

# BOOK OF LISTS

GUIDE TO HUNGARIAN BUSINESSES AND SERVICES



**Publication:**  
november

**First issue:**  
1992

## CONTENT

The Book of Lists has been published by the Budapest Business Journal in English and Hungarian for 28 years presenting the most important market players of Hungary's 12 key business sectors in more than 70 lists. Various pieces of market information are collected besides the public information of companies, thus as a result of the one-year research work a valuable database is compiled for partner search, marketing and sale. Besides the lists, the Book of Lists contains market surveys as well as stories and essays written by specialists of each sector.

## TARGET GROUP

Business decision makers, top and medium managers, entrepreneurs. The content will meet the informational needs of managers and those who work in the field of commerce, manufacturing, marketing, HR, finance and informatics.

## CIRCULATION

**Total number of copies printed:** 10 000  
**DIGIBOL (Book of Lists Online)**

## DISTRIBUTION CHANNELS

Foreign language bookstores, certain Lapker selling points, BBJ subscribers, publisher's disposals, VIP list (the top 500 company's managers and HR managers, advertisers, the publisher's partners)

## TECHNICAL PARAMETERS

**Printing:** offset, four colours  
**Grid density:** 60 lines/cm  
**Trim size:** 235 mm x 330 mm  
**Bleed:** +5 mm

## SUBMISSION PARAMETERS

**Deadline:** September 10.  
**Format:** CMYK file (PDF-X3 or texts transformed into vectored EPS curve, or TIFF/JPG), with 300 dpi density.

Please ask for our detailed technical description!

## CONTACT

AMS Services Kft.  
1075 BUDAPEST,  
MADÁCH IMRE ÚT 13-14.  
TEL: (+36-1) 398-0344  
FAX: (+36-1) 398-0345  
E-MAIL: SALES@BBJ.HU  
WEB: WWW.BBJ.HU

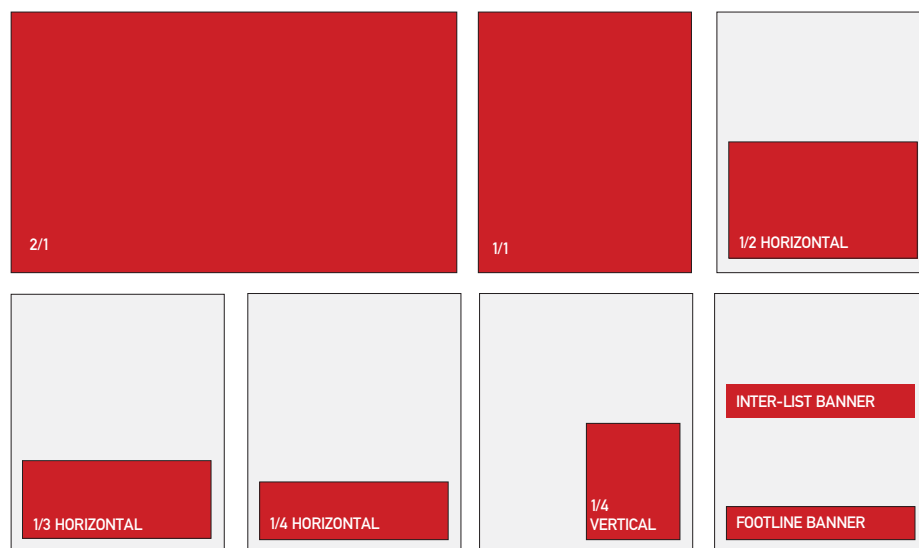
SPACE	SIZE (MM)	PRICE (EUR)
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1/1	TRIM SIZE 235 × 330*	8 900
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1/3	HORIZONTAL 204 × 100	5 000
1/4	HORIZONTAL 204 × 77	4 500
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FOOTLINE BANNER	HORIZONTAL 204 × 26	3 300
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## SPECIAL SPACE

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