



Trade magazin

mediakit

2014

valid from 1 January 2014

ABOUT THE MARKET OF FAST MOVING CONSUMER GOODS FOR DECISION MAKERS

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Dear Partners,



2014 will be the **9th year** that Trade magazin is published. In the past we did our best to prove that from issue to issue Trade magazin offers advantages which are unique in the market of FMCG trade magazines.

Our team – those in the editorial office and our managers – is made up of well-known experts, with whom **we have been working together in the past 18 years**, although not always for the same magazine.

This magazine focuses on the market of fast moving consumer goods and is made for the decision makers of the sector, from our smallest manufacturer, distributor, retailer or catering partners to the managers and heads of the biggest companies, and of course to all the decision makers of service providers or manufacturers who are important for us. **We focus on manufacturers and their most important retail channels – retailers, wholesalers and HORECA units are in the centre of our attention.** In order to reach them, **we use a constantly updated database with nationwide coverage.** Trade magazin is printed in **23,000 copies** per issue, from which **22,860 are distributed auditedly** (2012 – second half of the year, MATESZ [Hungarian Audit Bureau of Circulations] audit).

It is a professional acknowledgement for us that Trade magazin was the official journal of the Foodapest and Hov-enta trade fairs in the past years. Now that these trade exhibitions are replaced by the new international trade fair **Sirha Budapest**, we are proud to be the event's strategic partner.

At www.trademagazin.hu you can find the **latest news every day, in Hungarian and English language** – just like in our magazine. Our website and **newsletter** have both been refurbished in 2012. On every workday **our newsletter is sent to the e-mail addresses of our 5,000 partners** and to readers in Hungary and all over the world. Our website has 2,000-2,500 daily visitors and it features **the digital issue** of our trade magazine.

Trade magazin Global is an in English language supplement of Trade magazin. In 2013 Trade magazine Global was published on the occasion of **ANUGA** in Cologne, and the next such supplement will come out for **SIAL** Paris in 2014. With the help of these supplements we inform prospective international partners about the Hungarian market, products, retail and consumption. It is a great help in our work and at the same time a real appreciation that **we have been elected members of the SIAL d'Or international jury panel** – once again Trade magazin is the **only one from Hungary to join the leading trade magazines of 30 countries.**

We started organising most of our events in cooperation with the **Chain Bridge Club** and we continue to do so in most cases.

Our three-day **Business Days** conference is held once a year and gives participants a clear picture of the state of play in the food industry, current trends in retail, the latest innovation activities of brands and trends in communication solutions.

We organise our **Business Dinners** for company executives, inviting important people to exchange opinions.

Each year we organise the **FMCG ball**, the trade's social event on the last Saturday in February. With this event our goal was to create a forum for those who work in the FMCG sector to meet in a relaxed atmosphere, just like the representatives of others sectors do.

In 2012 we launched **Business Breakfast**, another line of events in our Business series. At these thematic events, organised for company executives and held behind close doors, we cooperate with trade partners.

To honour the work of trade marketing managers we established the **'Most successful promotion of the year'** competition. A trade day and a gala event create the setting for the announcement of the results.

In 2013 we cooperated with the National Association of Entrepreneurs and Employees (VOSZ) in organising the **Business Roadshow Knowledge Forum**. This event is held twice a year and its objective is to introduce solutions to the heads of SMEs that can help them cut costs, improve sales and increase efficiency.

We are partners of Trade Marketing Club, within the framework of which we organise a conference and several club meetings every year for colleagues who are convinced that trade marketing knowledge plays a vital role in their sales or marketing work. In 2009 we started the **'Trade marketing manager of the year'** competition and award. (www.trade-marketing.hu)

We are founding members of the POPAI Hungary Association, where the common goal of members is to understand and improve the efficiency of point of purchase marketing communication and point of sale marketing activities. (www.popai.hu)

In order to make Trade magazin successful in the future as well, we need your cooperation, feedback and partnership. Please read our magazine and use our services, and give us an opportunity to prove our usefulness to you as well!

Zsuzsanna Hermann
Managing Director – Editor-in-Chief
Trade magazin – the trade magazine.

An FMCG b2b
magazine by a team
**working together
for 18 years!**

One magazine,
two channels:
retail and HORECA

About the market
of FMCG products
for business decision
makers

23,000 is the audited
number of copies
printed per issue

Continuously updated,
nation-wide database,
registered mailing list

Articles in Hungarian
and English, website
and various events

trademagazin.hu with
daily trade news
business and a digital
edition of the magazine

English language
Trade magazin Global
for international
exhibitions

Events:
**Business Days,
Business Dinners,
Business Breakfast,
Business Roadshow,
FMCG Ball,
trade competitions
and gala event**

Tarrifs – size and price

	1/1 direct HUF 750 000 ■ EUR 3,000 1/1 PR HUF 650 000 ■ EUR 2,600 bleed 220x307 mm trim 210x297 mm type size 184x270 mm		1/1 fix position HUF 850 000 ■ EUR 3,400 bleed 220x307 mm trim 210x297 mm type size 184x270 mm
	1/2 direct HUF 550 000 ■ EUR 2,100 1/2 PR HUF 450 000 ■ EUR 1,700 portrait 89x270 mm landscape 184x132 mm		Two 1/2 transit HUF 780 000 ■ EUR 3,100 bleed 430x150 mm trim 420x145 mm
	1/3 HUF 450 000 ■ EUR 1,700 portrait 57x270 mm landscape 184x86 mm		2/3 HUF 580 000 ■ EUR 2,100 type size 121x201 mm
	1/4 HUF 350 000 ■ EUR 1,300 portrait 89x132 mm landscape 184x63 mm		Two 1/4 transit HUF 550 000 ■ EUR 2,100 bleed 430x75 mm trim 420x70 mm
	1/6 HUF 180 000 ■ EUR 800 portrait 57x132 mm landscape 184x40 mm		Small ad HUF 80 000 ■ EUR 250 type size 57x40 mm
	Sponsored illustration in article HUF 150 000 ■ EUR 500 type size 57x60 mm		Innovation column HUF 180 000 ■ EUR 800 type size 88x80 mm
	2/1 direct HUF 1 200 000 ■ EUR 4,300 2/1 PR HUF 950 000 ■ EUR 3,800 bleed 430x307 mm trim 420x297 mm		2/1 fix position HUF 1 300 000 ■ EUR 5,200 bleed 430x307 mm trim 420x297 mm
	Cover I HUF 1 200 000 ■ EUR 4,300 bleed 220x307 mm trim 210x297 mm logo size 93x66 mm		Cover II, Cover III HUF 1 000 000 ■ EUR 3,900 bleed 220x307 mm trim 210x297 mm
	Cover IV HUF 1 100 000 ■ EUR 4,300 bleed 220x307 mm trim 210x297 mm		Horeca Cover HUF 750 000 ■ EUR 3,000 bleed 220x252 mm trim 210x247 mm
	Sponsored column HUF 450 000 ■ EUR 1,700 type size 184x270 mm		Insert HUF 45/Piece ■ 0.17 EUR/Piece Appendage HUF 55/Piece ■ 0.21 EUR/Piece

Prices in this ratecard do not include VAT. Special location: with tariffs price or other 10% extra charge. If it is the editorial office's task to write the article, all incurring expenses are to be covered by the customer. If we do not receive ready-made advertisements we charge for technical costs that may amount to 10% of the list price.

Discounts

2 occasions	5%	5 occasions	15%
3-4 occasions	10%	6, or more occasions	20%

Please consult your contact person for a quote tailored to your company's needs.

Place your advertisement on our website or in our newsletter too!

Website banners (rotation banners) and **newsletter banners**

For booking constant banners we charge a 25% extra.

Name and size of banner	Formats available	Price (+VAT)
Gatebanner 1230x110 pixel and 110x920 pixel	JPG GIF	HUF 150 000 ■ EUR 480/week; HUF 400 000 ■ EUR 1,400/month
Leaderboard-banner 728x90 pixel	SWF JPG GIF PNG	HUF 90 000 ■ EUR 250/week
Billboard banner 330x247 pixel and 310x247 pixel	SWF JPG GIF PNG	HUF 60 000 ■ EUR 150/week; HUF 150 000 ■ EUR 460/month
Videoobox 395x247 pixel		HUF 60 000 ■ EUR 150/week; HUF 150 000 ■ EUR 460/month
PR-content	DOC	HUF 30 000 ■ EUR 80/day; HUF 150 000/month ■ EUR 480/month
980x120 pixel	SWF JPG GIF PNG	HUF 150 000 ■ EUR 480/week; HUF 400 000 ■ EUR 1,400/month
240x120 pixel	SWF JPG GIF PNG	HUF 60 000 ■ EUR 150/week; HUF 150 000 ■ EUR 460/month
100x100 pixel	SWF JPG GIF PNG	HUF 50 000 ■ EUR 150/w; HUF 150 000 ■ EUR 460/m; HUF 950 000 ■ EUR 3,400/y
Sponsored column 630x40 pixel	DOC JPG	HUF 160 000 ■ EUR 600 EUR/month
468x60 pixel, mutation of leaderboard banner	JPG GIF	HUF 20 000 ■ EUR 60/day; HUF 90 000 ■ EUR 250/month
100x100 pixel	JPG GIF	HUF 15 000 ■ EUR 25/day; HUF 60 000 ■ EUR 200/month

Orders for banners can be submitted to our web site: www.trademagazin.hu, and banners are easy to upload. If you have any questions, please contact our sales team!

Deadlines

Issue	Deadline for ordering ads	PR manuscripts, ATL and innovation	Deadline for accepting ads (jpg, tif, pdf, eps)	Print out date
2014/2-3.	01. 14	01. 24	02. 07	02. 21
2014/4.	02. 28	03. 07	03. 14	03. 28
2014/5.	03. 28	04. 04	04. 11	04. 25
2014/6.	04. 25	05. 02	05. 09	05. 23
2014/7-8.	05. 30	06. 06	06. 13	06. 27
2014/9.	07. 25	08. 01	08. 08	08. 22
2014/10.	08. 22	08. 29	09. 05	09. 19
2014/11.	09. 26	10. 03	10. 10	10. 24
2014/12-1.	10. 31	11. 07	11. 14	11. 28

Topics

Issue	Categories	HORECA	Topics in focus
2014/2-3.	frozen products, confectionery, dairy products, breakfast cereals, coffee and accessories, tea, decorative cosmetics, cleaning products, hair care, body care, fabric softeners	franchise system, cider, table setting trends	SIRHA, Magyar Brands, Informatics
2014/4.	Easter, confectionery, meat products, fruits and vegetables, energy drinks, baked goods, detergents, shower gel, oral care, intimate hygiene, body care	restaurant systems, spices and herbs, cleaning products and tools	Product of the Year, Evaluating the past year
2014/5.	meat products, non-alcoholic beverages, dairy products, baked goods, ice cream, hair removal, pet food, insect repellents, air fresheners, razors	terraces, furniture, energy drinks	FMCG specialties, Field work and fleet
2014/6.	pasta, beer, dairy products, non-alcoholic beverages, lemon juice, suntan lotions, shower gel, facial and hand care, condoms	ice cream, beer, fish and fruits of the sea	Retail ranking, Interior and exterior
2014/7-8.	meat products, spices and herbs, condiments, syrup, dairy products, oral care, foil, bin bags, hair care	grilling ingredients and accessories, iced coffees, premix drinks	Freight forwarding, logistics, storage
2014/9.	margarine, meat products, non-alcoholic beverages, wine, kernels and dried fruits, intimate hygiene, body care, detergents, fabric softeners	hygiene paper products, beer discounts and promotions, pasta, terrace heating	SIAL, Packaging
2014/10.	coffee and accessories, tea, lemon juice, dairy products, canned food and patés, pet food	coffee, smoothies and special fruit juices	Finances and informatics
2014/11.	confectionery, breakfast cereals, dairy products, functional food, organic products, Christmas packs, decorative cosmetics, body care, hair dye, private label non-food products	kitchen equipment, finger food, special cooking ingredients	Gifting, Season
2014/12-1.	meat products, confectionery, spirits, fish, dairy products, facial and hand care, shower gel, intimate hygiene, paper products, special non-food products	spirits, cocktails, fish and fruits of the sea	Superbrands, Events

Technical details

Print run:	23,000 printed copies audited (MATESZ audit for the second half of 2012)
Column width:	57 mm [3 column] 89 mm [2 column]
Gutter:	6 mm
Screen:	60 [150 lpi]

Please, send your ready for print advertisements in 1:1 size, in pdf, tif, jpg or eps file, to our editorial office in e-mail, or on CD, with a digital proof, addressed to: info@trademagazin.hu. The advertisements can also be uploaded to our ftp server. Our ftp access: we can send it to our partners upon request via e-mail.

For full page advertisements, we need a bleed area of +5mm in all directions. Please, put the crop marks outside the advertisement and the bleed area! If we do not receive a digital proof or cromalin, we cannot assume any responsibility for the accuracy of colours. The same applies to any errors in approved texts or advertisements delivered to us.

Trade Magazin is mailed to our readers on the basis of an audited mailing list of retail and HORECA businesses. You can subscribe to our magazine at info@trademagazin.hu.

Editorial and sales



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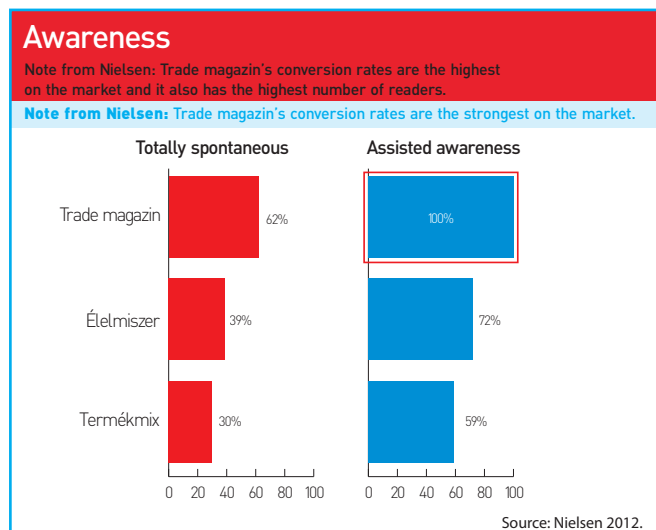
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Nielsen research

Market opinion about Trade magazin and the magazine's market position based on answers from 270 advertisers and readers participating in the survey. The customer satisfaction survey was conducted for the first time in the period of May–June 2012. Thank you for your cooperation!



You like it spontaneously

What do you like the most in Trade magazin?
Please tell your opinion in detail.

Note from Nielsen: A relative image survey revealed that advertisers associate Trade magazin with high professional level.

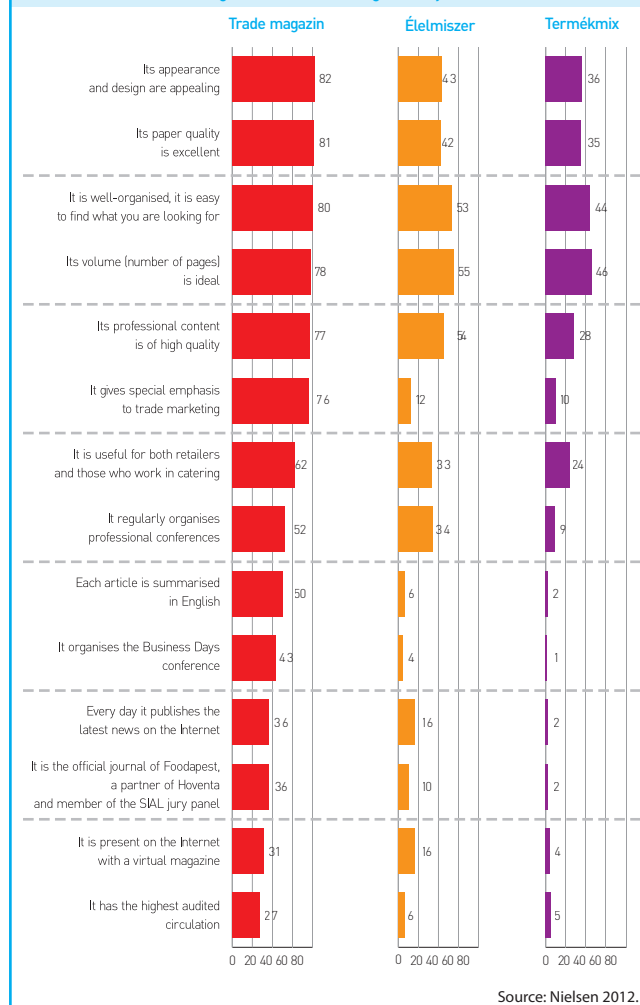
- Useful content/Interesting topics/Research findings, statistics, analyses, trends/ Objectivity/Credibility/Practical
- New products/Novelties/Innovations
- Fresh information/Up-to-date/Interesting news
- Trade articles/Professional/Articles and reports written by experts/Roundtable discussions
- Good design/Structure/Colourful/Quality
- Informs about all fields/Diverse/Widely read/Targets a wide audience
- Informs about companies, deals, manufacturers and retail/Personnel changes
- Length, composition and detailedness of articles/Good photos and illustrations/ Well-structured/Very thorough
- Market analyses/Market information/In-store articles/Financial information
- Informing about products and brands/Product descriptions and analyses/Deals with the food industry
- I like everything about it/Likes it in general
- Lists of conferences/Reports about trade fairs/High-level conference
- Horeca
- Well-written/Well-structured/It reads well
- Shop and product comparisons
- Short articles, can be read quickly/To the point/Concise

Source: Nielsen 2012.

Functional image

Which magazine are the following statements true for...?

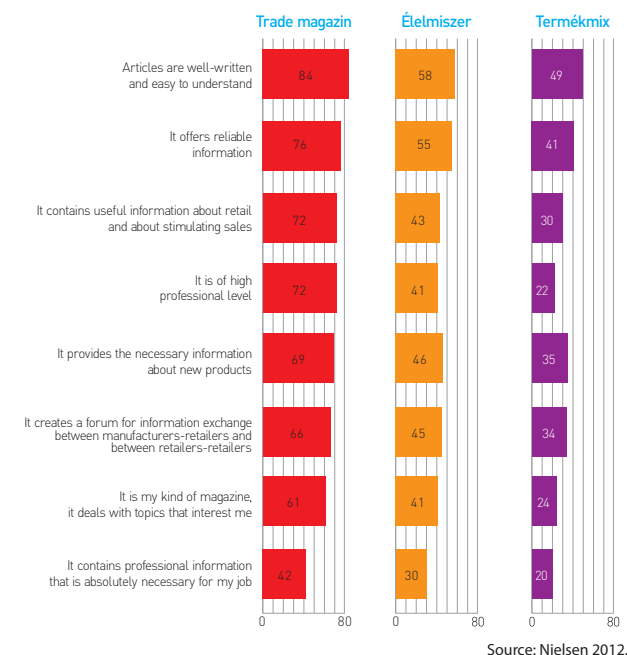
Note from Nielsen: Functional image elements were mentioned most frequently in connection with Trade magazin and increased significantly from the 2010 level.



Image

Those asked agreed that...

Note from Nielsen: Not only the image element results are much better in the case of Trade magazin, but data from the research also indicate that in content evaluation each category scored above 4 on a scale of 1 to 5.





Strategic partner of the Sixha Budapest



Official media partner of the Guild of Hungarian Restaurateurs



Product of the Year: exclusive trade media partner



Member of the SIAL d'Or International jury



Media supporter of Trade Marketing Club



Founding member of POPAI



Exclusive trade media partner of the Superbrands programme



Exclusive trade media partner of the Magyar Brands programme



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