

The Hungarian-language daily paper *Új Szó* was established in 1948, and until 1989 it was the voice of the Communist Party. That year there were personnel and structural changes, and since 1990, *Új Szó* has been considered an independent voice of the Hungarian minority in Slovakia.

Új Szó has different rubrics and special weekly supplements concerned with various subjects (sports, music, car-motor, IT, healthiness, school, economics, entertainment, intellectual corner, and others). The editorial department is very important, dealing with regional news and reporting on events in the South of Slovakia.

Új Szó is especially well-distributed in the regions of Nitra, Trnava, Košice and Banská Bystrica.



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| Published in | Bratislava, Slovakia | Maximum page coverage | 32 |
| Since | 1948 | coverage in 4C | full |
| Language | Hungarian | Paper | 45 g newsprint |
| Editor-in-chief | Norbert Molnár | Proportion of subscription/kiosk sales | 65 %/35 % |
| Printed circulation | 30.300 | Delivery | Post 50 %/Carrier 50 % |
| Distributed circulation | 30.000 | Total staff | 41 |
| Sales circulation | 25.000 | Journalists | 35 |
| Frequency | Daily, from Monday till Saturday | Freelancers | 20 |
| Distribution rate LPA*/% | 110.000 | Supplements, format and frequency | A4/glossy print/regularly |
| Distribution rate WLK**/% | 200.000 | Address | Lazaretská 12, 81108 Bratislava, Slovakia |
| Ø Total number of pages/pages in colour | 26 | Phone | +421 2 592 33401 |
| Proportion of ads/Text | 15 %/75 % | Fax | +421 2 592 33338 |
| Format | Berliner | E-mail | asistent@petitpress.sk |
| Page layout system | Quark InDesign, RedWeb | Internet | www.uj szo.com |
| Advertising system | Contract | | |
| Printing press | WIFAG OF3755 | | |

* Population over 14 who reads the product daily

** Population over 14 who reads the product at least once a week