

mediakit 2017

valid from 1 January 2017



^{BUSINESS 2016} Superbrands Trade magazin

**ABOUT THE MARKET OF FAST MOVING CONSUMER
GOODS FOR DECISION MAKERS**

Dear Partners,



2017 will be the **12th 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 20 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 sales 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 **22,749** are distributed **auditedly** (2016 – first 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 Hoventa 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**. This means that Trade magazine will also be the official journal of the next SIRHA Budapest trade show, which will take place in the spring of 2018.

At **www.trademagazin.hu** you can find **the latest news every day, in Hungarian and English language** – just like in our magazine. **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 magazine**.

Trade magazin Global is an **English language supplement** of Trade magazin. In 2016 Trade magazin Global was published on the occasion of SIAL Paris in the magazine's October issue, and the next such **supplement** will come out for **Anuga in Cologne** in 2017. 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 World Tour by SIAL** (formerly known as SIAL d'Or) **international team of experts – once again Trade magazin is the only one from Hungary to join the leading trade magazines of 30 countries**.

We are proud of the fact that in 2016 Trade magazine earned the **Business Superbrands** recognition.

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

Our four-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.

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.

We are partners with Trade Marketing Club, and within the framework of this partnership 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.

In 2015 Trade magazin and Trade Marketing Club officially announced the first **SuperStore competition**, which aims at rewarding the points of sale created with the most innovative concepts, honouring those solutions which meet target audience needs the best and have managed to achieve a harmony of design, look and values represented. Every year the award is presented at the gala dinner of the most important event of the trade, the Business Days conference. This is also the occasion when the most successful SuperStore receives the **Store of the Year** award.

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 2016 Trade magazine once again published its supplement for tobacco product retailers, called TrafikTrade (Tobacco Shop Trade). Our goal with this publication is to provide those who work in the tobacco trade with business information about the Hungarian market which they can't get otherwise, at the same time also offering them professional support. Our periodical supplement is published with the number of printed copies adjusted to the number of National Tobacco Shops. The supplement is only distributed to those who subscribe.

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

EAn FMCG b2b
magazine from a team
**working together
for 20 years!**

One magazine,
two channels:
retail and Horeca

About the market
of **FMCG products**
for **business decision
makers**

23,000 audited copies
printed per issue,
9 issues a year

Continuously updated,
nationwide database,
registered mailing list

Articles, website,
newsletter every
workday and various
events **in Hungarian
and English**

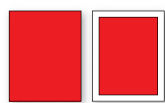
trademagazin.hu with
the most important
daily news from the
trade, online edition of
the magazine


Trade magazin Global
in English for
**international trade
exhibitions**


TrafikTrade
supplement for
national tobacco shops


Events:
Business Days,
Business Dinners,
Business Breakfasts,
trade competitions
and gala events


Tariffs – size and price

	1/1 direct HUF 790 000 ■ EUR 3,000			
	1/1 PR HUF 690 000 ■ EUR 2,600			
	bleed	trim	type size	
	220×307 mm	210×297 mm	184×270 mm	

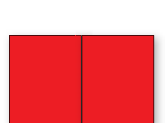
	1/2 direct HUF 590 000 ■ EUR 2,100			
	1/2 PR HUF 490 000 ■ EUR 1,700			
	portrait	landscape		
	89×270 mm	184×132 mm		


	1/3			
	HUF 490 000 ■ EUR 1,700			
	portrait	landscape		
	57×270 mm	184×86 mm		

	1/4			
	HUF 390 000 ■ EUR 1,300			
	portrait	landscape		
	89×132 mm	184×63 mm		


	1/6			
	HUF 190 000 ■ EUR 800			
	portrait	landscape		
	57×132 mm	184×40 mm		

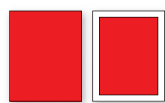
	Sponsored illustration in article			
	HUF 160 000 ■ EUR 550			
	type size			
	57×60 mm			


	2/1 direct HUF 1 390 000 ■ EUR 4,650			
	2/1 PR HUF 1 190 000 ■ EUR 4,000			
	2/1 fix position HUF 1 590 000 ■ EUR 5,300			
	bleed	trim		
	430×307 mm	420×297 mm		

	Cover I			
	HUF 1 390 000 ■ EUR 4,650			
	bleed	trim	logo size	
	220×307 mm	210×297 mm	93×66 mm	


	Cover IV			
	HUF 1 290 000 ■ EUR 4,300			
	bleed	trim		
	220×307 mm	210×297 mm		

	Sponsored column			
	HUF 490 000 ■ EUR 1,700			
	type size			
	184×270 mm			

	1/1 fix position			
	HUF 890 000 ■ EUR 3,400			
	bleed	trim	type size	
	220×307 mm	210×297 mm	184×270 mm	

	Two 1/2 transit			
	HUF 790 000 ■ EUR 3,100			
	bleed	trim		
	430×150 mm	420×145 mm		

	2/3			
	HUF 690 000 ■ EUR 2,300			
	type size			
	121×201 mm			


	Two 1/4 transit			
	HUF 590 000 ■ EUR 2,100			
	bleed	trim		
	430×75 mm	420×70 mm		

	Small ad			
	HUF 90 000 ■ EUR 300			
	type size			
	57×40 mm			

	Innovation column			
	HUF 190 000 ■ EUR 800			
	type size			
	88×80 mm			

	Cover interview			
	Cover I + 2/1 PR			
	HUF 2 500 000 ■ EUR 8,400			
	bleed	trim		
	430×307 mm	420×297 mm		

	Cover II, Cover III			
	HUF 1 190 000 ■ EUR 4,000			
	bleed	trim		
	220×307 mm	210×297 mm		

	Horeca Cover			
	HUF 790 000 ■ EUR 3,000			
	bleed	trim		
	220×252 mm	210×247 mm		

	Insert			
	HUF 49/Piece ■ 0.17 EUR/Piece			
	Appendage			
	HUF 59/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%
3-4 occasions	10%
5 occasions	15%
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 (rotating banners)

 <p>Gate banner Size: 1450×110 pixel and 110×940 pixel Appears in: desktop browser Formats available: JPG GIF HUF 200 000 ■ EUR 700/week; HUF 600 000 ■ EUR 2000/month</p>	 <p>Leaderboard-banner Size: 728×90 pixel or 728×180 pixel Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 120 000 ■ EUR 400/week; HUF 400 000 ■ EUR 1350/month</p>	 <p>Lead banner Size: 728×90 pixel Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 150 000 ■ EUR 500/week; HUF 450 000 ■ EUR 1500/month</p>
 <p>Billboard banner Size: 300×250 pixel Appears in: desktop browser and on mobile Formats available: SWF JPG GIF PNG HUF 100 000 ■ EUR 350/week; HUF 350 000 ■ EUR 1200/month</p>	 <p>Video box banner Size: 430×250 pixel Appears in: desktop browser and on mobile Formats available: MP4 HUF 39 000 ■ EUR 150/day; HUF 120 000 ■ EUR 400/week</p>	 <p>PR content Appears in: desktop browser and on mobile Formats available: DOC HUF 49 000 ■ EUR 200/day</p>
 <p>Wide banner Size: 970×90 pixel (max. 1200 px) Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 190 000 ■ EUR 650/week; HUF 490 000 ■ EUR 1650/month</p>	 <p>100×100 pixel on sub-page Size: 100×100 pixel Appears in: desktop browser and on mobile Formats available: SWF JPG GIF PNG HUF 60 000 ■ EUR 200/week; HUF 190 000 ■ EUR 650/month</p>	 <p>430×100 pixel on main page Size: 430×100 pixel Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 90 000 ■ EUR 300/week; HUF 300 000 ■ EUR 1000/month</p>
 <p>160×600 pixel on sub-page Size: 160×600 pixel Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 190 000 ■ EUR 635/week; HUF 490 000 ■ EUR 1635/month</p>	 <p>Floating banner Size: 1200×120 pixel Appears in: desktop browser Formats available: SWF JPG GIF PNG HUF 200 000 ■ 665 EUR/week; HUF 600 000 ■ 2000 EUR/month</p>	 <p>Mobile main page Size: 300×250 pixel Appears in: on mobile Formats available: SWF JPG GIF PNG HUF 100 000 ■ EUR 350/week; HUF 350 000 ■ EUR 1200/month</p>
 <p>Mobile top of the page Size: 320×20 pixel Appears in: on mobile Formats available: SWF JPG GIF PNG HUF 120 000 ■ EUR 400/week; HUF 400 000 ■ EUR 1350/month</p>	 <p>Mobile pop up Size: 300×300 pixel Appears in: on mobile Lehetséges formátum: SWF JPG GIF PNG HUF 49 000 ■ EUR 165/day; HUF 150 000 ■ EUR 500/week</p>	 <p>Mobile video banner on main page Size: 300×200 pixel Appears in: on mobile Formats available: SWF JPG GIF PNG HUF 59 000 ■ EUR 195/day; HUF 200 000 ■ EUR 665/week</p>
	 <p>Mobile floating banner Size: 320×50 pixel Appears in: on mobile Formats available: SWF JPG GIF PNG HUF 39 000 ■ EUR 130/day; HUF 120 000 ■ EUR 400/week</p>	

Newsletter banners

 <p>Full Size: 468×60 pixel (Flash, no animgif) Appears in: desktop browser, on mobile Formats available: JPG GIF ■ HUF 39 000/day ■ EUR 150/day; ■ HUF120 000/week ■ EUR 450/week</p>	 <p>100x100 px Size: 100×100 pixel (Flash, animgif nem) Appears in: desktop browser, on mobile Formats available: JPG GIF ■ HUF 60 000/week ■ EUR 200/week; ■ HUF190 000/month ■ EUR 650/month</p>	 <p>Leaderboard Size: 468×60 pixel (Flash, animgif nem) Appears in: desktop browser, on mobile Formats available: JPG GIF ■ HUF 49 000/day ■ EUR 165/day; ■ HUF180 000/week ■ EUR 600/week</p>	 <p>Double height Size: 468×120 pixel (Flash, animgif nem) Appears in: desktop browser, on mobile Formats available: JPG GIF ■ HUF 49 000/day ■ EUR 165/day; ■ HUF 150 000/week ■ EUR 500/week</p>
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Prices don't include the VAT.

Orders for banners can be submitted on our website, www.trademagazin.hu, and they are really 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
2017/2-3.	20/01	27/01	03/02	17/02
2017/4.	24/02	03/03	10/03	24/03
2017/5.	24/03	31/03	07/04	21/04
2017/6.	21/04	28/04	05/05	19/05
2017/7-8.	26/05	02/06	09/06	23/06
2017/9.	31/07	07/08	14/08	01/09
2017/10.	01/09	08/09	15/09	02/10
2017/11.	06/10	13/10	20/10	03/11
2017/12-1.	03/11	10/11	17/11	01/12

Topics

Lapszám	Árucsoportok	HORECA	Kiemelt témáink
2017/2-3.	energy drink, baking ingredients, Easter figures, ham, wet condiments, frozen products, laundry detergent, cleaning products	coffee, cider, drink trends, franchise system, table setting trends	Franchise, GULFOOD 2017
2017/4.	breakfast cereal, margarine and butter, mineral water, shower gel, hair care, insect repellents, fruit juice	spices and herbs, restaurant systems, cleaning products	Product of the Year, real estate market
2017/5.	barbecue, barbecue spices, barbecue accessories, yogurt, oil, carbonated soft drink, paper products, washing	pasta, energy drink, baking industry, terraces, furniture	Evaluating the year, MagyarBrands, indoor and outdoor
2017/6.	home preserving (fruits and vegetables), ice cream, cheese, pasta, beer, shower gel, pet food, iced tea, face and hand care, intimate hygiene	ice cream, barbecue, oil	Retail Chain Ranking, field work, fleets, utility vehicles
2017/7-8.	cured meats, iced coffee, syrup, hair care, washing-up, foils	iced coffees, premix drinks	Freight forwarding, logistics, warehousing
2017/9.	coffee, canned meat and fish, wine, oral care, sweeteners	fruit juice, kitchen machinery	ANUGA 2017, wine festival, Christmas season
2017/10.	wiener, tea, lemon juice, dairy products, baking ingredients, washing, fabric softener	vending, sparkling wine and champagne, wine festival report	Finances and informatics, Tobacco Shop Trade
2017/11.	confectionery, breakfast cereals, dairy products, functional foods, decorative cosmetics, hair dye	special kitchen equipment and cooking ingredients	Superbrands 2017, packaging
2017/12-1.	meat products, confectionery, spirits, fish, dairy products, body care, paper products, special non-food products	spirits, cocktails, fish	Events in 2018

Technical details

Print run:	23,000 printed copies audited per issue (MATESZ audit in the second half of 2015).
Column width:	57 mm (3 columns) 89 mm (2 columns)
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.

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Trade magazin



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THE OFFICIAL ASSOCIATION OF TRADE MARKS
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