

ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS
Superbrands
16 17 18 19 20 21 22 23 24
9x

Trade magazin

/// trademagazin.hu ///

/// info@trademagazin.hu ///



mediakit
2025

Valid from 1 July 2025

Dear Partners,



2025 will be the 20th 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 30 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 **19,800** copies are distributed **auditedly** (2023 – 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 **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. Our **Future Store project** has received the **MMSZ Marketing award and special award** several times in the past years, and also received the **Marketing Diamond 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 6,000** partners and readers in Hungary and all over the world. Our website has on average **200,000** monthly visitors, our average page views are **500,000** per month and it features the **digital issue of Trade magazin**, which can also be found in our newsletter.

In addition to our website and newsletter, you can also follow our news and events on our **Facebook and LinkedIn pages**, which have around **4,000** followers on both social media platforms. Our professional videos and summaries made at our events you can watch on our **YouTube channel**, which has nearly **9,000** followers.

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 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 **eighth 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** and the **Count István Széchenyi Family Award**.

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 1,000 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. Our Business Days event, as the traditional annual meeting of the profession, **Dr István Nagy, Minister of Agriculture awarded a certificate of appreciation**, and the conference also won the **Value and Quality Grand Prize** and the **Marketing Diamond Award of the Hungarian Marketing Association**. (businessdays.hu)

Our **half-day Business Meetup&Dinner** event that is organized for company managers, exclusive business meeting on current topics for the profession, we invite important domestic and international experts as speakers. (businessmeetup.hu and 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. (lanchidklub.hu and lanchidalapitvany.hu)

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**. (fenntarthatosagszimboluma.hu)

Trade magazin **launched the Future Talks business podcast three years ago**, 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 three years of the podcast series, **nearly 80 programs were published** under the auspices of Trade magazin. **The number of subscribers to the Future Talks podcast is already close to 9,000.** (businesspodcast.hu)

Trade magazin has been organizing **'Inno d'Or - Innovation of the Year'** for **value-creating innovations** for five years now. The results are announced as part of a trade day and award ceremony. (evinnovacioja.hu and innodor.hu)

The goal of our **Retailer of the Year** competition is to award once a year the most harmonious sales concept points that best satisfy the needs of their target audience, both in their design, appearance and represented values. In the competition, not only, but also entire commercial companies, commercial chains or organizations operating as such (franchises) can enter. In connection with the competition, we will organize the **Retailer of the Year public vote** on the **Trade magazin website**. For the award ceremony every year, it takes place at the biggest event of the profession, the gala dinner of the Business Days conference, where the most successful business can receive the **Store of the Year award**, and the most successful chain, the **Retailer of the Year award**. (evkereskedoje.hu)

To honour the work of trade marketing managers, we established the **'Promotion of the Year'** competition. A trade day and a gala event create the setting for the announcement of the results.

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 which the founders and organizers search for the 40 most talented trade marketing, marketing and communication specialists every year based on professional recommendations. (signature40.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
CEO – Editor-in-Chief
Trade magazin – the trade magazine

An FMCG b2b
magazine from a team
working together
more than 30 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


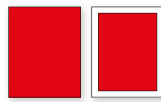

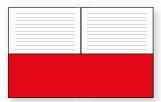






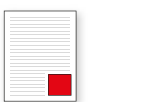







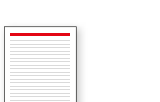
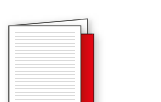
Articles in Hungarian
and in English
language, website,
newsletter every
working day and events

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 or PR ■ EUR 3,100 bleed 220x307 mm trim 210x297 mm type size 184x257 mm		1/1 direct or PR in fix position (e.g.1 page) in a specific article ■ EUR 3,400 bleed 220x307 mm trim 210x297 mm type size 184x257 mm
	1/2 direct or PR ■ EUR 2,300 portrait 89x257 mm landscape 184x125,5 mm		Two 1/2 transit ■ EUR 3,100 bleed 430x150 mm trim 420x145 mm
	1/3 ■ EUR 2,000 portrait 57x257 mm landscape 184x82 mm		2/3 ■ EUR 2,600 type size 121x201 mm
	1/4 ■ EUR 1,800 portrait 89x125,5 mm landscape 184x60 mm		Two 1/4 transit ■ EUR 2,300 bleed 430x75 mm trim 420x70 mm
	1/6 or 800 character PR news ■ EUR 1,200 portrait 57x125,5 mm landscape 184x38 mm		Innovation column ■ EUR 1,000
	Sponsored illustration in article in own article ■ EUR 1,000 type size 57x60 mm		Cover interview Cover I + 4/1 PR ■ EUR 12,000 bleed 430x307 mm trim 420x297 mm
	2/1 direct or PR ■ EUR 5,500 2/1 fix position ■ EUR 6,000 bleed 430x307 mm trim 420x297 mm		Small Cover interview Page 5 + 2/1 PR (page 6-7) ■ 10,000 EUR bleed 430x307 mm trim 420x297 mm
	Cover I ■ EUR 6,500 bleed 220x307 mm trim 210x297 mm logo size 93x66 mm		Cover II, Cover III ■ EUR 5,500 bleed 220x307 mm trim 210x297 mm
	Cover IV ■ EUR 6,000 bleed 220x307 mm trim 210x297 mm		HoReCa Cover and Annex cover ■ EUR 3,500 bleed 220x252 mm trim 210x247 mm
	Sponsored column (appears on all editorial pages of the column) ■ EUR 3,100 type size 184x270 mm		Insert ■ 0.30 EUR/piece Appendage ■ 0.45 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 for multiple appearances in the print magazine, for non-highlighted surfaces, when ordering 1/1 and smaller surfaces

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)



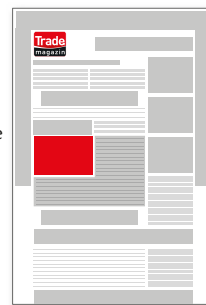
Leaderboard banner

Size:
728x180 pixel
Appears in:
desktop browser
Formats available:
JPG GIF PNG
■ EUR 1,200/week;



Medium Rectangle banner

Size:
300x250 pixel
Appears in:
desktop browser and on mobile
Formats available:
JPG GIF PNG
■ EUR 1,200/week;



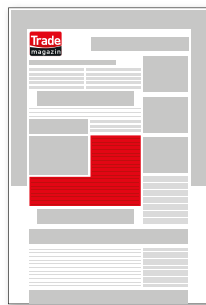
Article banner

Size:
430x250 pixel
Appears in:
desktop browser
and on mobile
Formats available:
MP4 JPG GIF PNG
■ EUR 1,800/week;



Gate banner

Size:
1450x110 pixel
and 2 pieces 110x940 pixel
Appears in:
desktop browser
Formats available:
GIF
■ EUR 2,500/week;



PR-content (site and newsletter with combined order)

Appears in:
desktop browser
and on mobile
Formats available:
DOC
■ EUR 800/day

(The site and newsletter can only be ordered together, the combined price of which is EUR 800/day)

trademagazin.hu statistics

View distribution:
55% from mobile, 45% from PC
Visit rate: average 200,000/month
Page views: average 500,000/month

Newsletter statistics

Publishing: every working day, Monday to Friday
Content: average 30-45 news/occasion, in Hungarian and in English
Number of subscribers: 6,000

Mobile banners



Mobile leaderboard banner

Size:
320x50 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
■ EUR 1,000/week;



Mobile pop-up

Size:
300x300 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
■ EUR 300/day;



Mobile floating banner

Size:
320x50 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
■ EUR 300/day;
■ EUR 1,300/week

Newsletter banners



Leaderboard (first place)

Size: 468x60 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 500/day;
■ EUR 1,800/week

Newsletter



Full (not first place)

Size: 468x60 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 400/day;
■ EUR 1,500/week

Newsletter



Double height (not first place)

Size: 468x120 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 400/day;
■ EUR 1,800/week

Newsletter



PR-content

Appears in:
desktop browser,
on mobile
Formats available:
DOC
■ EUR 800/day

(The site and newsletter can only be ordered together, the combined price of which is EUR 800/day)

Newsletter

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
2025/2-3/	10/01	20/01	31/01	03/02	17/02	24/02
2025/4/	28/02	03/03	14/03	17/03	31/03	07/04
2025/5/	21/03	31/03	11/04	14/04	28/04	05/05
2025/6-7/	25/04	05/05	16/05	19/05	02/06	09/06
2025/8-9/	18/07	28/07	08/08	11/08	25/08	01/09
2025/10/	22/08	01/09	12/09	15/09	29/09	06/10
2025/11/	19/09	29/09	10/10	13/10	27/10	03/11
2025/12-1/	17/10	27/10	07/11	10/11	24/11	01/12

Topics

Issue	Product groups	HORECA	Topics in focus
2025/2-3.	seasonal confectionery, ham, milling products, condiments, chilled dairy snacks, fruit juice, spirits, hair care, washing and rinsing, spring clean	breakfast, coffee	Expectations 2025, Easter season, MagyarBrands winners
2025/4.	chocolate tablets, candy, spreads, snacks, yogurt, fruit and vegetables, pet food, fizzy drinks, beer, cider, spirits, baby care, body care, washing-up, facial care	hygiene	Festival season, Snacking, Franchise, Baby and children's products, European Private Label Award
2025/5.	grilling products, grilling cheese, spices and herbs, salad, chocolate bars, ice cream, free-from products, functional products, cereals, iced coffee, energy drinks, mineral water, spirits, deodorant, shower gel, hair removal, household paper products	cocktails, syrups	Barbecue season, Modern lifestyle and sport, Beauty products
2025/6-7.	pasta, convenience products, ice tea, spirits, intimate hygiene, household paper products	ice cream, beer	Retailer Ranking, Store furnishings, Promotions, Convenience, Innovations
2025/8-9.	coffee, cheese, seasonal confectionery, cured meat products, milling products, baking ingredients, spices and herbs, functional products, non-alcoholic beverages, spirits, Christmas gifts, oral care, autumn clean, air fresheners	bakeries	Sustainability, Christmas season, Logistics
2025/10.	cold cuts, duck-geese-turkey meat products, game meat, milk desserts, pralines, organic products, juice, beer, spirits, facial care, body care, hair care, household paper products	frozen food	E-commerce, Wholesalers, importers and distributors, Value and Quality Award, Signature 40
2025/11.	liver paté, canned food, bakery and milling products, tea, dairy products, frozen food, OTC products, non-alcoholic beverages, spirits, shower gel, decorative cosmetics	fish, fruits of the sea	Business Days – Part 1, Superbrands winners, Packaging, Winemaking and wine trade, Finances
2025/12-1.	wieners and frankfurters, dairy products, spirits, hair care, washing-up	finger food	SIRHA Budapest 2026, (Part 1: by exhibition theme) 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.

We send the Trade magazin to our readers by mail, in a restricted distribution, to the mailing list of verified commercial and HoReCa units! We also offer a subscription option to our magazine. We accept your order at info@trademagazin.hu, or you can request it on the trademagazin.hu website, where you can also download the digital version of the printed version.

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 2026 trade show, where Trade magazin also builds its 800 square metre Future Store	trademagazin.hu is visited by 200,000 users per month	9 times Business Superbrands, 8 times MagyarBrands winner, Excellent Employer Brand award winner	Value and Quality Award winner, winner of the Special Award of Academic Journalists
the only magazine for the FMCG market with a 20,000 audited print run	you can find Trade magazin on Facebook, Instagram and LinkedIn, plus on its own Youtube channel	official partner of MVI and MCI and co-founder of the HoReCa and Green chapters of MMSZ	every workday a newsletter is sent to 6,000 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 more than 1,000 decision makers are present every September	exclusive FMCG media partner of Superbrands, MagyarBrands, Green Brands	also published online with even more content, available for free on the Trade magazin website and in the newsletter sent out every workday



 9x Business Superbrands Awards	 8x MagyarBrands Award	 Hungarian Product Trademark	 Excellent Product Trademark	 Excellent Employer Brand Trademark	 Value and Quality Award	 Trademark Marketing Diamond Award	 AAA 2024 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 Hungary Association	 Co-founder of the Hungarian Products Trade Excellence Award	 Co-founder of Trade Marketing Club		
 Official journal of SIRHA Budapest 2026	 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 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 competition	 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	