

# mediakit 2021

Valid from the 1st of January 2021



ABOUT THE MARKET OF FAST MOVING  
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS 5x  
**Superbrands**  
8.12.18-19.20

# Trade magazin

/// WWW.TRADEMAGAZIN.HU ///

/// INFO@TRADEMAGAZIN.HU ///

## Dear Partners,



2021 will be the **16<sup>th</sup> 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 almost 25 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 regularly updated database with nationwide coverage**. In 2020 Trade magazin is printed in 20,000 copies per issue. At the moment **19,676** copies are distributed **auditedly** (2019 – second half of the year, MATESZ [Hungarian Audit Bureau of Circulations] audit).

Trade magazin is now entitled to use the **Hungarian Product** trademark and has also received the **Excellent Product** certification trademark.

Trade magazin has been a strategic partner and the official journal of the international trade show **Sirha Budapest from the beginning**. Every other year we build our more than **650 square metre Future Store** at the trade fair, which receives more than 3,000 trade visitors during the 3 days of the event.

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 80,000 monthly visitors and it features the **digital issue of our magazine**, which can also be found in our newsletter.

You can follow **the latest news and events** from Trade magazine at our **Facebook, LinkedIn and Instagram page as well**. 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 2020 Trade magazine earned the **Business Superbrands** recognition for the **fifth time**, and we won the **Magyar Brands** prize for the **fourth time**.

It is a professional acknowledgement for us that Trade magazine won the **Value and Quality Award** and we also received the **Special Award of Academic Journalists**.

Our four- or 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 a record attendance in 2019, which means **800 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. In 2020, it was still the largest FMCG professional meeting under pandemic conditions.

We organise our **Business Dinner** for company executives, inviting prestigious figures 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"**.

At the end of 2020, Trade magazine first announced the **Inno d'Or competition** for value-creating innovations. The winners are entitled to use the **Inno d'Or 2021** logo, further applicants with an innovative category-creating application can win the **"Pioneer of the Future 2021"** title and special award.

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.

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 have the chance to **cast their votes on StarStore nominees** on **Trade magazin's Facebook page** – more than 10,000 votes are 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 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.

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](http://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 25 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,  
audited by MATESZ

Regularly updated,  
nationwide database,  
registered mailing list


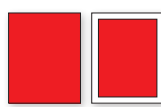










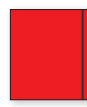


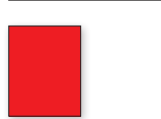



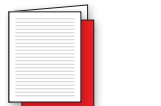
Articles in Hungarian  
and in English  
language, website,  
newsletter every  
working day and events

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

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

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

## ////// Tarrifs – size and price (Without VAT)

	<b>1/1 direct</b> HUF 850,000 ■ EUR 3,100 <b>1/1 PR</b> HUF 750,000 ■ EUR 2,600 <b>bleed</b> <b>trim</b> <b>type size</b> 220×307 mm    210×297 mm    184×257 mm		<b>1/1 fix position</b> HUF 950,000 ■ EUR 3,400 <b>bleed</b> <b>trim</b> <b>type size</b> 220×307 mm    210×297 mm    184×257 mm
	<b>1/2 direct</b> HUF 650,000 ■ EUR 2,100 <b>1/2 PR</b> HUF 550,000 ■ EUR 1,800 <b>portrait</b> <b>landscape</b> 89×257 mm      184×125,5 mm		<b>Two 1/2 transit</b> HUF 850,000 ■ EUR 3,100 <b>bleed</b> <b>trim</b> 430×150 mm    420×145 mm
	<b>1/3</b> HUF 550,000 ■ EUR 1,800 <b>portrait</b> <b>landscape</b> 57×257 mm      184×82 mm		<b>2/3</b> HUF 750,000 ■ EUR 2,600 <b>type size</b> 121×201 mm
	<b>1/4</b> HUF 450,000 ■ EUR 1,500 <b>portrait</b> <b>landscape</b> 89×125,5 mm    184×60 mm		<b>Two 1/4 transit</b> HUF 650,000 ■ EUR 2,100 <b>bleed</b> <b>trim</b> 430×75 mm      420×70 mm
	<b>1/6 or News column, PR news</b> HUF 250,000 ■ EUR 800 <b>portrait</b> <b>landscape</b> 57×125,5 mm    184×38 mm		<b>Innovation column or News column, PR news</b> HUF 250,000 ■ EUR 800
	<b>Sponsored illustration in article</b> HUF 250,000 ■ EUR 800 <b>type size</b> 57×60 mm		<b>Cover interview</b> <b>Cover I + 2/1 PR</b> HUF 3,000,000 ■ EUR 9,400 <b>bleed</b> <b>trim</b> 430×307 mm    420×297 mm
	<b>2/1 direct</b> HUF 1,550,000 ■ EUR 4,700 <b>2/1 PR</b> HUF 1,350,000 ■ EUR 4,000 <b>2/1 fix position</b> HUF 1,750,000 ■ EUR 5,300 <b>bleed</b> <b>trim</b> 430×307 mm    420×297 mm		<b>Small Cover interview</b> <b>Page 5 + 2/1 PR (page 6-7)</b> HUF 2,500,000 ■ 8,000 EUR <b>bleed</b> <b>trim</b> 430×307 mm    420×297 mm
	<b>Cover I</b> HUF 1,550,000 ■ EUR 4,700 <b>bleed</b> <b>trim</b> <b>logo size</b> 220×307 mm    210×297 mm    93×66 mm		<b>Cover II, Cover III</b> HUF 1,350,000 ■ EUR 4,000 <b>bleed</b> <b>trim</b> 220×307 mm    210×297 mm
	<b>Cover IV</b> HUF 1,450,000 ■ EUR 4,300 <b>bleed</b> <b>trim</b> 220×307 mm    210×297 mm		<b>HoReCa Cover and Annex cover</b> HUF 850,000 ■ EUR 3,100 <b>bleed</b> <b>trim</b> 220×252 mm    210×247 mm
	<b>Sponsored column</b> HUF 550,000 ■ EUR 1,800 <b>type size</b> 184×270 mm		<b>Insert</b> HUF 55/Piece ■ 0.20 EUR/Piece <b>Appendage</b> 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. Ads only in the digital version of the magazine can be purchased at 70% of the print list price. Available location 1/1, 1/2, 2/1.

## Discounts

<b>2 occasions</b>	5%
<b>3-4 occasions</b>	10%
<b>5 occasions</b>	15%
<b>6, or more occasions</b>	20%

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





## Website banners (rotating banners)



### Gate banner

**Size:**  
1450×110 pixel  
and 2 pieces 110×940 pixel  
**Appears in:**  
desktop browser  
**Formats available:**  
GIF  
HUF 300 000 ■ EUR 1000/week;  
HUF 800 000 ■ EUR 2500/month



### Leaderboard banner

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



### Lead banner

**Size:**  
728×180 pixel  
**Appears in:**  
desktop browser  
**Formats available:**  
JPG GIF PNG  
HUF 150 000 ■ EUR 500/week;  
HUF 450 000 ■ EUR 1500/month



### Medium Rectangle banner

**Size:**  
300×250 pixel  
**Appears in:**  
desktop browser and on mobile  
**Formats available:**  
JPG GIF PNG  
HUF 150 000 ■ EUR 500/week;  
HUF 400 000 ■ EUR 1400/month



### Article banner

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



### Floating banner

**Size:**  
1200×120 pixel  
**Appears in:**  
desktop browser  
**Formats available:**  
JPG GIF PNG  
HUF 250 000 ■ EUR 800/week;  
HUF 650 000 ■ EUR 2100/month



### PR-content

**Appears in:**  
desktop browser  
and on mobile  
**Formats available:**  
DOC  
HUF 80 000 ■ EUR 250/day  
**inclusion in the newsletter**  
HUF 80 000 ■ EUR 250/day  
  
(PR content can't be ordered  
for Newsletter publication only,  
without a website appearance.)

## Mobile banners



### Mobile leaderboard banner

**Size:**  
320×50 pixel  
**Appears in:**  
on mobile  
**Formats available:**  
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  
**Formats available:**  
JPG GIF PNG  
HUF 60 000 ■ EUR 190/day;  
HUF 200 000 ■ EUR 650/week

**Place your advertisement  
on our website or in our newsletter too!**  
Orders for banners can be submitted on our website,  
[www.trademagazin.hu](http://www.trademagazin.hu), and they are really easy to upload.  
If you have any questions, please contact our sales team!



### Mobile floating banner

**Size:**  
320×50 pixel  
**Appears in:**  
on mobile  
**Formats available:**  
JPG GIF PNG  
HUF 60 000 ■ EUR 190/day;  
HUF 200 000 ■ EUR 650/week

## Newsletter banners



### Leaderboard

**Size:** 468×60 pixel  
(no animgif)  
**Appears in:**  
desktop browser,  
on mobile  
**Formats available:**  
JPG GIF  
■ HUF 100 000/day  
■ EUR 300/day;  
■ HUF 250 000/week  
■ EUR 800/week



### Full

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



### Double height

**Size:** 468×120 pixel  
(no animgif)  
**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-content

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

(PR content can't be  
ordered for Newsletter  
publication only,  
without a website  
appearance.)

Prices don't include the VAT.

## Deadlines

Issue	Deadline for ordering ads	Deadline for PR manuscript, ATL and innovation	Deadline for accepting ads (jpg, tif, pdf, eps)	Printing	Packing	Online publication date	Print out date
2021/2-3	29/01	05/02	08/02	11/02	22/02	26/02	01/03
2021/4	05/03	12/03	16/03	18/03	29/03	02/04	05/04
2021/5	09/04	16/04	19/04	22/04	03/05	07/05	10/05
2021/6-7	07/05	14/05	17/05	20/05	31/05	04/06	07/06
2021/8-9	06/08	13/08	16/08	19/08	30/08	03/09	06/09
2021/10	10/09	17/09	20/09	23/09	04/10	08/10	11/10
2021/11	08/10	15/10	18/10	21/10	02/11	05/11	08/11
2021/12-1	05/11	12/11	15/11	18/11	29/11	03/12	06/12

## Topics

Issue	Product groups	HORECA	Topics in focus
2021/2-3	Easter season, confectionery, processed meat, condiment, non-alcoholic drink, beer, spirit, facial care, hair care, cleaning product	Dinner service, hygiene	Expectations for 2021, MagyarBrands, franchise, CSR
2021/4	Confectionery, spread, ice cream, dairy product, pet food, non-alcoholic drink, spirit, baby care, deodorant, suntan lotion	Coffee service, cocktail, insect control	Festival, Product of the Year
2021/5	Grilling season, processed meat, cheese, spice, snack, cereals, rice, confectionery, non-alcoholic drink, spirit, hair care, facial care, household paper product, washing-up and dishwasher products, shower gel	Fish, fruits of the sea, beer, ice cream	Modern lifestyle, Inno d'Or
2021/6-7	Home preserving of fruits and vegetables, pasta, oil, dairy product, confectionery, non-alcoholic drink, spirit, intimate hygiene, depilation, household foils and wraps	Convenience product, iced coffee, cream	Retailer Ranking, logistics, transportation, warehousing, fleet
2021/8-9	Coffee, dairy product, confectionery, dry goods, flour, spice, functional food, spirit, Christmas gift pack, oral hygiene, hand and body care, cleaning product, scenting	Premix drink, finger food, pasta, pasta specialty and sauce	Sustainability, Christmas season, wholesalers and distributors, private label product
2021/10	Processed meat, canned food, frozen food, confectionery, dairy product, OTC product, non-alcoholic drink, spirit, body care, household appliances	Breakfast service	Wine, winemaker, wine trader, Value and Quality Award, finances, IT
2021/11	Processed meat, bakery item, dairy product, non-alcoholic drink, spirit, decorative cosmetics, hair care, household paper product	Lunch service, brunch, mass catering	Superbrands, packaging
2021/12-1	Processed meat, dairy product, confectionery, oil, non-alcoholic drink, spirit, hair care, disinfection	Dinner service	Hungarian Product, Sirha Budapest 2022

## Technical details

Print run:	20,000 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, with a digital proof, addressed to: [mizsei.peter@trademagazin.hu](mailto:mizsei.peter@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](mailto:info@trademagazin.hu).

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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 maximum  
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 Business Days conference  
– which has already won the Value and Quality Award – where  
more than 800 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  
20,000 audited print run

the official journal of the Sirha Budapest 2020  
trade show, where Trade magazin also  
builds its 650 square metre Future Store

trademagazin.hu  
is visited by 80 000  
users per month

five times Business  
Superbrands and four times  
MagyarBrands winner

Value and Quality Award winner,  
winner of the Special Award  
of Academic Journalists

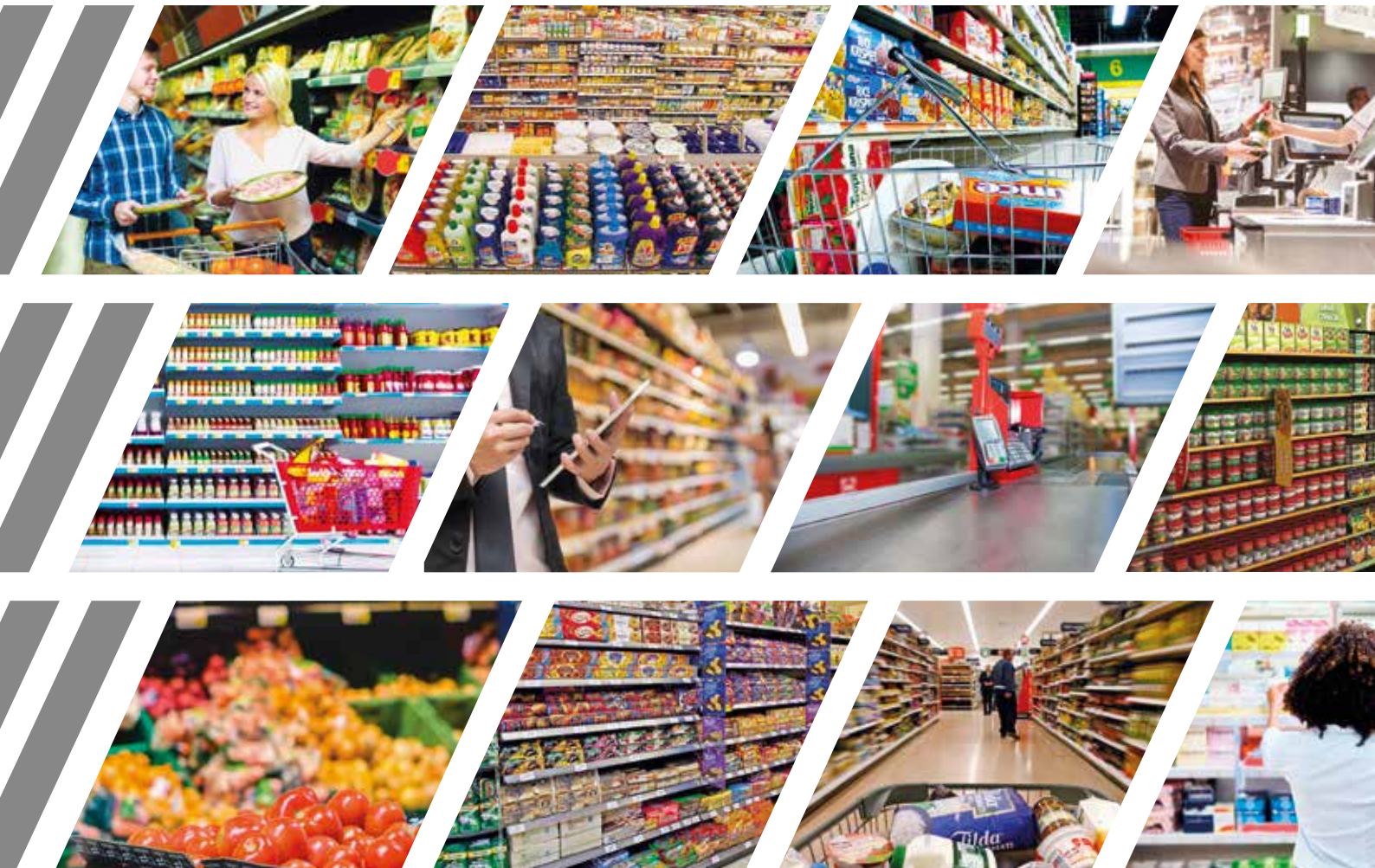
certified user of the Hungarian  
Product Trademark and the  
Excellent Product Trademark

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 LinkedIn,  
plus on its own Youtube channel

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



Financially stable business  
based on Bisnode certification



5x Business Superbrands  
Awards



Value and Quality Award



Excellent  
Product Trademark



4x Magyar Brands Award



Hungarian Product  
Trademark



Member of E-Commerce  
Hungary



Official media partner  
of GreenBrands



Founding  
member of POPAI



Exclusive professional media  
partner of the Product of the  
Year program



Exclusive professional  
media partner of the  
Superbrands program



Media partner of the  
Trade Marketing Club



Official media partner of the  
Hungarian Confectioner Craftsmen  
National Board



Official Media Partner  
of the Hungarian Caterers  
Industry Board



Official journal of  
Sirha Budapest



Organizer of  
the StarStore  
competition



Organizer of the  
Inno d'Or competition