

MEGJELENÉS / FREQUENCY

hetente, péntekenként / weekly, on Fridays

PARAMÉTEREK / PARAMETERS

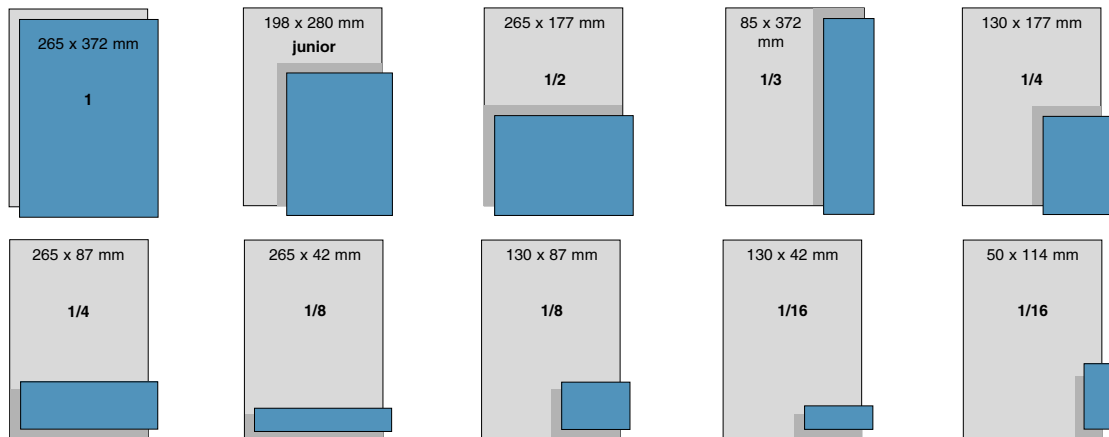
Példányszám: 2 x 5,000
Terjedelem: 16 oldal

Total print run: 2 x 5,000
Number of pages: 16

TERJESZTÉS / DISTRIBUTION

- idegen nyelvű sajtókiadványokat terjesztő elárúsítóhelyek,
- Budapest legtöbb négy- és az összes ötcillagos szálloda,
- exkluzív éttermek, kávéházak, pubok,
- különböző légitársaságok és business-lounge-ok,
- külképviseletek, kulturális intézetek és kereskedelmi kamarák,
- állami intézmények, minisztériumok, a Parlament,
- egyetemek, nyelviskolák, budapesti nemzetközi iskolák
- foreign press outlets,
- all five star, and most of Budapest's four star hotels,
- exclusive restaurants, cafés and pubs,
- various airlines and business lounges,
- diplomatic missions, cultural institutes & chambers of commerce
- governmental offices, ministries and in Parliament,
- universities, language schools, international schools in Budapest

MÉRETEK / SIZES



ÁRAK / PRICES

	1	junior	1/2	1/3	1/4	1/8	1/16	1/32
Angol VAGY német English OR German	700,000 Ft	600,000 Ft	400,000 Ft	300,000 Ft	200,000 Ft	100,000 Ft	60,000 Ft	40,000 Ft
Angol ÉS német English AND German	1,100,000 Ft	900,000 Ft	600,000 Ft	450,000 Ft	300,000 Ft	150,000 Ft	90,000 Ft	60,000 Ft

SERVICE HIRDETÉS / SERVICE AD

Angol VAGY német English OR German	40,000 Ft	50 x 87 mm	20,000 Ft	50 x 41 mm
Angol ÉS német English AND German	60,000 Ft		30,000 Ft	

APRÓHIRDETÉS / CLASSIFIED AD

Folyószöveg: 30 Ft/karakter, 25 Ft/karakter - mindkét lapban
Képes megjelenés: 4.000 Ft / hasábcentiméter

Text only: 30 Ft/characters, 25 Ft/character - both papers
Advert with picture: 4,000 Ft / column cm

BEHÚZÁS / INSERTS

20 grammig 30 Ft / db, - minden további grammonként 1 Ft
Tasakba történő behúzás: 45 Ft / db

Up to 20gms, 30 Ft / insert - every gramm above 1 Ft extra
Using plastic cover: 45 Ft / item

KAPCSOLAT / CONTACT

Hirdetés szervezés / Sales Department

The Budapest Times / Budapest Zeitung
1037 Budapest, Kunigunda útja 18
Tel.: 453-0752, Fax: 240-75-83



THE BUDAPEST TIMES

Understanding Hungary

THE BUDAPEST TIMES

POLITICS



Incumbents of Győr and Szeged Zsolt Borka and László Borka (opposite page) are almost certain winners

his desire to evict sections of the Roma population. His left-side challenger is the former police chief of the city, Albert Pásztor, who has also stirred controversy with critical comments about the Roma minority. Péter Jakab, the candidate of far-right Jobbik, should not be under-estimated but it looks to be close between Kriza and Pásztor.

Nyíregyháza (around 120,000 citizens) could also produce a close race. The town was ruled by the left in the four legislative periods from 1994 to 2010, led by mayor Lászlóné Csabai (MSZP). In 2010 though, Fidesz politician Ferenc Kovács triumphed. It is not yet known who will be his challenger from the left; a charismatic person will stand a good chance.

Pécs (almost 160,000 inhabitants) has been led by Fidesz politician Zsolt Páva since a by-election in 2009. Numerous contenders are running for mayor in the former left stronghold. János Kővári, a former long-standing

ally of Páva, is standing in the colours of "Cooperation for Pécs". The candidate of MSZP and Together-PM is Ágnes Kovács. Former prime minister Ferenc Gyúresztay's Democratic Coalition is promoting Mária Kunszt, a former deputy mayor of Nyíregyháza. Green party LMP is backing Lóránt Keresztes. So expect excitement in Pécs.

Most districts in Budapest favour Fidesz

In Budapest, Fidesz is expected to be victorious in most districts, especially I, II, V, XI, XII, XVI, XVII and XXII. Fidesz also has a good chance in III, IV, VI, VIII, X, XV and XXIII (Soroksár). The left parties have good odds in IX, XIII, XIX, XX and XXI. Districts VII, XIV and XVIII are too close to call.

starting from a poor position. The left challenger of incumbent Fidesz mayor Tivadar Puskás is the MSZP's György Ipkovich, who was mayor from 2002 to 2010. Ipkovich is respected even by his political opponents.

Large cities that are hard to predict

Békéscsaba (over 60,000 citizens) has been connected to the name of Fidesz politician Gyula Vantara since 2008. After the government barred people from being both a mayor and MP, Vantara opted to sit in Parliament and resign as mayor. Thus deputy mayor Miklós Hanó will be the Fidesz candidate. Hanó's challenger from the left will be MSZP politician Attila Miklós. At the European elections in May Fidesz won 46% of the vote in Békéscsaba and the unified left gained 39%, setting the scene for a possible close result on 12 October.

Commentators expect an exciting finish in Miskolc, where the 160,000 inhabitants include many Roma. The traditionally left-oriented industrial city was conquered by Fidesz in

Cities where a Fidesz victory is certain

There are 15 cities and towns

New ways in the medical field

By Attila Erdőfi-Szabó Ph.D., biophysics researcher



In 2005 Bill Gates declared that after the decade of informatics, the decade of bioinformatics will follow, and as we know by now, he was right once again. In the recent past the increasing power of computers has allowed us to monitor the processes of the body in real time, and organs

are now visible on three-dimensional images. Scientist are keeping up with these advances: we are able to achieve unseen accuracy in getting data about chemical processes, and do so without having to biopsy or physically enter the body, the head or the heart. This increases the comfort level of patients, which leads to more frequent preventive check-ups, the quicker realisation of risks and faster steps to avoid future harm. One of the biggest advances is that now there is a machine able to end years' worth of burden caused by stress.

To be continued...

drerdofi@gmail.com

BUDAPESTER ZEITUNG

12 September 2014 | Nr. 37

11

Új utak az orvostudományban c. rovat, rovatvezető Dr. Erdőfi-Szabó Attila Ph.D. D.Sc.

- a legmodernebb orvosi technológiákról és terápiákról közérthetően
- motiválóan
- egy konzervatív média presztizsével

*1/4 oldal, 8-900 karakter, angol és német nyelvű beszámoló, heti megjelenés

*online megjelenése: www.budapesttimes.hu , www.budapester.hu