

BUSINESS 9x
Superbrands

Trade magazin

/// TRADEMAGAZIN.HU ///

/// INFO@TRADEMAGAZIN.HU ///



mediakit
2024

Valid from 1 January 2024

Dear Partners,

2024 will be the **19th 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 **19,878** copies are distributed **auditedly** (2023 – 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 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 2024 Trade magazine earned the **Business Superbrands** recognition for the **ninth 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 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 two years of the podcast series, **nearly 60 programs were published** under the auspices of Trade magazine. (businesspodcast.hu)

At the end of 2020 Trade magazine 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

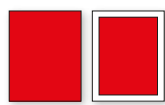
Articles in **Hungarian
and in English**
language, website,
newsletter every
working day and events

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)




1/1 direct ■ EUR 3,100
1/1 PR ■ EUR 2,600

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



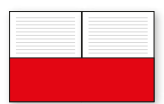
1/1 fix position
 ■ EUR 3,400

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




1/2 direct ■ EUR 2,300
1/2 PR ■ EUR 2,000

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



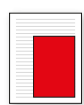
Two 1/2 transit
 ■ EUR 3,100

bleed	trim
430×150 mm	420×145 mm




1/3
 ■ EUR 2,000

portrait	landscape
57×257 mm	184×82 mm




2/3
 ■ EUR 2,600

type size
121×201 mm



1/4
 ■ EUR 1,700

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



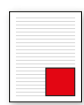
Two 1/4 transit
 ■ EUR 2,300

bleed	trim
430×75 mm	420×70 mm




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

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



**Innovation column
 or News column, PR news**
 ■ EUR 800



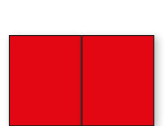
Sponsored illustration in article
 ■ EUR 800

type size
57×60 mm




**Cover interview
 Cover I + 2/1 PR**
 ■ EUR 10,000

bleed	trim
430×307 mm	420×297 mm




2/1 direct ■ EUR 5,700
2/1 PR ■ EUR 4,900
2/1 fix position ■ EUR 5,300

bleed	trim
430×307 mm	420×297 mm



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

bleed	trim
430×307 mm	420×297 mm




Cover I
 ■ EUR 5,700

bleed	trim	logo size
220×307 mm	210×297 mm	93×66 mm




Cover II, Cover III
 ■ EUR 4,900

bleed	trim
220×307 mm	210×297 mm



Cover IV
 ■ EUR 5,100

bleed	trim
220×307 mm	210×297 mm




HoReCa Cover and Annex cover
 ■ EUR 3,400

bleed	trim
220×252 mm	210×247 mm



Sponsored column
 ■ EUR 2,900

type size
184×270 mm



Insert
 ■ 0.20 EUR/Piece
Appendage
 ■ 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)



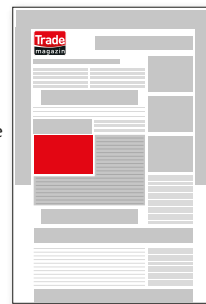
Leaderboard banner

Size:
728×180 pixel
Appears in:
desktop browser
Formats available:
JPG GIF PNG
■ 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



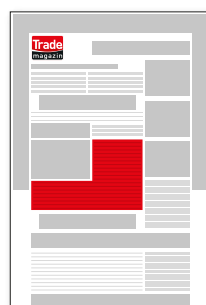
Article banner

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



Anikó Czégény
customer relations & media manager
czegeny.aniko@trademagazin.hu
Phone: +36 (30) 814-5036



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



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

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

Topics

Issue	Product groups	HORECA	Topics in focus
2024/2-3.	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
2024/4.	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
2024/5.	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
2024/6-7.	pasta, dairy products, confectionery products, alcohol-free drinks, spirits, shower gel, household paper products	cocktails, syrups	Retailer Ranking, Store furnishings, Promotions, Convenience, Innovations
2024/8-9.	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
2024/10.	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
2024/11.	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
2024/12-1.	processed meats, dairy products, confectionery products, spirits, hair care	finger food	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 +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.

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

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
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users per month

9 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



9x 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



AA+
financial rating



Ambassador
of the Hungarian
Marketing Association



HoReCa ambassador of the
Hungarian Marketing Association



Green ambassador of the
Hungarian Marketing Association



Founding
member of POPAI



KERESKEDELMI
NIVODJU

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 GreenBrands



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 Retailer of the Year
competition



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



Founder and Organizer
of the Promotion of the Year
Competition