

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 some 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, 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.



Dolomiten - Infografik: J. Markart

Published in	<b>Bratislava, Slovakia</b>	Printing press	<b>Cromoman 45, KBA 213, KOEBAU Compacta 630</b>
Since	<b>1946</b>	Maximum page coverage	<b>32</b>
Language	<b>Hungarian</b>	coverage in 4c	<b>12</b>
Editor-in-chief	<b>Ladislav Kocur</b>	Paper	<b>45 g newsprint</b>
Printed circulation	<b>31.300</b>	Proportion of subscription/ kiosk sales	<b>65 %/35 %</b>
Distributed circulation	<b>31.000</b>	Delivery	<b>Post 50% / Private Carriers 50%</b>
Sales circulation	<b>25.600</b>	Total staff	<b>53</b>
Frequency	<b>Daily from Monday to Saturday</b>	Journalists	<b>45</b>
Distribution rate LPA*/%	<b>118.000</b>	Freelancers	<b>19</b>
Distribution rate WLK**/%	<b>215.000</b>	Supplements, format and frequency	<b>A3, glossy print, regularly</b>
Ø Total number of pages/pages in colour	<b>26/10</b>	Address	<b>Námestie SNP 30 81464 Bratislava, Slovakia</b>
Proportion of ads/text	<b>9%/81%</b>	Phone	<b>+421 259 233401</b>
Format	<b>Berliner Format</b>	Fax	<b>+421 259 233338</b>
Page layout system	<b>Quark Indesign</b>	E-mail	<b>asistent@petitress.sk</b>
Advertising system	<b>Contrast, Disnet, Media Solutions</b>	Internet	<b>www.ujso.com</b>

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