

Media offer 2018

TURIZMUS KFT.

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turizmus.com magazine

TURIZMUS.COM 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 Ltd. is the only publishing company in Hungary specialized on travel trade. As predecessor of Turizmus Panoráma the turizmus.com magazine will be published with new title and design from September 2017. Each edition is read by some 15-20 000 decision-makers and publishes analyses and background reports on topical issues affecting the tourism profession.

ADVERTISING RATES

Valid: from 1 January 2018 –
 31 December 2018

SIZE	RATE (Forint)
Cover 4	490 000 Ft + VAT
Cover 2 or 3	420 000 Ft + VAT
1/1 page	390 000 Ft + VAT
2/3 page	310 000 Ft + VAT
1/2 page	290 000 Ft + VAT
1/3 page	240 000 Ft + VAT
1/4 page	190 000 Ft + VAT
1/6 page	160 000 Ft + VAT

SPONSORSHIP OF A COLUMN

5 months/year	990,000 +VAT
<i>Content: 5x1/2 page ad+logo in header</i>	
10 months/year	1,690,000 +VAT
<i>Content: 10x1/2 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
A TURIZMUS.COM REGULAR COLUMNS	
<input type="checkbox"/>	In focus
<input type="checkbox"/>	Accommodation – Catering
<input type="checkbox"/>	Incoming – Outgoing
<input type="checkbox"/>	Destination
<input type="checkbox"/>	Modern cities
<input type="checkbox"/>	Baths



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.

PR ARTICEL: text in Word (up to 3200 character) + 2 pictures or/and logo in png or jpg formats.

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TECHNICAL DATA

AREA	CUT AREA/TYPE AREA
Cover 2,3,4	208 x 275 mm / 180 x 240 mm
1/1 page	208 x 275 mm / 80 x 240 mm
2/3 page	118 x 240 mm
1/2 page - landscape	180 x 116,5 mm
1/3 page - quadratic	118 x 118 mm
1/3 page - portrait	56 x 240 mm
1/3 page - landscape	180 x 75 mm
1/4 page - landscape	180 x 57 mm
1/6 page - portrait	56 x 118 mm
1/6 page - landscape	118 x 56 mm

SPECIAL PLATFORMS, OTHER ADVERTISING OPPORTUNITIES

- Inserts, product samples
- Double cover
- Wrapper

Technical data:

- Copies: 5000–8000 (depending on professional event, season)
- No. of pages: minimum 48+4
- Frequency: monthly (10 times a year / combined edition in January-February and 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 #

