

BUSINESS 8x  
Superbrands

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# Trade magazin

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/// INFO@TRADEMAGAZIN.HU ///



mediakit  
**2024**

Valid from 1 January 2024

## Dear Partners,



2024 will be the **19<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 professionals, 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 **19,670** copies are distributed **auditedly** (2022 – 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 2024** from the beginning. Every other year we build our more than **800 square metre Future Store Innovations** 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 Trade magazin**, 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 **seventh 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 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 more than 900 participants and 120 speakers**, the conference gives visitors 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. (businessdays.hu)

In 2020 it was still the largest FMCG professional meeting under pandemic conditions. From 2021 the programme features a HoReCa day. In 2021 the conference received the **Marketing Diamond Award** of the Hungarian Marketing Association for the first time.

In 2022 Minister of Agriculture Dr István Nagy paid tribute to the event with a certificate of honour.

We organise our **Business Dinner** for company executives, inviting prestigious figures to exchange opinions. In 2023 we made the event bigger, organising a **half-day business meeting** called **Business Meetup&Business Dinner**. (businessdinner.hu)

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 actively involved in the work of the **Chain Bridge Foundation**, founded by the Chain Bridge Club, to sponsor disadvantaged high school students.

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 two years of the podcast series, **nearly 60 programs were published** under the auspices of Trade magazin. (businesspodcast.hu)

At the end of 2020 Trade magazin first announced the **'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 – 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 – Retailer of the Year' nominees on Trade magazin's web page**. From 2021, 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 also receives the **Store of the Year** award, and the most successful chain gets the **Retailer of the Year** award. (starstore.hu, evkereskedoje.hu)

We are **founders and 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).

Trade magazin is the professional partner and FMCG media partner of the **Signature 40** project.

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  
CEO – 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 sector, the  
**digital version of**  
**the magazine, and a**  
**podcast series**

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

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

## Rates – size and price (Without VAT)

	<b>1/1 direct</b> ■ EUR 3,100			
	<b>1/1 PR</b> ■ EUR 2,600			
	<b>bleed</b>	<b>trim</b>	<b>type size</b>	
	220×307 mm	210×297 mm	184×257 mm	

	<b>1/2 direct</b> ■ EUR 2,300			
	<b>1/2 PR</b> ■ EUR 2,000			
	<b>portrait</b>	<b>landscape</b>		
	89×257 mm	184×125,5 mm		

	<b>1/3</b>			
	■ EUR 2,000			
	<b>portrait</b>	<b>landscape</b>		
	57×257 mm	184×82 mm		

	<b>1/4</b>			
	■ EUR 1,700			
	<b>portrait</b>	<b>landscape</b>		
	89×125,5 mm	184×60 mm		

	<b>1/6 or News column, PR news</b>			
	■ EUR 800			
	<b>portrait</b>	<b>landscape</b>		
	57×125,5 mm	184×38 mm		

	<b>Sponsored illustration in article</b>			
	■ EUR 800			
	<b>type size</b>			
	57×60 mm			

	<b>2/1 direct</b> ■ EUR 5,700			
	<b>2/1 PR</b> ■ EUR 4,900			
	<b>2/1 fix position</b> ■ EUR 5,300			
	<b>bleed</b>	<b>trim</b>		
	430×307 mm	420×297 mm		

	<b>Cover I</b>			
	■ EUR 5,700			
	<b>bleed</b>	<b>trim</b>	<b>logo size</b>	
	220×307 mm	210×297 mm	93×66 mm	

	<b>Cover IV</b>			
	■ EUR 5,100			
	<b>bleed</b>	<b>trim</b>		
	220×307 mm	210×297 mm		

	<b>Sponsored column</b>			
	■ EUR 2,900			
	<b>type size</b>			
	184×270 mm			

	<b>1/1 fix position</b>			
	■ EUR 3,400			
	<b>bleed</b>	<b>trim</b>	<b>type size</b>	
	220×307 mm	210×297 mm	184×257 mm	

	<b>Two 1/2 transit</b>			
	■ EUR 3,100			
	<b>bleed</b>	<b>trim</b>		
	430×150 mm	420×145 mm		

	<b>2/3</b>			
	■ EUR 2,600			
	<b>type size</b>			
	121×201 mm			

	<b>Two 1/4 transit</b>			
	■ EUR 2,300			
	<b>bleed</b>	<b>trim</b>		
	430×75 mm	420×70 mm		

	<b>Innovation column or News column, PR news</b>			
	■ EUR 800			

	<b>Cover interview</b>			
	<b>Cover I + 2/1 PR</b>			
	■ EUR 10,000			
	<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>			
	■ 8,000 EUR			
	<b>bleed</b>	<b>trim</b>		
	430×307 mm	420×297 mm		

	<b>Cover II, Cover III</b>			
	■ EUR 4,900			
	<b>bleed</b>	<b>trim</b>		
	220×307 mm	210×297 mm		

	<b>HoReCa Cover and Annex cover</b>			
	■ EUR 3,400			
	<b>bleed</b>	<b>trim</b>		
	220×252 mm	210×247 mm		

	<b>Insert</b>			
	■ 0.20 EUR/Piece			
	<b>Appendage</b>			
	■ 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)

**Leaderboard banner**

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

**Medium Rectangle banner**

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

**Article banner**

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

**Gate banner**

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

**PR-content**

**Appears in:**  
desktop browser  
and on mobile  
**Formats available:**  
DOC  
■ EUR 400/day

**inclusion in the newsletter**

■ 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  
■ EUR 800/week;  
■ EUR 2,600/month

**Mobile pop-up**

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

**Mobile  
floating banner**

**Size:**  
320×50 pixel  
**Appears in:**  
on mobile  
**Formats available:**  
JPG GIF PNG  
■ EUR 250/day;  
■ EUR 1,300/week

## Newsletter banners

**Leaderboard**

**Size:** 468×60 pixel  
(no animated gif)  
**Appears in:**  
desktop browser,  
on mobile  
**Formats available:**  
JPG GIF  
■ EUR 400/day;  
■ EUR 1,200/week

**Full**

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

**Double height**

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

**PR-content**

**Appears in:**  
desktop browser,  
on mobile  
**Formats available:**  
DOC  
■ EUR 400/day

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

Prices don't include the VAT.

## Sales team

**Zsuzsanna Hermann**

managing director and editor-in-chief  
hermann.zsuzsanna@trademagazin.hu  
Phone: +36 (30) 527-2852

**Dóra Bátai**

customer relationship manager  
batai.dora@trademagazin.hu  
Phone: +36 (20) 958-2194

**Emese Gazsó**

financial and HR Manager  
gazso.emese@trademagazin.hu  
Phone: +36 (30) 391-2702

**Péter Mizsei**

editorial office and sales manager  
mizsei.peter@trademagazin.hu  
Phone: +36 (30) 826-4158

**Marianna Gratt**

customer relationship manager  
gratt.marianna@trademagazin.hu  
Phone: +36 (30) 826-4157



## 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
<b>2024/2-3.</b>	12.01.	22.01.	02.02.	05.02.	19.02.	26.02.
<b>2024/4.</b>	22.02.	01.03.	14.03.	18.03.	01. 04.	08.04.
<b>2024/5.</b>	22.03.	01.04.	12.04.	15.04.	29.04.	06.05.
<b>2024/6-7.</b>	26.04.	06.05.	17.05.	20.05.	03.06.	10.06.
<b>2024/8-9.</b>	18.07.	26.07.	08.08.	12.08.	26.08.	02.09.
<b>2024/10.</b>	23.08.	02.09.	13.09.	16.09.	30.09.	07.10.
<b>2024/11.</b>	20.09.	30.09.	11.10.	14.10.	28.10.	04.11.
<b>2024/12-1.</b>	18.10.	28.10.	08.11.	11.11.	25.11.	02.12.

## Topics

Issue	Product groups	HORECA	Topics in focus
<b>2024/2-3.</b>	confectionery products, processed meats, flour and flour-based products, oil, condiments, dairy products, beer, cider, spirits, facial care, hair care, washing up	breakfast	SIRHA Budapest Part 2, Expectations 2024, Easter season, MagyarBrands winners
<b>2024/4.</b>	confectionery products, spreads and patés, snacking, ice cream, dairy products, pet food, alcohol-free drinks, spirits, baby care, body care, insect repellents, big spring clean	hygiene	Festival season, Snacking, Franchise, Baby and children's products, Looking back on SIRHA, European Private Label Award
<b>2024/5.</b>	processed meats, dairy products, spices and herbs, salads, oil, cereals, rice, confectionery products, alcohol-free drinks, spirits, deodorants, washing up, intimate hygiene, hair removal	ice cream, beer	Barbecue season, Modern lifestyle and sport, Beauty products
<b>2024/6-7.</b>	pasta, dairy products, confectionery products, alcohol-free drinks, spirits, shower gel, household paper products	cocktails, syrups	Retailer Ranking, Store furnishings, Promotions, Convenience, Innovations
<b>2024/8-9.</b>	coffee, dairy products, confectionery products, processed meats, baking ingredients, spices and herbs, functional food, alcohol-free drinks, spirits, Christmas gifts, oral care, big autumn clean, air fresheners	bakeries	Sustainability, Christmas season, Logistics
<b>2024/10.</b>	processed meats, canned food, confectionery products, dairy products, organic food, alcohol-free drinks, spirits, facial care, body care, household paper products	frozen food	E-commerce, Wholesalers, importers and distributors, Value and Quality Award, Signature 40
<b>2024/11.</b>	processed meats, bakery products, flour and flour-based products, dairy products, frozen food, OTC products, alcohol-free drinks, spirits, washing and laundry, fabric softeners	fish, fruits of the sea	Business Days – Part 1, Superbrands winners, Packaging, Winemaking and wine trade, Finances
<b>2024/12-1.</b>	processed meats, dairy products, confectionery products, spirits, hair care	finger food	Business Days – Part 2, Hungarian Product trademark

## Technical details

<b>Print run:</b>	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 +10mm 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>
<b>Column width:</b>	57 mm (3 columns) 89 mm (2 columns)	
<b>Gutter:</b>	6 mm	
<b>Screen:</b>	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](mailto:info@trademagazin.hu)

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  
8 times a year

read by business  
decision makers

the official journal of the Sirha Budapest 2024  
trade show, where Trade magazin also  
builds its 800 square metre Future Store

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

8 times Business Superbrands,  
7 times MagyarBrands winner,  
Excellent Employer Brand award 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 and Green chapters 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

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

exclusive FMCG media partner of  
Superbrands,  
MagyarBrands, Green Brands

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



8x Business Superbrands  
Awards



7x Magyar Brands Award



Hungarian Product  
Trademark



Excellent  
Product Trademark



Excellent Employer  
Brand Trademark



Value and Quality Award



Trademark Marketing  
Diamond Award



Ambassador of the Hungarian  
Marketing Association



HoReCa ambassador of the  
Hungarian Marketing Association



Green ambassador of the  
Hungarian Marketing Association



Founding  
member of POP AI



Co-founder of the Commercial  
Quality Award



Co-founder of Trade  
Marketing Club



Official journal  
of Sirha Budapest 2024



Official media partner  
of the Hungarian Confectioners  
Guild



Official Media Partner  
of the Hungarian Caterers  
Industry Board



Exclusive professional  
FMCG Media Partner of the  
Superbrands program



Exclusive professional  
FMCG Media Partner of the  
Magyarbrands program



Official FMCG Media Partner  
of Green Brands



Signature 40 Professional  
Partner and FMCG Media Partner



Member of E-Commerce  
Hungary



Founder and Organizer of the  
Future Talks  
business podcast



Founding organizer of the  
Business Days



Founding organizer of the  
Business Meetup & Dinner



Founder and Organizer  
of the Symbol of  
Sustainability



Founder and Organizer of the  
StarStore-Retailer of the Year  
competition



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



Founder and Organizer of the  
Most Successful Promotion of  
the Year Competition