



ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS 8x
16 17 18 19 20 21 22 23
Superbrands

Trade magazin

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mediakit
2023
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Dear Partners,



2023 will be the **18th 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 for more than 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 **19,561** copies are distributed **auditedly** (2021 – second 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. In 2022 the magazine received the **media supporter of Hungarian Product trademarks** award.

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 Innovations** at the trade fair, which receives more than 1,000 trade visitors during the 3 days of the event. In 2020 the booth won the marketing award of the **Hungarian Marketing Association (MMSZ)**, and in 2022 it was rewarded with an **MMSZ special award**.

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 World Tour by SIAL). We are also the strategic or exclusive partners of several Hungarian and international market research companies.

We are proud of the fact that in 2023 Trade magazine earned the **Business Superbrands** recognition for the **eighth time**, and we won the **Magyar Brands** prize for the **sixth time**, plus we were awarded the **Excellent Employer Brand** title.

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 2022 Minister of Agriculture Dr István Nagy paid tribute to the event with a certificate of honour. (businessdays.hu)

In 2021 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. In 2023 we are making the event bigger, organising a half-day business meeting called Business Meetup&Business Dinner. (businessdinner.hu)

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)**. (fenntarthatosagszimboluma.hu)

Trade magazin **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. (businesspodcast.hu)

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. The results are announced as part of a trade day and award ceremony. (evinnovacioja.hu)

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 – Év Kereskedője' nominees** on **Trade magazin's Facebook page**. 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. (starstore.hu, evkereskedoje.hu)

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. (trade-marketing.hu)

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 (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!

Professional partner and FMCG media partner of the **Signature 40** project.

Zsuzsanna Hermann
Managing Director – Editor-in-Chief
Trade magazin – the trade magazine

An FMCG b2b
magazine from a team
working together
more than 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 3,100			
	1/1 PR HUF 890,000 ■ EUR 2,600			
	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		

	1/3 HUF 690,000 ■ EUR 2,000			
	portrait	landscape		
	57×257 mm	184×82 mm		

	1/4 HUF 590,000 ■ EUR 1,700			
	portrait	landscape		
	89×125,5 mm	184×60 mm		

	1/6 or News column, PR news HUF 290,000 ■ EUR 800			
	portrait	landscape		
	57×125,5 mm	184×38 mm		

	Sponsored illustration in article HUF 290,000 ■ EUR 800			
	type size			
	57×60 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		

	Cover I HUF 1,890,000 ■ EUR 5,700			
	bleed	trim	logo size	
	220×307 mm	210×297 mm	93×66 mm	

	Cover IV HUF 1,790,000 ■ EUR 5,100			
	bleed	trim		
	220×307 mm	210×297 mm		

	Sponsored column HUF 990,000 ■ EUR 2,900			
	type size			
	184×270 mm			

	1/1 fix position HUF 1,100,000 ■ EUR 3,400			
	bleed	trim	type size	
	220×307 mm	210×297 mm	184×257 mm	

	Two 1/2 transit HUF 990,000 ■ EUR 3,100			
	bleed	trim		
	430×150 mm	420×145 mm		

	2/3 HUF 890,000 ■ EUR 2,600			
	type size			
	121×201 mm			

	Two 1/4 transit HUF 790,000 ■ EUR 2,300			
	bleed	trim		
	430×75 mm	420×70 mm		

	Innovation column or News column, PR news HUF 290,000 ■ EUR 800			
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	Cover interview			
	Cover I + 2/1 PR HUF 3,500,000 ■ EUR 10,000			
	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 II, Cover III HUF 1,690,000 ■ EUR 4,900			
	bleed	trim		
	220×307 mm	210×297 mm		

	HoReCa Cover and Annex cover HUF 1,100,000 ■ EUR 3,400			
	bleed	trim		
	220×252 mm	210×247 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)



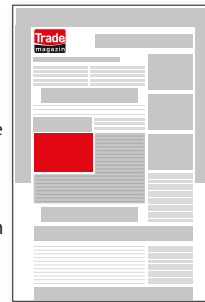
Leaderboard banner

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

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.

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Deadlines

Issue	Deadline for ordering ads	Deadline for PR manuscript, ATL and innovation	Deadline for accepting ads (jpg, tif, pdf, eps)	Printing	Packaging/ Online publication date	Print out date
2023/2-3.	17.01	25. 01	06. 02	08. 02	23. 02	01. 03
2023/4.	23.02	03. 03	14. 03	16. 03	30. 03	05. 04
2023/5.	23.03	31. 03	11. 04	13. 04	27. 04	03. 05
2023/6-7.	27. 04	05. 05	16. 05	18. 05	01. 06	07. 06
2023/8-9.	27. 07	04. 08	15. 08	17. 08	31. 08	06. 09
2023/10.	24. 08	01. 09	12. 09	14. 09	28. 09	04. 10
2023/11.	28. 09	06. 10	17. 10	19. 10	02. 11	08. 11
2023/12-1.	26. 10	03. 11	14. 11	16. 11	30. 11	06. 12

Topics

Issue	Product groups	HORECA	Topics in focus
2023/2-3.	confectionery, processed meat, eggs, milling industry products, oil, condiment, dairy product, beer, cider, spirit, facial skincare, hair care, washing-up	mass catering, coffee, coffee whitening	Expectations for 2023, Easter season, MagyarBrands winners
2023/4.	confectionery, spread, snacks, ice cream, dairy product, pet food, alcohol-free drink, spirit, baby care, body care, pest control, big spring clean	summer cocktails, syrups, hygiene	Festival season, Franchise
2023/5.	processed meat, dairy product, spice, salad, cereals, rice, confectionery, alcohol-free drink, spirit, deodorant, washing-up, intimate hygiene, depilation	ice cream, beer, summer alcohol-free drinks	Barbecue season, Modern lifestyle and sports
2023/6-7.	home preserving of fruits and vegetables, pasta, dairy product, confectionery, alcohol-free drink, spirit, shower gel, household paper product	breakfast, summer products	Retailer Ranking, Store furnishing, Promotion of the Year, Convenience, Innovations and Inno d'Or - Innovation of the Year
2023/8-9.	coffee, dairy product, confectionery, processed meat, baking products and additives, spice, functional product, alcohol-free drink, spirit, Christmas gifts, oral care, big autumn clean, scenting	finger food, bakeries	Sustainability, Christmas season, Logistics, shipping, warehousing and fleets
2023/10.	processed meat, canned food, confectionery, dairy product, organic food, alcohol-free drink, spirit, facial skincare, body care, household paper product	lunch, convenience products	E-commerce, Wholesalers, importers and distributors, Private Label, Value and Quality Award
2023/11.	processed meat, baking and milling industry product, dairy product, frozen product, OTC product, alcohol-free drink, spirit, washing, fabric softener	fish, fruits of the sea, frozen products	Business Days - Part 1, Superbrands winners, Packaging, Wines and wineries, Finances
2023/12-1.	processed meat, dairy product, confectionery, spirit, hair care	dinner	Business Days - Part 2, SIRHA Budapest - Part 1 Hungarian Product trademark

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. We also offer a subscription option to our magazine. We accept your order at info@trademagazin.hu



the No.1 b2b trade magazine
for the FMCG market

published maximum
9 times a year

read by business
decision makers

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

every weekday a newsletter is sent to 5,000
e-mail addresses, in Hungarian and English
language – just like the print version of the magazine

the only magazine in Hungary for market
players in both the retail and the HoReCa sectors

the official journal of the SIRHA Budapest 2024
trade show, where Trade magazin also
builds its 750 square metre Future Store

trademagazin.hu
is visited by 80,000
users per month

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plus on its own Youtube channel

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six times MagyarBrands winner,
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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

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

exclusive FMCG media partner of the Superbrands,
MagyarBrands, Green Brands and the Mastercard –
Retailer of the Year competition

also published online with even more content,
available for free on the Trade magazin website
and in the newsletter sent out every weekday

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
nearly 900 decision makers are present every September



Hungarian Product
Trademark



Excellent
Product Trademark



8x Business Superbrands
Awards



6x Magyar Brands Award



Excellent Employer Brand
Award



Value and Quality Award



Marketing Diamond Award



Co-Founder of the Commercial
Quality Award



Exclusive professional
media partner of the
Superbrands program



Official media partner
of GreenBrands



Official journal
of Sirha Budapest



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 the Hungarian Caterers
Industry Board



Official media partner
of the Hungarian Confectioners Guild



Founding
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Media partner of the
Trade Marketing Club



Organizer of the Future Talks
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of the Year competition