

elektro

INSTALLATEUR

MEDIA KIT - 2026



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 | 2505 € |
| Cover II-III. | 215 x 307 mm | 2235 € |
| Cover IV. | 215 x 307 mm | 2310 € |
| 1/1 bleed size | 215 x 307 mm | 2025 € |
| 1/1 type size | 185 x 270 mm | 2025 € |



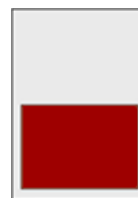
1/2 portrait bleed size



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 | 1245 € |
| 1/2 portrait type size | 90 x 270 mm | 1245 € |
| 1/2 landscape bleed size | 215 x 152 mm | 1245 € |
| 1/2 landscape type size | 185 x 130 mm | 1245 € |



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 | 830 € |
| 1/3 portrait type size | 58 x 270 mm | 830 € |
| 1/3 landscape bleed size | 215 x 102 mm | 830 € |
| 1/3 landscape type size | 185 x 85 mm | 830 € |



FORMATS AND TARIFFS



1/4 landscape type size



1/4 portrait type size



1/6 landscape type size



1/6 portrait type size

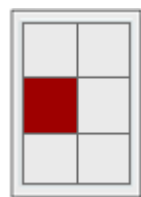
| Format | Size | Price |
|-------------------------|-------------|-------|
| 1/4 landscape type size | 185 x 62 mm | 670 € |
| 1/4 portrait type size | 90 x 130 mm | 670 € |
| 1/6 landscape type size | 185 x 40 mm | 490 € |
| 1/6 portrait type size | 58 x 130 mm | 490 € |



1/8 landscape type size



1/8 portrait type size



1/6 page PR product news

| Format | Size | Price |
|---|-------------------------|--------|
| 1/8 landscape type size | 185 x 29 mm | 405 € |
| 1/8 portrait type size | 90 x 62 mm | 405 € |
| Put it publish it advertisement up to 25 g ▪ 1000 pcs | | 540 € |
| PR Articles ▪ 1/1 | | 1285 € |
| 1/6 page PR product news | ~500 characters + image | 260 € |

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. / 2026 Elektroinstallateur | 09.01.2026 | 03.02.2026 |
| 3. / 2026 Elektroinstallateur | 13.02.2026 | 10.03.2026 |
| 4. / 2026 Elektroinstallateur | 13.03.2026 | 13.04.2026 |
| 5. / 2026 Elektroinstallateur | 17.04.2026 | 12.05.2026 |
| 6-7. / 2026 Elektroinstallateur | 15.05.2026 | 09.06.2026 |
| 8-9. / 2026 Elektroinstallateur | 14.08.2026 | 08.09.2026 |
| 10. / 2026 Elektroinstallateur | 18.09.2026 | 12.10.2026 |
| 11-12. / 2026 Elektroinstallateur | 06.11.2026 | 01.12.2026 |

ONLINE TARIFFS

| Website Ads | Size | Price/Month |
|---------------------------------------|------------------------------------|-------------|
| Main Banner | 630 x 150 pixel | 270 € |
| Lefthand Side Banner (landscape type) | 250 x 150 pixel | 110 € |
| Lefthand Side Banner (portrait type) | 250 x 300 pixel | 160 € |
| PR News | max. 1500 character + 2 pcs photos | 160 € |
| Alternate Opening Header + PR news | (header: 650 x 350 pixel) | 270 € |

| Newsletter | Size | Price/Issue |
|----------------------|------------------------------------|-------------|
| Banner in Newsletter | 750 x 180 pixel | 135 € |
| PR News | max. 1500 character + 2 pcs photos | 135 € |
| Solo E-mailing | | 455 € |

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

ADS CAN BE SUBMITTED IN THE FOLLOWING FORMATS

Website: jpg, gif, swf

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



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