 18-59
- 🏠 75% are live in urban area
- 🏠 36% are AB status
- 🏠 38% hold degrees
- 🏠 typically main shoppers (75%)

# Published in 2019



|                | <b>Ordering<br/>deadline</b> | <b>Submission<br/>deadline</b> | <b>Published on</b> |
|----------------|------------------------------|--------------------------------|---------------------|
| <b>2019/1</b>  | 2018.12.05                   | 2018.12.12                     | 2019.01.03          |
| <b>2019/2</b>  | 2019.01.16                   | 2019.01.23                     | 2019.02.06          |
| <b>2019/3</b>  | 2019.02.13                   | 2019.02.20                     | 2019.03.06          |
| <b>2019/4</b>  | 2019.03.13                   | 2019.03.20                     | 2019.04.03          |
| <b>2019/5</b>  | 2019.04.18                   | 2019.04.25                     | 2019.05.08          |
| <b>2019/6</b>  | 2019.05.15                   | 2019.05.22                     | 2019.06.05          |
| <b>2019/7</b>  | 2019.06.12                   | 2019.06.19                     | 2019.07.03          |
| <b>2019/8</b>  | 2019.07.17                   | 2019.07.24                     | 2019.08.07          |
| <b>2019/9</b>  | 2019.08.14                   | 2019.08.21                     | 2019.09.04          |
| <b>2019/10</b> | 2019.09.11                   | 2019.09.18                     | 2019.10.02          |
| <b>2019/11</b> | 2019.10.17                   | 2019.10.24                     | 2019.11.06          |
| <b>2019/12</b> | 2019.11.13                   | 2019.11.20                     | 2019.12.04          |

# Advertisement sizes and rates

| <b>Format</b> | <b>Mirror size<br/>(mm)</b> | <b>Trim size<br/>(mm)</b> | <b>Bleed size<br/>(mm)</b> | <b>Rate card price<br/>(HUF)</b> |
|---------------|-----------------------------|---------------------------|----------------------------|----------------------------------|
| 2/1           | -                           | 450x290                   | 460x300                    | 3 550 000                        |
| B4            | 195x250                     | 225x290                   | 235x300                    | 2 700 000                        |
| B3            | 195x250                     | 225x290                   | 235x300                    | 2 100 000                        |
| B2            | 195x250                     | 225x290                   | 235x300                    | 2 400 000                        |
| 1/1           | 195x250                     | 225x290                   | 235x300                    | 2 050 000                        |
| 1/2 portrait  | 95x250                      | 110x290                   | 120x300                    | 1 300 000                        |
| 1/2 landscape | 195x122,5                   | 225x142,5                 | 235x152,5                  | 1 300 000                        |
| 1/3 portrait  | 62x250                      | 77x290                    | 87x300                     | 1 050 000                        |
| 1/3 landscape | 195x73,5                    | 225x93,5                  | 235x103,5                  | 1 050 000                        |
| 1/4 portrait  | 45x250                      | 60x290                    | 70x300                     | 660 000                          |
| 1/4 landscape | 195x49                      | 225x69                    | 235x79                     | 660 000                          |
| 1/4 din       | 95x122,5                    | -                         | -                          | 660 000                          |
| 1/6 portrait  | 62x122,5                    | -                         | -                          | 420 000                          |
| 1/6 din       | 95x73,5                     | -                         | -                          | 420 000                          |
| 1/8 din       | 95x49                       | -                         | -                          | 350 000                          |





Thank you  
for your attention!