

ABOUT THE MARKET OF FAST MOVING
CONSUMER GOODS FOR DECISION MAKERS

BUSINESS 10x
Superbrands
'16 '17 '18 '19 '20 '21 '22 '23 '24 '25

Trade magazin

mediakit

trademagazin.hu
info@trademagazin.hu

2026

Valid from 1 January 2026



Dear Partners,



2026 will be the 21st 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 19,795 copies are distributed auditedly (2024 – 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. In addition to the Future Store, the START-UP Island will once again be featured in 2026, giving young, innovative companies the chance to be there and introduce themselves.

Selected companies will be able to participate in the programme based on the decision of a professional jury, with the goal of highlighting the most promising new players and supporting their market entry.

At www.trademagazin.hu you can find the latest news every day, in Hungarian and in English language – just like in our magazine – in Hungarian and English, which from 2025 is available not only to read but also to listen to anywhere, anytime. 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 10,000 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 11,000 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 2025 Trade magazine earned the Business Superbrands recognition for the tenth time, and we won the Magyar Brands prize for the ninth 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 magazine 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 programmes were published under the auspices of Trade magazin. The number of subscribers to the Future Talks podcast is already close to 11,000. (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

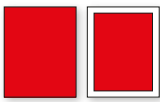
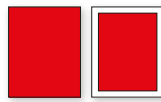
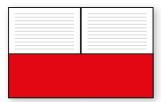
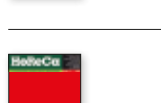
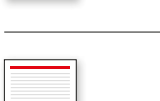
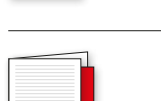
Articles in Hungarian
and in English
language, website,
newsletter every
working day and events

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 220×307 mm trim 210×297 mm type size 184×257 mm	 1/1 direct or PR in fix position (e.g.1 page) in a specific article ■ EUR 3,400 bleed 220×307 mm trim 210×297 mm type size 184×257 mm
 1/2 direct or PR ■ EUR 2,300 portrait 89×257 mm landscape 184×125,5 mm	 Two 1/2 transit ■ EUR 3,100 bleed 430×150 mm trim 420×145 mm
 1/3 ■ EUR 2,000 portrait 57×257 mm landscape 184×82 mm	 2/3 ■ EUR 2,600 type size 121×201 mm
 1/4 ■ EUR 1,800 portrait 89×125,5 mm landscape 184×60 mm	 Two 1/4 transit ■ EUR 2,300 bleed 430×75 mm trim 420×70 mm
 1/6 or 800 character PR news ■ EUR 1,200 portrait 57×125,5 mm landscape 184×38 mm	 Innovation column ■ EUR 1,000
 Sponsored illustration in article in own article ■ EUR 1,000 type size 57×60 mm	 Cover interview Cover I + 4/1 PR ■ EUR 12,000 bleed 430×307 mm trim 420×297 mm
 2/1 direct or PR ■ EUR 5,500 2/1 fix position ■ EUR 6,000 bleed 430×307 mm trim 420×297 mm	 Small Cover interview Page 5 + 2/1 PR (page 6-7) ■ 10,000 EUR bleed 430×307 mm trim 420×297 mm
 Cover I ■ EUR 6,500 bleed 220×307 mm trim 210×297 mm logo size 93×66 mm	 Cover II, Cover III ■ EUR 5,500 bleed 220×307 mm trim 210×297 mm
 Cover IV ■ EUR 6,000 bleed 220×307 mm trim 210×297 mm	 HoReCa Cover and Annex cover ■ EUR 3,500 bleed 220×252 mm trim 210×247 mm
 Sponsored column (appears on all editorial pages of the column) ■ EUR 3,100 type size 184×270 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:
728×180 pixel
Appears in:
desktop browser
Formats available:
JPG GIF PNG
■ EUR 1,200/week;



Medium Rectangle banner

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



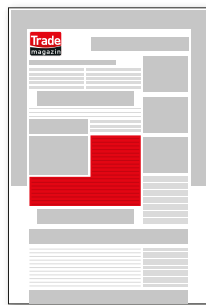
Article banner

Size:
430×250 pixel
Appears in:
desktop browser
and on mobile
Formats available:
MP4 JPG GIF PNG
■ EUR 1,800/week;



Gate banner

Size:
1450×110 pixel
and 2 pieces 110×940 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:
320×50 pixel
Appears in:
on mobile
Formats available:
JPG GIF PNG
■ EUR 1,000/week;



Mobile pop-up

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



Mobile floating banner

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

Newsletter banners



Leaderboard (first place)

Size: 468×60 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 500/day;
■ EUR 1,800/week



Full (not first place)

Size: 468×60 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 400/day;
■ EUR 1,500/week



Double height (not first place)

Size: 468×120 pixel
(no animated gif)
Appears in:
desktop browser,
on mobile
Formats available:
JPG GIF
■ EUR 400/day;
■ EUR 1,800/week



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)

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
2026/2-3.	09/01	19/01	30/01	02/02	16/02	23/02
2026/4.	19/02	27/02	11/03	13/03	27/03	07/04
2026/5.	19/03	27/03	08/04	10/04	24/04	04/05
2026/6-7.	27/04	08/05	20/05	22/05	05/06	15/06
2026/8-9.	23/07	31/07	12/08	14/08	28/08	07/09
2026/10.	19/08	28/08	09/09	11/09	25/09	05/10
2026/11.	17/09	25/09	07/10	09/10	23/10	03/11
2026/12-1.	22/10	30/10	11/11	13/11	27/11	07/12

Topics

Issue	Product groups	HORECA	Topics in focus
2026/2-3.	seasonal confectionery, ham, milling products, condiments, chilled dairy snacks, fruit juice, spirits, hair care, washing and rinsing, spring clean	breakfast, coffee	Expectations 2026, Easter season, MagyarBrands winners
2026/4.	chocolate tablets, candy, spreads, snacks, yogurt, pet food, fizzy drinks, beer, cider, spirits, baby care, body care, washing-up, facial care	hygiene garden and terrace furniture	Festival season, Snacking, Franchise, Baby and children's products, DIY market overview
2026/5.	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, Fruit and vegetables Modern lifestyle and sport SIRHA Budapest 2026 report
2026/6-7.	pasta, cereal-based side dishes, convenience products, ice tea, alcohol-free drinks, spirits, intimate hygiene, household paper products	ice cream, beer	Retailer Ranking, Promotions, Convenience, Innovations
2026/8-9.	coffee, cheese, seasonal confectionery, cured meat products, milling products, baking ingredients, spices and herbs, functional products, spirits, Christmas gifts, oral care, autumn clean, air fresheners	bakeries	Sustainability, Christmas season, Logistics
2026/10.	cold cuts, poultry meat, 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, Store furnishings
2026/11.	frankfurters, canned food, bakery and milling products, tea, dairy products, frozen food, OTC products, spirits, shower gel, decorative cosmetics	fish, fruits of the sea	Business Days – Part 1, Superbrands winners, Signature 40 Packaging, Winemaking and wine trade, Finances
2026/12-1.	liver paté, dairy products, spirits, hair care, washing-up	finger food	Business Days – Part 2, Hungarian Product trademark

Technical details

Print run:	20,000 copies / issue (audited by MATESZ)	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.
Column width:	57 mm (3 columns) 89 mm (2 columns)	
Gutter:	6 mm	
Screen:	60 (150 lpi)	

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

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players in both the retail
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9 times MagyarBrands winner,

Value and Quality Award winner,
winner of the Special Award
of Academic Journalists

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Product Trademark

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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&Event
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



10x Business Superbrands
Awards



9x MagyarBrands Award



Hungarian Product
Trademark



Excellent
Product Trademark



Excellent Employer
Brand Trademark



Value and Quality Award



Trademark Marketing
Diamond Award



Dun&Bradstreet
financial rating



Founder of the Future Talks
business podcast

Business Days

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



Co-founder of the
Hungarian Products Trade
Excellence Award

**SIRHA
BUDAPEST**

Official journal of
SIRHA Budapest 2026



Founding Organizer of Future
Store Innovations



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



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 Hungary Association



Co-founder of
Trade Marketing Club