

ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS
Superbrands
4x
Feb '17 '18 '19

Trade magazin



mediakit 2020

valid from 1 January 2020

Dear Partners,



2020 will be the **15th 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**. In 2020 Trade magazin is printed in 20,000 copies per issue. At the moment **19,651** copies are distributed **auditedly** (2018 – second half of the year, MATESZ [Hungarian Audit Bureau of Circulations] audit).

It is a professional acknowledgement for us that Trade magazine won the **Value and Quality Award in 2018**, and we also received the **Special Award of Academic Journalists**. From this year we are entitled to use the **Hungarian Product certification** trademark too.

Trade magazin has been a strategic partner and the official journal of the International trade show **Sirha Budapest from the beginning** – and this won't change in 2020 either. Every other year we build our more than **600 square metre Future Store** at the trade fair.

At **www.trademagazin.hu** you can find **the latest news every day, in Hungarian and in 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 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**.

You can also follow **the latest news and events** from Trade magazine at our **Facebook, LinkedIn and Instagram** page. The videos made at our programmes are uploaded regularly to our **YouTube** channel.

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 Retail Publishers** international team of experts (formerly known as SIAL d'Or). We are also the strategic or exclusive partners of several Hungarian and international market research companies.

We are proud of the fact that in 2019 Trade magazine earned the **Business Superbrands** recognition for the **fourth time**, and we won the **Magyar Brands** prize for the **second time**.

Our five-day **Business Days** conference, which has also won the **Value and Quality Award**, is held once a year and it is the biggest trade event in the FMCG sector. With more than **750 participants and 100 speakers**, the conference gives participants a clear picture of the state of play in the food industry, current trends in retail, the latest innovation efforts of brands and trends in communication solutions.

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

We are actively involved in the work of the **Chain Bridge Foundation**, founded by the Chain Bridge Club, to assist disadvantaged high school students. We started organising most of our events in cooperation with the **Chain Bridge Club** and we continue to do so in most cases.

We are increasingly focusing on sustainability in every market, and that is why we have created our own competition, where we want to find positive examples that can be symbols of sustainability in a given year. Therefore, the winners of the competition will receive the **"Symbol of Sustainability"**.

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.

From 2020 our **SuperStore Design** competition is organised with the **StarStore Design** name, and it 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. Within the framework of the competition, people had the chance to **cast their votes on StarStore nominees on Trade magazin's Facebook page** – more than 10,000 votes were cast by the followers of the page. 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 StarStore receives the **Store of the Year** award.

We are **founding members of 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 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**

**20,000 audited copies
printed per issue,
9 times a year,
audited by MATESZ**

**Continuously updated,
nationwide database,
registered mailing list**

Articles in **Hungarian
and in English**
language, website,
newsletter every
working day and events
**trademagazin.hu with
the most important
daily news from the
trade and online
edition of the magazine**

Trade magazin
**Facebook and
Instagram and
LinkedIn page
YouTube channel: news,
events, videos**

Events:
**Business Days,
Business Dinner,
trade competitions
and award ceremonies**

Tariffs – size and price

	1/1 direct HUF 850,000 ■ EUR 3,100	
	1/1 PR HUF 750,000 ■ EUR 2,600	
bleed	trim	type size
220×307 mm	210×297 mm	184×270 mm

	1/2 direct HUF 650,000 ■ EUR 2,100	
	1/2 PR HUF 550,000 ■ EUR 1,800	
portrait	landscape	
89×270 mm	184×132 mm	

	1/3 HUF 550,000 ■ EUR 1,800	
portrait	landscape	
57×270 mm	184×86 mm	

	1/4 HUF 450,000 ■ EUR 1,500	
portrait	landscape	
89×132 mm	184×63 mm	

	1/6 HUF 250,000 ■ EUR 800	
portrait	landscape	
57×132 mm	184×40 mm	

	Sponsored illustration in article HUF 250,000 ■ EUR 800	
type size		
57×60 mm		

	2/1 direct HUF 1,550,000 ■ EUR 4,700	
	2/1 PR HUF 1,350,000 ■ EUR 4,000	
	2/1 fix position HUF 1,750,000 ■ EUR 5,300	
bleed	trim	
430×307 mm	420×297 mm	

	Cover I HUF 1,550,000 ■ EUR 4,700	
bleed	trim	logo size
220×307 mm	210×297 mm	93×66 mm

	Cover IV HUF 1,450,000 ■ EUR 4,300	
bleed	trim	
220×307 mm	210×297 mm	

	Sponsored column HUF 550,000 ■ EUR 1,800	
type size		
184×270 mm		

	1/1 fix position HUF 950,000 ■ EUR 3,400	
bleed	trim	type size
220×307 mm	210×297 mm	184×270 mm

	Two 1/2 transit HUF 850,000 ■ EUR 3,100	
bleed	trim	
430×150 mm	420×145 mm	

	2/3 HUF 750,000 ■ EUR 2,600	
type size		
121×201 mm		

	Two 1/4 transit HUF 650,000 ■ EUR 2,100	
bleed	trim	
430×75 mm	420×70 mm	

	Innovation column HUF 250,000 ■ EUR 800	
type size		
88×80 mm		

	Cover interview HUF 3,000,000 ■ EUR 9,400	
Cover I + 2/1 PR	bleed	trim
	430×307 mm	420×297 mm

	Small Cover interview HUF 2,500,000 ■ 8,000 EUR	
Page 5 + 2/1 PR (page 6-7)	bleed	trim
	430×307 mm	420×297 mm

	Cover II, Cover III HUF 1,350,000 ■ EUR 4,000	
bleed	trim	
220×307 mm	210×297 mm	

	HoReCa Cover HUF 850,000 ■ EUR 3,100	
bleed	trim	
220×252 mm	210×247 mm	

	Insert HUF 55/Piece ■ 0.20 EUR/Piece	
	Appendage HUF 65/Piece ■ 0.25 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)



Gate banner

Size:
1450×110 pixel and 110×940 pixel
Appears in:
desktop browser
Formats available:
JPG GIF
HUF 300,000 ■ EUR 1,000/week;
HUF 800,000 ■ EUR 2,500/month



Leaderboard-banner

Size:
728×90 pixel or 728×180 pixel
Appears in:
desktop browser
Formats available:
SWF JPG GIF PNG
HUF 150,000 ■ EUR 500/week;
HUF 500,000 ■ EUR 1600/month



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 1,500/month



Billboard banner

Size:
300×250 pixel
Appears in:
desktop browser and on mobile
Formats available:
SWF JPG GIF PNG
HUF 150,000 ■ EUR 500/week;
HUF 400,000 ■ EUR 1,400/month



Video box banner

Size:
430×250 pixel
Appears in:
desktop browser and on mobile
Formats available:
MP4
HUF 50,000 ■ EUR 150/day;
HUF 150,000 ■ EUR 500/week



PR content

Appears in:
desktop browser and on mobile
Formats available:
DOC
HUF 80,000 ■ EUR 250/day
hírtévlébe való bekerülés:
HUF 80,000 ■ EUR 250/day



Wide banner

Size:
970×90 pixel (max. 1200 px)
Appears in:
desktop browser
Formats available:
SWF JPG GIF PNG
HUF 250,000 ■ EUR 800/week;
HUF 550,000 ■ EUR 2,000/month



100×100 pixel on sub-page

Size:
100×100 pixel
Appears in:
desktop browser and on mobile
Formats available:
SWF JPG GIF PNG
HUF 50,000 ■ EUR 200/week;
HUF 200,000 ■ EUR 650/month



430×100 pixel on main page

Size:
430×100 pixel
Appears in:
desktop browser
Formats available:
SWF JPG GIF PNG
HUF 100,000 ■ EUR 300/week;
HUF 300,000 ■ EUR 1,000/month



160×600 pixel on sub-page

Size:
160×600 pixel
Appears in:
desktop browser
Formats available:
SWF JPG GIF PNG
HUF 250,000 ■ EUR 800/week;
HUF 550,000 ■ EUR 2,000/month



Floating banner

Size:
1200×120 pixel
Appears in:
desktop browser
Formats available:
SWF JPG GIF PNG
HUF 250,000 ■ 800 EUR/week;
HUF 650,000 ■ 2,100 EUR/month



Mobile main page

Size:
300×250 pixel
Appears in:
on mobile
Formats available:
SWF JPG GIF PNG
HUF 150,000 ■ EUR 500/week;
HUF 400,000 ■ EUR 1,400/month



Mobile top of the page

Size:
320×20 pixel
Appears in:
on mobile
Formats available:
SWF JPG GIF PNG
HUF 150,000 ■ EUR 500/week;
HUF 450,000 ■ EUR 1,500/month



Mobile pop up

Size:
300×300 pixel
Appears in:
on mobile
Lehetséges formátum:
SWF JPG GIF PNG
HUF 60,000 ■ EUR 190/day;
HUF 200,000 ■ EUR 650/week



Mobile video banner on main page

Size:
300×200 pixel
Appears in:
on mobile
Formats available:
SWF JPG GIF PNG
HUF 80,000 ■ EUR 250/day;
HUF 250,000 ■ EUR 800/week



Mobile floating banner

Size:
320×50 pixel
Appears in:
on mobile
Formats available:
SWF JPG GIF PNG
HUF 80,000 ■ EUR 250/day;
HUF 150,000 ■ EUR 500/week

Newsletter banners



Full

Size:
468×60 pixel
(Flash, no animgif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 80,000/day
■ EUR 250/day;
■ HUF 200,000/week
■ EUR 650/week



Leaderboard

Size:
468×60 pixel
(Flash, animgif nem)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 100,000/day
■ EUR 300/day;
■ HUF 250,000/week
■ EUR 800/week



Double height

Size:
468×120 pixel
(Flash, animgif nem)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 100,000/day
■ EUR 300/day;
■ HUF 250,000/week
■ EUR 800/week



PR

Appears in:
desktop browser,
on mobile
Formats available:
DOC
■ HUF 80,000/day
■ EUR 250/day

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	Deadline for PR manuscript, ATL and innovation	Deadline for accepting ads (jpg, tif, pdf, eps)	Packing	Online release date	Print out date
2020/2-3	31/01	03/02	17/02	02/03	28/02	09/03
2020/4	06/03	02/03	16/03	30/03	03/04	06/04
2020/5	03/04	30/03	14/04	27/04	30/04	04/05
2020/6	08/05	04/05	18/05	02/06	05/06	08/06
2020/7-8	05/06	02/06	15/06	29/06	03/07	06/07
2020/9	14/08	10/08	24/08	07/09	11/09	14/09
2020/10	11/09	07/09	28/09	05/10	09/10	12/10
2020/11	09/10	05/10	19/10	02/11	06/11	09/11
2020/12-1	06/11	09/11	23/11	07/12	04/12	14/12

Topics

Issue	Product groups	HoReCa	Topics in focus
2020/2-3	confectionery, meat products, wet condiments, alcohol-free drinks, spirits, body care, laundry detergents, cleaning products	coffee, coffee machines, coffee creamers, lighting	Expectations for 2020, Franchise
2020/4	cereals, confectionery, spreads, alcohol-free drinks, spirits, deodorants, sunscreens, insect repellents, office supplies	oils, vinegars and sauces, cleaning, toilet room hygiene, insect repellents	Product of the Year winners, Festival supplement
2020/5	dairy products, meat products, rice, ice cream, alcohol-free drinks, spirits, hair care, household paper products, washing-up, fabric softeners, shower gels	beers, terrace: furniture, cooling and heating	MagyarBrands winners, Modern lifestyle
2020/6	fruit and vegetable preservation, pasta, oil, dairy products, confectionery, alcohol-free drinks, spirits, baby care, intimate hygiene, hair removal	ice cream, ice cream flavours and decorations for confectionery shops, professional kitchen equipment	Retailer ranking, Logistics and vehicle fleets
2020/7-8	dry goods, snacks, dairy products, alcohol-free drinks, spirits, oral care, washing-up, home shrink wraps	spices and dried vegetables, stock cubes, cocktails	Wholesaler supplement, Private Label supplement
2020/9	coffee, pet food, confectionery, flour, spices, alcohol-free drinks, spirits, hand and body care, special cleaning products and tools, fragrances	table setting, napkins and table decorations, iced coffees, creams	Sustainability supplement, Christmas season
2020/10	meat products, canned food, frozen food, confectionery, dairy products, OTC, alcohol-free drinks, spirits, body care, home appliances	pasta, pasta specialties and toppings, work and protective wear	Wineries supplement, Value and Quality Award winners, Finances and IT
2020/11	meat products, spreads, baking, confectionery, alcohol-free drinks, spirits, decorative cosmetics, hair care, household paper products	fish, fruits of the sea, breads and bread substitutes	Superbrands winners, Packaging supplement
2020/12-1	meat products, dairy products, confectionery, spirits, hair care, disinfection	frozen vegetables, restaurant management systems	Innovation supplement, Hungarian Product trademark, Events in 2021

Technical details

Print run:	19,651 copies / issue (audited by MATESZ)
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.

Editorial office and sales team

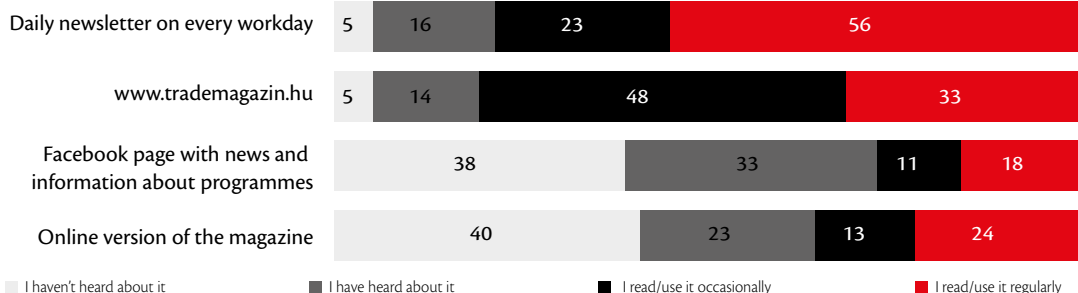
	Zsuzsanna Hermann managing director and editor-in-chief hermann.zsuzsanna@trademagazin.hu Phone: +36 (30) 527-2852
	László Szalai deputy editor-in-chief, retail columns szalai.laszlo@trademagazin.hu Phone: +36 (70) 212-5072
	Emese Gazsó financial and HR Manager gazso.emese@trademagazin.hu Phone: +36 (30) 391-2702

	Dóra Báta media manager (Báta Team Ltd.) batai.dora@trademagazin.hu Phone: +36 (20) 958-2194
	Marianna Gratt media manager gratt.marianna@trademagazin.hu Phone: +36 (30) 826-4157
	Károly Kisgyöri media manager kisgyori.karoly@trademagazin.hu Phone: +36 (30) 623 6897

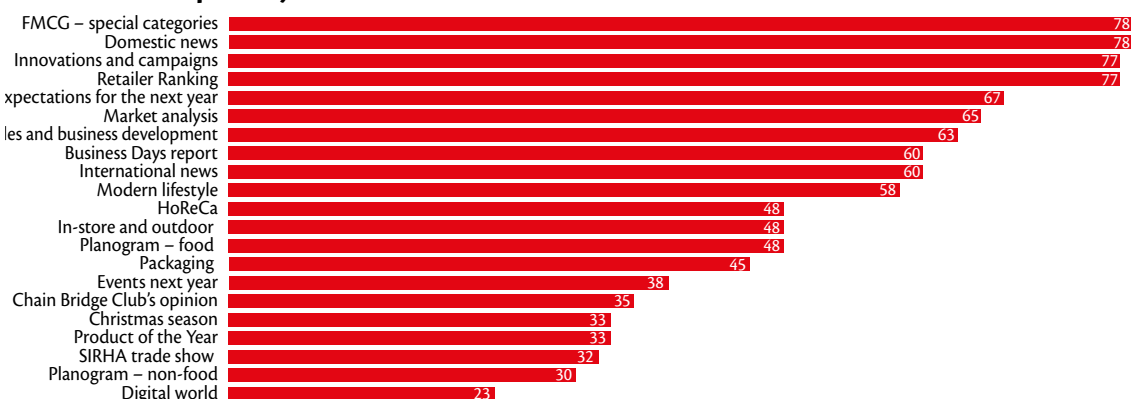
	Sára Justin marketing and event manager justin.sara@trademagazin.hu Phone: +36 (30) 6973165
	Máté Zoltán Molnár marketing and media manager molnar.mate@trademagazin.hu Phone: +36 (20) 261 1155
	Péter Mizsei editorial office and sales manager mizsei.peter@trademagazin.hu Phone: +36 (30) 826-4158

the No.1 b2b trade magazine for the FMCG market	the only magazine in Hungary for market players in both the retail and the HoReCa sectors	published 9 times a year	read by business decision makers
monthly organises various programmes for partners, from business dinners to several day conferences	the biggest event is Hungary's No.1 meeting for the representatives of the FMCG sector, the 5-day Business Days conference – which has already won the Value and Quality Award – where more than 750 decision makers are present every September	exclusive FMCG media partner of the Superbrands, MagyarBrands, Green Brands, Product of the Year and the Mastercard – Retailer of the Year competition	the only magazine for the FMCG market with an audited print run of 20,000 copies
the official journal of the Sirha Budapest 2020 trade show, where Trade magazin also builds its 600 square metre Future Store	four times Business Superbrands and two times MagyarBrands winner	Value and Quality Award winner, winner of the Special Award of Academic Journalists	certified user of the Hungarian Product Trademark
also published online with even more content, available for free on the Trade magazin website and in the newsletter sent out every workday	you can find Trade magazin on Facebook, Instagram and Youtube, plus from 2019 on LinkedIn too	AA Bisnode rating	every workday a newsletter is sent to 5,000 e-mail addresses, in Hungarian and English language – just like the print version of the magazine

Online presence

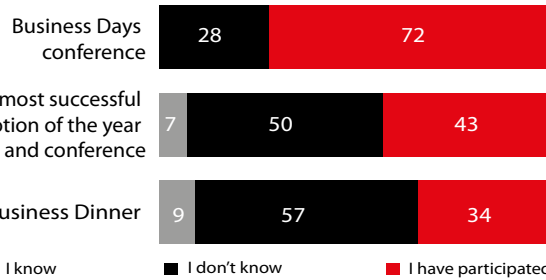
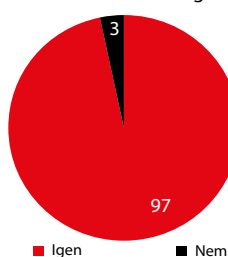


Popularity of columns



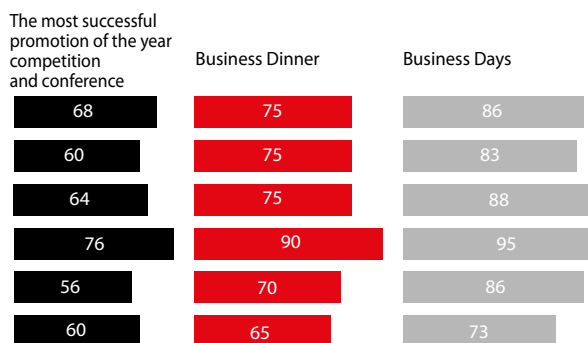
Events awareness

Do you know the events organised by Trade magazin?



Rating of events

I have acquired useful information
I have built useful business relationships
I have had a quality time
It was a high-level, quality event
I have acquired market information that I wouldn't be able to get otherwise
I could use some of the information in my business operations



Base: Those who know Trade magazin. Data is indicated in percentage.



Value and Quality Award



4x Business Superbrands Award



2x Magyar Brands Award



Hungarian Product Trademark



Financially stable business based on Bisnode certification



Exclusive professional media partner of the Superbrands program



Media partner of the Trade Marketing Club



Official media partner of Green Brands



Founding member of POPAI



Member of E-Commerce Hungary



Official journal of Sirha Budapest



Official media partner of the Hungarian Confectionery National Board



Official Media Partner of the Hungarian Caterers Industry Board



Organizer of the StarStore competition