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Superbrands Trade magazin

ABOUT THE MARKET
OF FAST MOVING
CONSUMER GOODS
FOR DECISION MAKERS



mediakit

2019

valid from 1 January 2019

Dear Partners,



2019 will be the **14th 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**. From 2018 Trade magazin is printed in **20,000** copies per issue. At the moment **22,739** copies are distributed **auditedly** (2017 – 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. What is more, Trade magazine has become **a strategic partner and the official journal of the international trade show Sirha Budapest**.

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 and Instagram** page. The videos made at our programmes are uploaded regularly to our **YouTube** channel.

Trade magazin Global is an in **English language supplement** of Trade magazine that is published for the **Anuga trade show** in Cologne in the October issue every second year. With the help of this supplement 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 Retail Publishers** international team of experts (formerly known as SIAL d'Or).

We are proud of the fact that in 2018 Trade magazine earned the **Business Superbrands** recognition for the third time.

Our four-day **Business Days** conference is held once a year and it is the biggest trade event in the FMCG sector. With nearly 700 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 started organising most of our events in cooperation with the **Chain Bridge Club** and we continue to do so in most cases.

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.

This year we officially announced the fifth **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. Within the framework of the competition, **people** had the chance to **cast their votes on SuperStore 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 SuperStore 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

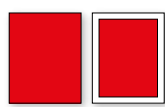
trademagazin.hu with
the most important
**daily news from the
trade and online
edition of the magazine**

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


Trade magazin Global
in English for
international trade fairs

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

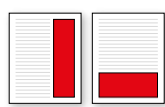
//// Tarrifs – size and price




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



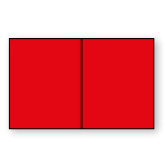
1/4
 HUF 450 000 ■ EUR 1,500
 portrait | landscape
 89×132 mm | 184×63 mm




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



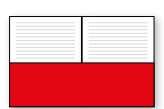
Cover IV
 HUF 1 450 000 ■ EUR 4,300
 bleed | trim
 220×307 mm | 210×297 mm



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



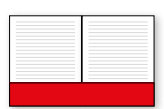
1/1 fix position
 HUF 950 000 ■ EUR 3,400
 bleed | trim | type size
 220×307 mm | 210×297 mm | 184×270 mm




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



Small ad
 HUF 100 000 ■ EUR 300
 type size
 57×40 mm



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



Cover interview
Cover I + 2/1 PR
 HUF 3 000 000 ■ EUR 9,400
 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 1000/week;
HUF 800 000 ■ EUR 2500/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 1500/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 1400/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
getting into the newsletter:
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 2000/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 1000/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 2000/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 ■ 2100 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 1400/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 1500/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



Leader Board

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
2019/2-3.	18/01	25/01	01/02	15/02.	19/02	22/02
2019/4.	14/02	21/02	28/02	14/03	19/03	22/03
2019/5.	22/03	29/03	05/04	19/04	23/04	26/04
2019/6.	19/04	26/04	03/05	17/05	21/05	24/05
2019/7-8.	17/05	24/05	31/05	14/06	18/06	21/06
2019/9.	29/07	05/08	12/08	26/08	31/08	02/09
2019/10.	02/09	09/09	16/09	30/09	04/10	07/10
2019/11.	30/09	07/10	14/10	28/10	29/10	04/11
2019/12-1.	28/10	04/11	11/11	25/11	29/11	02/12

Topics

Issue	Product groups	HORECA	Topics in focus
2019/2-3.	Eastern figures, ham, wet condiment, fruit juice, hair care, detergent	coffee, franchise-system, frozen product: finger food and seafood	Expectations 2019, Franchise
2019/4.	cereal, vegetable oil and margarine, sliced chocolate, fruit juice, insecticide, detergent, deodorant, shoe and foot care	spice, restaurant system and kitchen machine	Product of the Year, Festival anney
2019/5.	cheese, grill, grill spice, grill accessorie, mineral water, beer, household stationary, speciality cosmetics, shower gel, hair removal	terrace furniture, ice cream, ice coffee	MagyarBrands, Modern lifestyle
2019/6.	preserving, pasta, yogurt, chocolate bar, carbonated drink, ice tea, baby care, intimate hygiene, wet wipe, facial	grilling, oil, summer cocktail, craft beer	Retail Toplist, Warehousing, Logistics
2019/7-8.	dry goods, ice-cream, ice coffee, fruit juice, smoothie, hair care, dishwashing, household foil, mouth care	baking industry, juice, cider	Fleet and commercial Vehicle, Wholesale Hotline
2019/9.	coffee, OTC, pet food, brandy, hand and body care, special cleaner, perfuming	detergent, pasta, vending	Wine festival, Christmas season Anuga 2019
2019/10.	sausage, canned, candy, milk dessert, spirit, rinse, hair dye, hair styling (shampoo and balm) hair care: dying, colouring, styling	champagne, wine festival report, premix drink	Value and Quality Annex, Finance and Informaion Technology
2019/11.	paste, cold milk slice, bakery product, functional food, decorative cosmetics, condom, houshold utensil	special kitchen machine, base material, layout order	Superbrands, Packaging
2019/12-1.	meat product, praline, fish, intimate hygiene, stationery, special non-food product	beverage, spirit, cocktail, fish	Events 2020, SIRHA Budapest 2020, Hungarian Product trade mark

Technical details

Print run:	22.739 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 suscribe to our magazine at info@trademagazin.hu.

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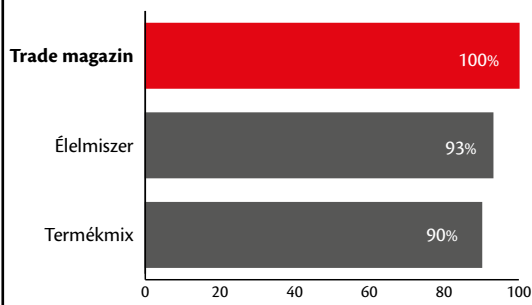
Reader and advertiser satisfaction survey

In 2017 Trade magazin asked for the help of Kantar Hoffmann to do a satisfaction survey with the participation of readers and advertisers of the magazine. Kantar Hoffmann conducted the online survey with 400 respondents, between July and August 2017.

You can read some of the results below.

BEST KNOWN TRADE JOURNALS

Trade magazin is the best known

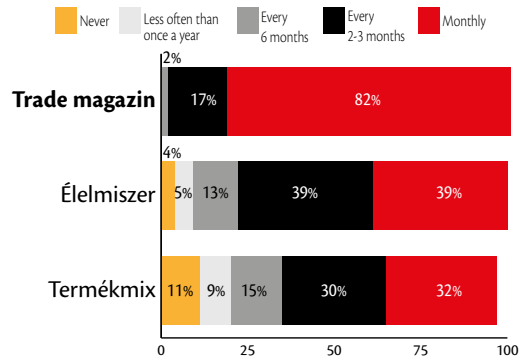


Q1. Do you know the following trade journals?
Base: Full sample

KANTAR HOFFMANN
a TNS company

READING FREQUENCY

Trade magazin is read the most often

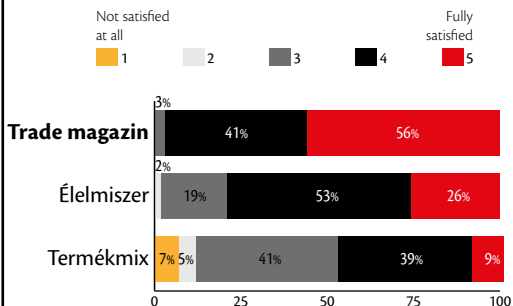


Q2. How often do you read the following trade journals?
Base: Those who know the magazine, full sample

KANTAR HOFFMANN
a TNS company

SATISFACTION

Readers are the most satisfied with Trade magazin

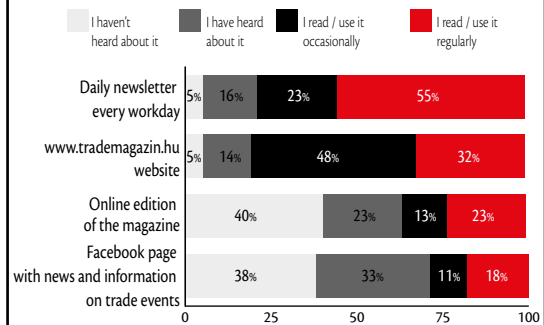


Q3. How satisfied are you with the magazine?
Base: Those who read the paper, full sample

KANTAR HOFFMANN
a TNS company

DIGITAL PRESENCE

The daily newsletter has the magazine's most widespread digital presence



Q5. Which platform or service have you heard about in connection with Trade magazin?
How often do you use these?

Base: Those who know Trade magazin, full sample

KANTAR HOFFMANN
a TNS company

IMAGE

Trade magazin performed exceptionally in all the fields examined

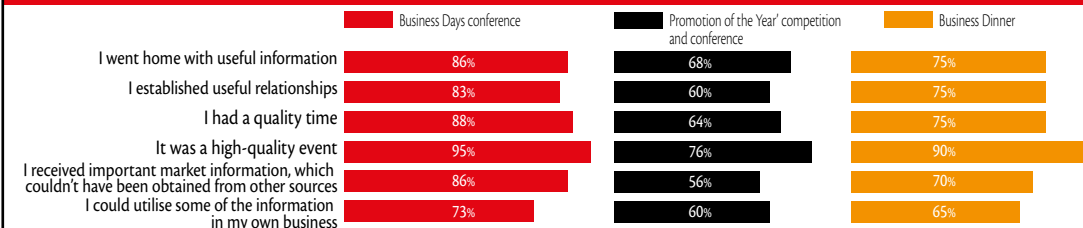


Q4. Please mark which statement is true for which trade journal(s). You can mention one or more magazines for each statement. Base: full sample

KANTAR HOFFMANN
a TNS company

EVALUATION OF THE MAGAZINE'S EVENTS

All three events represent high value



Q12. Please give scores from 1 to 5 to the following statements – In your view how characteristic are they of the given event?
Base: respondents who participated at the given event, full sample

KANTAR HOFFMANN
a TNS company



Érték és Minőség
Grand prix



3x Superbrands winner



Magyar Brands winner



Magyar Termék
trademark user



Financially stable business
based on the Borsod rating



Exclusive trade
media partner of the
Superbrands programme



Media supporter of Trade
Marketing Klub



Founding member
of POPAI



Member of E-commerce
Hungary



Official journal of Sirha
Budapest



Official media partner of the
Hungarian National Confectionery
Industry Corporation



Official media partner of
the Guild of Hungarian
Restaurateurs



Organizer of the
SuperStore competition