

elektro

INSTALLATEUR

MEDIA KIT - 2025



www.elektroinstallateur.hu



THE MAGAZINE – In Service of Professionals since 1992!

The **Elektroinstallateur** magazine is the official journal of the National Association of Electrical Industry Private Entrepreneurs (EMOSZ). It is a practice-oriented technical review. It is designed for technicians, business and trade professionals engaged in the installation of high and low power fittings, equipment, systems, electricity systems installation and safety systems for buildings, and related building and architectural solutions.

In addition to the magazine **our website, our bi-weekly newsletters and our Facebook site** provide for professionals relevant information to their interests.

There are reports on technical developments, the latest products, services, and it focuses on suggests solutions to problems. It focuses on areas which are equally important for designers, contractors, traders and operators with illustrative examples.

In addition to **Elektroinstallateur** magazine we published the first edition of the **Electrical pocketbook** in 1994, which has since become known as the "**Green Book**". It has been revised and expanded several times over the years. It has slowly outgrown its role as a pocketbook and our new book is now available to professionals as a **Handbook for Electrical Professionals**. Its latest, expanded and revised edition was published at the end of October 2024.

TARGET GROUP

- Companies, enterprises, manufacturers, cooperatives involved in completing (building) electrical installations
- Building industry companies, enterprises and manufacturers
- Companies engaged in the trade and manufacture of electrical products and fittings for building electrical installations
- Specialists with an interest in electrical installation and energy transmission: engineers, technicians, skilled workers
- Teachers and students of educational institutes (secondary schools and universities and colleges) in these areas, as well as the members of professional associations

FOKUS TOPICS

- Building electronic equipment for homes, home lighting
- Montage materials, natural and artificial lighting, decorative lighting
- Cables, wires, cable trays, cable canals
- Automation, safety technology, fire protection
- Energy supply, renewable energies, energy efficiency, energy storage solutions
- Energy Management
- Lightning protection, overvoltage protection
- Electric networks
- Building automation
- Smart House, Smart Home, Smart Metering
- E-mobility, charging solutions



FORMATS AND TARIFFS



Cover I



Cover II, III, IV



1/1 bleed size



1/1 type size

Format	Size	Price
Cover I.	215 x 225 mm	2355 €
Cover II-III.	215 x 307 mm	2100 €
Cover IV.	215 x 307 mm	2180 €
1/1 bleed size	215 x 307 mm	1905 €
1/1 type size	185 x 270 mm	1905 €



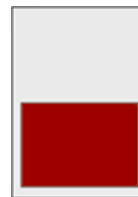
1/2 portrait bleed size



1/2 portrait type size



1/2 landscape bleed size



1/2 landscape type size

Format	Size	Price
1/2 portrait bleed size	108 x 307 mm	1145 €
1/2 portrait type size	90 x 270 mm	1145 €
1/2 landscape bleed size	215 x 152 mm	1145 €
1/2 landscape type size	185 x 130 mm	1145 €



1/3 portrait bleed size



1/3 portrait type size



1/3 landscape bleed size



1/3 landscape type size

Format	Size	Price
1/3 portrait bleed size	73 x 307 mm	790 €
1/3 portrait type size	58 x 270 mm	790 €
1/3 landscape bleed size	215 x 102 mm	790 €
1/3 landscape type size	185 x 85 mm	790 €

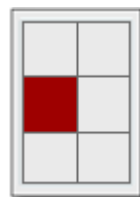


FORMATS AND TARIFFS



1/4 landscape type size 1/4 portrait type size 1/6 landscape type size 1/6 portrait type size

Format	Size	Price
1/4 landscape type size	185 x 62 mm	605 €
1/4 portrait type size	90 x 130 mm	605 €
1/6 landscape type size	185 x 40 mm	450 €
1/6 portrait type size	58 x 130 mm	450 €



1/8 landscape type size 1/8 portrait type size **NEW!** 1/6 page PR product news

Format	Size	Price
1/8 landscape type size	185 x 29 mm	370 €
1/8 portrait type size	90 x 62 mm	370 €
Put it publish it advertisement up to 25 g - 1000 pcs		450 €
PR Articles - 1/1		1200 €
1/6 page PR product news	~500 characters + image	240 €

TECHNICAL DATA

Print run	4000
Trim Size 1/1	210 x 297 mm
Bleed Area 1/1	215 x 307 mm
Type Area	185 x 270 mm
Printing method	web-offset
Screen	60 dpi (150 lpi)

ADS CAN BE SUBMITTED IN THE FOLLOWING FORMATS

Adobe Illustrator, Adobe Photoshop (eps, tif), pdf, Resolution 300 dpi



MATERIAL DELIVERY DEADLINES

Issue	Closing date	Publishing date
1-2. / 2025 Elektroinstallateur	10.01.2025	04.02.2025
3. / 2025 Elektroinstallateur	14.02.2025	11.03.2025
4. / 2025 Elektroinstallateur	14.03.2025	15.04.2025
5. / 2025 Elektroinstallateur	17.04.2025	13.05.2025
6-7. / 2025 Elektroinstallateur	16.05.2025	11.06.2025
8-9. / 2025 Elektroinstallateur	15.08.2025	09.09.2025
10. / 2025 Elektroinstallateur	19.09.2025	14.10.2025
11-12. / 2025 Elektroinstallateur	07.11.2025	02.12.2025

ONLINE TARIFFS

Website Ads	Size	Price/Month
Main Banner	630 x 150 pixel	240 €
Lefthand Side Banner (landscape type)	250 x 150 pixel	100 €
Lefthand Side Banner (portrait type)	250 x 300 pixel	145 €
PR News	max. 1500 character + 2 pcs photos	145 €
Alternate Opening Header + PR news	(header: 650 x 350 pixel)	240 €

Newsletter	Size	Price/Issue
Banner in Newsletter	750 x 180 pixel	120 €
PR News	max. 1500 character + 2 pcs photos	120 €
Solo E-mailing		410 €

Frequency of appearance: twice a month (int he middle and at the and of the month).

Package Offer**	Price
Main Banner for one Month + 2 pcs PR News in Newsletter	385 €
Alternate Opening Header for one Month + 2 pcs PR News in Newsletter	385 €
Main Banner for one Month + one Banner in Newsletter	320 €

**Other package deals can also be compiled even combined with offline appearance.

ADS CAN BE SUBMITTED IN THE FOLLOWING FORMATS

Website: jpg, gif, swf

Newsletter: jpg (Animated banner is not accepted in Newsletter!)



PUBLISHER – EDITORIAL OFFICE / ADVERTISING

PUBLISHER: Edinfo Ltd.

- H-1173 Budapest, Búbosbanka str. 3/a
- E-mail: info@elektroinstallateur.hu
- www.elektroinstallateur.hu

EDITORIAL OFFICE

- H-1141 Budapest, Jeszenák János str. 20.
- Tel.: +36 30 849-6960 ▪ + 36 30 849 6961
- E-mail: info@elektroinstallateur.hu
- www.elektroinstallateur.hu

Katalin Jáni, Mrs Kovács

Editor in Chief

Tel.: +36 30 849-6960

E-mail: janik@elektroinstallateur.hu

Endre Polgár

Vice Editor in Chief

Tel.: +36 30 849-6961

E-mail: polgare@elektroinstallateur.hu

Peter Respondek

Correspondent

Tel: +49 17 67851 6854

E-mai: peter.respondek@gmx.de



www.elektroinstallateur.hu