



Élet&Stílus

Life&Like

Dare to be somebody,
live in style!

Lifestyle - travel - culture - art - interview - entertainment - fashion - sport - gastronomy - health - social life - car - test

Our Élet&Stílus magazine aims to portray the beauties of life. Our journal calls out to everyone who finds style important and is open to innovations in fields such as technology, art and more. We aim to provide an exclusive reading experience to those who are ambitious, love to travel, are interested in sports and fashion and are also curious about culture in Hungary and all over the globe. We consider our target audience to be the part of society who needs and demands a magazine of high standard, which offers intriguing and entertaining information and news connected to lifestyle. The name of our magazine refers to this broadened content. Élet&Stílus introduces premium quality products from various areas of life, along with noteworthy restaurants, hotels, spas, companies as well as extraordinary cultural and architectural locations to our readers.

Our exclusive interviews portray well-known people who have achieved excellence in a certain area, such as water polo, swimming, art and many more, and have unique personalities. Our lifestyle column deals with important everyday values. It follows events happening in art, music, and literature as well as recommends new remarkable plays in our outstanding theatres. Our health column provides a regular insight on a healthy way of living and also gives a peek into the beauty industry. Our journal is further enhanced by a fantastic application called Flagship Ar, which works similarly to a QR Code and brings additional content to life on smartphones: videos, pictures, websites, etc. We, Élet&Stílus are the first Hungary-based magazine to use this technology in our issues. In addition, our English summaries make our magazine popular in English-speaking circles as well.

Our high-class journal is available to millions of people at numerous locations all over Hungary: at the Budapest Ferenc Liszt International Airport, at MOL, Shell and OMV gas stations, the huge Inmedio, Relay and Interspar chain store, not to mention the countless Élet&Stílus partner hotels, travel agencies, elegant restaurants, fashion salons, museums, exhibitions, auto salons and even significant libraries. We at Élet&Stílus believe in providing our readers with intriguing and valuable informations and topics from all over the globe, serving as a window on the world.

TECHNICAL DATA:

Quarterly print run; 6,000 copies
 – Spring, Summer, Autumn, Winter
 Size: A4 (210x297 mm)
 Content: 80+4 pages
 Printing: 4+4 colour, sheet-fed offset,
 resolution: 80; 300 dpi
 Cover: 250g + matt laminated + UV spot varnish
 Pages, text: 115g gloss art paper, perfect binding

AVAILABILITIES:

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PLACE	SIZE	NET PRIZE (EUR)
Cover I (run-out)	142x221 mm	3,200
Cover IV (run-out)	210x297 mm	2,580
Cover II-III (run-out)	210x297 mm	2,260
2/1 page (run-out or regular)	420x297 mm, 386x257 mm	3,200
1/1 page (run-out or regular)	210x297 mm, 171x257 mm	1,940
1/2 page vertical, horizontal	171x126 mm, 83x257 mm	1,130
1/4 page vertical	83x126 mm	640
PR article 1/1 page	171x257 mm	970
photo/piece	max. 100MB	130