



Editorial Profile	The leading news magazine is considered as an influential factor for economical decisions. Compared to the other Hungarian quality magazines it reaches the most graduates. Main topics of the paper are politics, economy and finance. HVG means weekly World Business.
Language	Hungarian
Frequency	weekly (Sat)
Paid circulation	91,378 copies (MATESZ Magyar Terhent.Szov.)
Average reach	500,000 readers per issue
Readership	Top managers, managing directors, financial managers, all kind of intellectuals, university students. About 50% of the readers are decision-makers with AB-status and the great part is 18 to 49 years old.
Internet site	http://www.hvg.hu

Sources: HVG – Publicitas – MATESZ Magyar