

Media offer 2017

Turizmus PANORÁMA

TURIZMUS PANORÁMA IS THE OFFICIAL JOURNAL OF THE HOTEL ASSOCIATION OF HUNGARY, THE ASSOCIATION OF HUNGARIAN TRAVEL AGENTS AND TOUR OPERATORS AND THE HUNGARIAN BATHS ASSOCIATION

TURIZMUS KFT.

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fax: (1) 338 4293,
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web: www.turizmuskft.hu



SUMMARY

Turizmus Ltd. is the only publishing company in Hungary specialized on travel trade. Including its predecessors Turizmus Panoráma monthly magazine has been published about 50 years, each edition is read by some 15-20 000 decision-makers. Turizmus Panoráma publishes analyses and background reports on topical issues affecting the tourism profession.

ADVERTISING RATES

Valid: from 1 January 2017 –
31 December 2017

SIZE	RATE (Forint)
Double page	590,000 +VAT
Cover 2	390,000 +VAT
Cover 3	390,000 +VAT
Cover 4	440,000 +VAT
1/1 page	350,000 +VAT
2/3 page	270,000 +VAT
1/2 page	250,000 +VAT
1/3 page	210,000 +VAT
1/4 page	170,000 +VAT

SPONSORSHIP OF A COLUMN

5 months	900,000 +VAT
<i>Content: 5x1/2 page ad+logo in header</i>	
10 months	1,490,000 +VAT
<i>Content: 8x1/2 page ad+logo in header</i>	

MARKET RESEARCH DATA*

*Based on survey by Turizmus Kft.

READERSHIP PROFILE OF THE MAGAZINE BY ACTIVITY	
72%	TOURISM PROFESSIONAL
12%	TRADE ORGANIZATIONS
12%	STATE BODIES
4%	OTHER
READERSHIP PROFILE OF THE MAGAZINE BY POSITION	
58%	SENIOR MANAGERS
34%	MIDDLE MANAGERS
8%	STAFF
TURIZMUS PANORÁMA REGULAR COLUMNS	
■	In focus
■	Images
■	Incoming – Outgoing
■	Know How
■	Accommodation, catering
■	Local government quarter

PUBLISHED: first week in every month

DEADLINE FOR SUBMISSION OF ADS: 20th of the preceding given issue month

ADVERTISING MATERIAL FORMAT: we accept electronically-prepared material via e-mail. Scanned material to 100% resolution: 300 pixel/inch, *.jpg or *.zip. Text only accepted in Microsoft Word; pictures embedded in a Word document cannot be used. Turizmus Panoráma is only able to process 300 pixel/inch .tif, .jpg, .eps, .pdf and .ai formats, on condition that for Illustrator and Freehand files the text should be wrapped. CorelDraw and PowerPoint files will not be accepted. **Bleed advertisements should have an additional 5 mm frame around them.**

A 10% surcharge is added for advertisements designed by the publisher.

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TECHNICAL DATA

AREA	CUT AREA/TYPE AREA
Double page	416x275 mm / 388x240 mm
Cover 4	208x275 mm / 180x240 mm
Cover 3	208x275 mm / 180x240 mm
Cover 2	208x275 mm / 180x240 mm
1/1 page	208x275 mm / 180x240 mm
2/3 page	118.5x240 mm
1/2 page	portrait 88x240 mm
1/2 page	landscape 180x116.5 mm
1/3 page	quadratic 118.5x116.5 mm
1/3 page	portrait 57x240 mm
1/3 page	landscape 180x77 mm
1/4 page	quadratic 87x117 mm
1/4 page	portrait 41x240 mm
1/4 page	landscape 180x57 mm

SPECIAL PLATFORMS, OTHER ADVERTISING OPPORTUNITIES

- Inserts, product samples
- Banner on www.turizmus.com website
- Wrapper

Technical data:

- Copies: 5000–8000 (depending on professional event, season)
- No. of pages: minimum 48+4
- Frequency: monthly (11 times a year / combined edition in July-August)
- Cut area: 208x275 mm
- Bleed area: 218x285 mm
- Type area: 180x240 mm
- Colour: 4 colour
- Printing: offset
- Paper (inside sheets): 90 g coated paper
- Paper (cover): 150 g, with coated foil
- Raster: 60 #

MEDIA-MIX

Turizmus Ltd. offers a unique possibility utilizing the synergy of the leading Hungarian portal for travel trade people and its daily newsletter.

Turizmus.com

The leading portal of the Hungarian travel trade, with monthly 130.000 visitors

BANNER ADVERTISEMENTS

	SIZES	RATE/WEEK
Super banner (above header)	970 x 90 px	190.000 Ft
Left side banner (just below the article and on page lists)	600 x 300 px	140.000 Ft
Right side banner	300 x 250 px	120.000 Ft
Right side banner (high)	600 x 300 px	140.000 Ft
Ad in photogallery with link	640 x 360 px	120.000 Ft
Video ad (right side)	youtube video	150.000 Ft

Turizmus.com Bulletin

Daily online newsletter, with more than 27.000 registered readers (separate e-mail address)

SIZES	RATE/ISSUE
Text advertisement (up to 500 characters, with picture)*	19.900 HUF + VAT
Text advertisement (up to 1000 characters, with picture)*	29.900 HUF + VAT
Text advertisement (up to 1500 characters, with picture)*	34.900 HUF + VAT
Special edition*	249.900 HUF + VAT
Banner among headings	max. 720 x 90 px 24.900 HUF + VAT
Banner among headings	400 x 300 px 29.900 HUF + VAT

*The advertisements will be published on turizmus.com, as well.

Ad submission deadline: one workday before release until 13:00, in case of special issue two working days before publication.