

ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS
Superbrands
7x
16 '17 '18 '19 '20 '21 '22

Trade magazin

/// WWW.TRADEMAGAZIN.HU ///

/// INFO@TRADEMAGAZIN.HU ///

mediakit
2022

Valid from 15th of July 2022



Dear Partners,



2022 will be the **17th 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**. Trade magazin is printed in 20,000 copies per issue. At the moment **19,659 copies are distributed auditedly** (2021 – first half of the year, MATESZ [Hungarian Audit Bureau of Circulations] audit).

Trade magazine 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 **700 square metre Future Store** at the trade fair, which receives more than 1,000 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 2022 Trade magazine earned the **Business Superbrands** recognition for the **seventh time**, and we won the **Magyar Brands** prize for the **fifth 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 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. From 2021 the event will present a separate HoReCa day. In 2021 Trade magazin received the **Marketing Diamond Award of the Hungarian Marketing Association for the first time**.

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 **'Fenntarthatóság Szimbóluma' (symbol of sustainability)**.

Trade magazine **launched the Future Talks business podcast in April 2021**, moderated by Szilvia Kriszó, Pulitzer Prize-winning journalist, where she talks to well-known and renowned businessmen, scientists and experts about visions, trends, economic and human factors in a casual and understandable way in order to bring closer the future for the audience week by week. In the first year of the podcast series, **nearly 30 programs were published** under the auspices of Trade magazine.

At the end of 2020 Trade magazine first announced the **'Inno d'Or - Év innovációja' (inno d'or - innovation of the year)** for value-creating innovations.

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.

Our previous trade competition has been **'StarStore – Év Kereskedője' (starstore - retailer of the year)** since 2021 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**. **What is new from 2021 is that**, not only a store, but also an entire trading company, retail chain or franchise can enter the competition and compete for the title of **Retailer of the Year**. The award ceremony takes place each year at the gala dinner of the biggest event in the industry, the Business Days Conference, where the most successful StarStore can also receive the **Store of the Year** award and the most successful chain the **Retailer 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


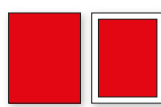

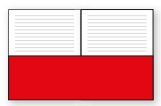







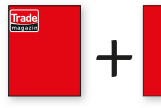
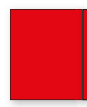
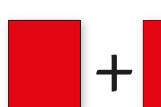





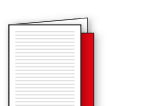
Articles in Hungarian
and in English
language, website,
newsletter every
working day and events

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 990,000 ■ EUR 2,900 1/1 PR HUF 890,000 ■ EUR 2,500 bleed trim type size 220×307 mm 210×297 mm 184×257 mm		1/1 fix position HUF 1,100,000 ■ EUR 3,200 bleed trim type size 220×307 mm 210×297 mm 184×257 mm
	1/2 direct HUF 790,000 ■ EUR 2,300 1/2 PR HUF 690,000 ■ EUR 2,000 portrait landscape 89×257 mm 184×125,5 mm		Two 1/2 transit HUF 990,000 ■ EUR 2,900 bleed trim 430×150 mm 420×145 mm
	1/3 HUF 690,000 ■ EUR 2,000 portrait landscape 57×257 mm 184×82 mm		2/3 HUF 890,000 ■ EUR 2,500 type size 121×201 mm
	1/4 HUF 590,000 ■ EUR 1,700 portrait landscape 89×125,5 mm 184×60 mm		Two 1/4 transit HUF 790,000 ■ EUR 2,300 bleed trim 430×75 mm 420×70 mm
	1/6 or News column, PR news HUF 290,000 ■ EUR 800 portrait landscape 57×125,5 mm 184×38 mm		Innovation column or News column, PR news HUF 290,000 ■ EUR 800
	Sponsored illustration in article HUF 290,000 ■ EUR 800 type size 57×60 mm		Cover interview Cover I + 2/1 PR HUF 3,500,000 ■ EUR 10,000 bleed trim 430×307 mm 420×297 mm
	2/1 direct HUF 1,890,000 ■ EUR 5,700 2/1 PR HUF 1,690,000 ■ EUR 4,900 2/1 fix position HUF 1,990,000 ■ EUR 5,300 bleed trim 430×307 mm 420×297 mm		Small Cover interview Page 5 + 2/1 PR (page 6-7) HUF 2,800,000 ■ 8,000 EUR bleed trim 430×307 mm 420×297 mm
	Cover I HUF 1,890,000 ■ EUR 5,700 bleed trim logo size 220×307 mm 210×297 mm 93×66 mm		Cover II, Cover III HUF 1,690,000 ■ EUR 4,900 bleed trim 220×307 mm 210×297 mm
	Cover IV HUF 1,790,000 ■ EUR 5,100 bleed trim 220×307 mm 210×297 mm		HoReCa Cover and Annex cover HUF 1,100,000 ■ EUR 3,200 bleed trim 220×252 mm 210×247 mm
	Sponsored column HUF 990,000 ■ EUR 2,900 type size 184×270 mm		Insert HUF 69/Piece ■ 0.20 EUR/Piece Appendage HUF 89/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)



Leaderboard banner

Size:
728×180 pixel
Appears in:
desktop browser
Formats available:
JPG GIF PNG
HUF 300,000 ■ EUR 800/week;
HUF 900,000 ■ EUR 2,600/month



Medium Rectangle banner

Size:
300×250 pixel
Appears in:
desktop browser and on mobile
Formats available:
JPG GIF PNG
HUF 300,000 ■ EUR 800/week;
HUF 900,000 ■ EUR 2,600/month



Article banner

Size:
430×250 pixel
Appears in:
desktop browser
and on mobile
Formats available:
MP4 JPG GIF PNG
HUF 400,000 ■ EUR 1,200/week;
HUF 1,200,000 ■ EUR 3,300/month



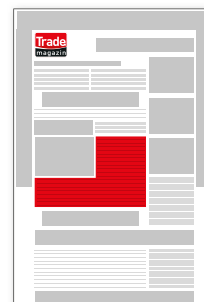
Lead banner

Size:
728×180 pixel
Appears in:
desktop browser
Formats available:
JPG GIF PNG
HUF 300,000 ■ EUR 800/week;
HUF 900,000 ■ EUR 2,600/month



Gate banner

Size:
1450×110 pixel
and 2 pieces 110×940 pixel
Appears in:
desktop browser
Formats available:
GIF
■ HUF 600,000
■ EUR 1,700/week;
■ HUF 1,900,000
■ EUR 5,400/month



PR-content

Appears in:
desktop browser
and on mobile
Formats available:
DOC
HUF 120,000 ■ EUR 400/day
inclusion in the newsletter
HUF 120,000 ■ EUR 400/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 300,000 ■ EUR 800/week;
HUF 900,000 ■ EUR 2,600/month



Mobile pop-up

Size:
300×300 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
HUF 90,000 ■ EUR 250/day;
HUF 450,000 ■ EUR 1,300/week



Mobile floating banner

Size:
320×50 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
HUF 90,000 ■ EUR 250/day;
HUF 450,000 ■ EUR 1,300/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 animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 120,000/day
■ EUR 400/day;
■ HUF 400,000/week
■ EUR 1,200/week



Full

Size: 468×60 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 100,000/day
■ EUR 250/day;
■ HUF 350,000/week
■ EUR 1,000/week



Double height

Size: 468×120 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ HUF 120,000/day
■ EUR 400/day;
■ HUF 400,000/week
■ EUR 1,200/week



PR-content

Appears in:
desktop browser,
on mobile
Formats available:
DOC
■ HUF 120,000/day
■ EUR 400/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	Posted
2022/2-3	18/01	28/01	03/02	11/02	21/02	25/02	02/03
2022/4	25/02	07/03	11/03	21/03	31/03	04/04	07/04
2022/5	29/03	08/04	13/04	21/04	02/05	06/05	11/05
2022/6-7	26/04	06/05	11/05	19/05	30/05	03/06	08/06
2022/8-9	26/07	05/08	10/08	18/08	29/08	02/09	07/09
2022/10	30/08	09/09	14/09	22/09	03/10	07/10	12/10
2022/11	27/09	07/10	12/10	20/10	31/10	04/11	09/11
2022/12-1	25/10	04/11	09/11	17/11	28/11	02/12	07/12

Topics

Issue	Product groups	HORECA	Topics in focus
2022/2-3	sweets and confectionery, meat products, egg, cereal grain products, oil, condiment, dairy product, beer, cider, spirit, facial care, hair care, decorative cosmetics,	catering, public sector catering, digitalisation, confectionery products, ice cream, hygiene	Expectations 2022, Sirha 2022, Easter season, Franchise, CSR
2022/4	sweets and confectionery, spreads, ice cream, dairy product, pet food, non-alcoholic drink, spirit, baby care, body care, laundry detergent, fabric softener, insect repellent	atypical forms of hospitality, coffee trends	Festival season, MagyarBrands winners
2022/5	processed meat, dairy product, spice, salad, dressing, oil, cereals, rice, sweets and confectionery, non-alcoholic drink, spirit, deodorant, washing-up and dishwashing, intimate hygiene, household paper product	Sirha 2022 report, summer cocktail, syrup	Grilling season, Modern lifestyle and sport, Innovations and Inno d'Or – Innovation of the Year winners
2022/6-7	home preserving of fruits and vegetables, pasta, dairy product, sweets and confectionery, non-alcoholic drink, spirit, shower gel, hair removal and epilating, bandages	breakfast trends, terrace cooling and heating	Retailer ranking, Store furnishing and equipment, Promotion of the Year winners, Convenience, Logistics, Freight forwarding, Warehousing, Fleets
2022/8-9	coffee, dairy product, sweets and confectionery, processed meat, flour, baking ingredients, spice, functional products, non-alcoholic drink, spirit, Christmas gifts, oral care, hand and body care, big autumn clean, home scenting	coffee creamers, finger food	Sustainability and Symbol of Sustainability award winners, Christmas season
2022/10	processed meat, canned food, sweets and confectionery, dairy product, non-alcoholic drink, spirit, body care, household paper product	lunch trends	E-commerce, Wholesalers, importers and distributors, Private label, Value and Quality Award
2022/11	processed meat, baking product, dairy product, frozen product, OTC product, non-alcoholic drink, spirit, laundry detergent, fabric softener, hair care, body care	fish, fruits of the sea, bread and bread alternative	Business Days part 1, Superbrands winners, Packaging, Pharmacy overview
2022/12-1	processed meat, dairy product, sweets and confectionery, spirit, facial care, body care	dinner trends	Business Days part 2, Hungarian Product trademark

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. 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. We also offer a subscription option to our magazine. We accept your order 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, the 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
and the Mastercard – Retailer of the Year
competition

the only magazine for
the FMCG market with a
20,000 audited print run

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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

co-founder of MVI, the official partner
of the Hungarian Confectioners Guild
and the HoReCa branch of MMSZ

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



7x Business Superbrands
Awards



Value and Quality Award



Excellent
Product Trademark



Co-founder of the Commercial
Quality Award



5x Magyar Brands Award



Hungarian Product
Trademark



Marketing Diamond Award



Ambassador of the Hungarian
Marketing Association



HoReCa ambassador of the
Hungarian Marketing Association



Green 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
Superbrands program



Media partner of the
Trade Marketing Club



Official media partner
of the Hungarian Confectioners Guild



Official Media Partner
of the Hungarian Caterers
Industry Board



Official journal
of Sirha Budapest



Organizer of the Future Talks
business podcast

Business Days

Founding organizer of the
Business Days



Founder of the Symbol of
Sustainability



Organizer of the StarStore-
Retailer of the Year
competition



Organizer of the Inno
d'Or-innovation of the Year
competition