

mediakit 2021

Valid from the 1st of January 2021



ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

^{BUSINESS} Superbrands ^{5x}
16 '17 '18 '19 '20

Trade magazin

/// WWW.TRADEMAGAZIN.HU ///

/// INFO@TRADEMAGAZIN.HU ///

Dear Partners,



2021 will be the **16th 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).

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)

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	184×257 mm

1/1 fix position
 HUF 950,000 ■ EUR 3,400

bleed	trim	type size
220×307 mm	210×297 mm	184×257 mm

1/2 direct HUF 650,000 ■ EUR 2,100
1/2 PR HUF 550,000 ■ EUR 1,800

portrait	landscape
89×257 mm	184×125,5 mm

Two 1/2 transit
 HUF 850,000 ■ EUR 3,100

bleed	trim
430×150 mm	420×145 mm

1/3
 HUF 550,000 ■ EUR 1,800

portrait	landscape
57×257 mm	184×82 mm

2/3
 HUF 750,000 ■ EUR 2,600

type size
121×201 mm

1/4
 HUF 450,000 ■ EUR 1,500

portrait	landscape
89×125,5 mm	184×60 mm

Two 1/4 transit
 HUF 650,000 ■ EUR 2,100

bleed	trim
430×75 mm	420×70 mm

1/6 or News column, PR news
 HUF 250,000 ■ EUR 800

portrait	landscape
57×125,5 mm	184×38 mm

Innovation column or News column, PR news
 HUF 250,000 ■ EUR 800

Sponsored illustration in article
 HUF 250,000 ■ EUR 800

type size
57×60 mm

Cover interview
Cover I + 2/1 PR
 HUF 3,000,000 ■ EUR 9,400

bleed	trim
430×307 mm	420×297 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

Small Cover interview
Page 5 + 2/1 PR (page 6-7)
 HUF 2,500,000 ■ 8,000 EUR

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 II, Cover III
 HUF 1,350,000 ■ EUR 4,000

bleed	trim
220×307 mm	210×297 mm

Cover IV
 HUF 1,450,000 ■ EUR 4,300

bleed	trim
220×307 mm	210×297 mm

HoReCa Cover and Annex cover
 HUF 850,000 ■ EUR 3,100

bleed	trim
220×252 mm	210×247 mm

Sponsored column
 HUF 550,000 ■ EUR 1,800

type size
184×270 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. 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

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.



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



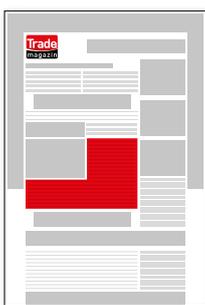
Article banner

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



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

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

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	Print out date, packing, insert, onsert	Online publication date	Distributed
2021/2-3	29/01	05/02	08/02	11/02	22/02	26/02	01/03
2021/4	22/02	01/03	08/03	11/03	26/03	01/04	06/04
2021/5	01/04	09/04	16/04	19/04	30/04	07/05	10/05
2021/6-7	03/05	11/05	14/05	17/05	28/05	04/06	07/06
2021/8-9	02/08	06/08	16/08	18/08	30/08	03/09	06/09
2021/10	03/09	09/09	15/09	17/09	01/10	04/10	08/10
2021/11	29/09	06/10	12/10	15/10	29/10	05/11	08/11
2021/12-1	28/10	05/11	10/11	15/11	29/11	03/12	06/12

Topics

Issue	Product groups	HORECA	Topics in focus
2021/2-3	Confectionery, processed meat, condiment, egg, non-alcoholic drink, beer, spirit, facial care, hair care, cleaning product	Dinner service, hygiene	Easter season, 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 Sport
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 eCommerce
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)	<p>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. 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).</p> <p>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.</p>
Column width:	57 mm (3 columns) 89 mm (2 columns)	
Gutter:	6 mm	
Screen:	60 (150 lpi)	

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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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



Co-founder of the Retail Award of Excellence



4x Magyar Brands Award



Hungarian Product Trademark



Marketing Diamond Award



Ambassador of the Hungarian Marketing Association



HoReCa ambassador of the Hungarian Marketing Association



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 Klub



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