

## Overview

Since its foundation in 1957, Vendéglátás has remained the leading journal of the profession promoting the traditions and reputation, and enhancing the standard, of Hungarian catering and hospitality. In order to achieve this, a staff of specialist journalists was established who are renowned in their own particular fields, and whose articles provide a special and unique brand of journalism not available anywhere else.

Thanks to the brand name and issues published in 2015 that won the acknowledgement of professional bodies, Vendéglátás magazine has once again become the most authoritative catering industry trade journal in Hungary and the number one source of information for players in the catering industry

It remains our chief aim to report on the most important happenings in the profession, events, competitions and conferences of the various professional associations. We present the latest domestic and international catering industry trends and the principal figures behind these. We cover catering marketing, the latest kitchen technologies, creative cooking and baking ideas,

the new public catering market and personalities from the world of gastronomy.

In partnership with the profession, we believe that constant education is an essential element of quality catering.

The magazine's publisher is specialized on tourism professional media, offering an integrated range of services in communication serving domestic and foreign guests on this market. The publication of Vendéglátás magazine totally covers the tourism-catering profession in the broader sense.

## Columns

News • Business companion • Creative kitchen • Local cuisines • Public catering • F&B • Discoverer • Dolce vita • Wine • Drinks card • Travel destination/Travel companion • Extreme cuisine • Made in Hungary

## Readership composition by sector

• leading experts, decision-makers in the catering and hotel industry 30% • managers and members of trade organizations 10% • chefs, confectioners 25% • owners of commercial and public catering restaurants, business managers, hotel and F&B managers 20% • market suppliers 15%

## Distribution

• subscriptions (publisher and post office) • gastronomy festivals, events • Turizmus Kft. professional events • membership of professional associations, events of professional associations

## Online publication

www.vendeglatasmagazin.hu portal and weekly free online newsletter are the only domestic sources of news for hospitality professionals. They contain constantly updated domestic and international news stories, reports on professional events, background material, personnel moves in the industry and job vacancies.

## Editorial office

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Web: [www.vendeglatasmagazin.hu](http://www.vendeglatasmagazin.hu)



## Advertising tariffs and sizes

| POSITION           | RATE (+VAT) | TRIM BOX / ART BOX          |
|--------------------|-------------|-----------------------------|
| Cover 4            | HUF 510.000 | 208 × 275 mm                |
| Cover 2, 3         | HUF 480.000 | 208 × 275 mm                |
| 1/1                | HUF 440.000 | 208 × 275 mm / 184 × 239 mm |
| 2/3 page portrait  | HUF 330.000 | 121 × 239 mm                |
| 1/2 page landscape | HUF 240.000 | 184 × 120 mm                |
| 1/2 page portrait  | HUF 240.000 | 89,5 × 239 mm               |
| 1/3 page portrait  | HUF 195.000 | 58 × 239 mm                 |
| 1/3 page landscape | HUF 195.000 | 184 × 80 mm                 |
| 1/4 page portrait  | HUF 145.000 | 90 × 120 mm                 |
| 1/4 page landscape | HUF 145.000 | 184 × 60 mm                 |

### TECHNICAL DATA:

**Copies:** 5000-8000

(depending on professional event, season)

**Pages:** minimum 48+4 pages

**Publication:** monthly

(10 times a year), combined

December-January and

July-August editions

**Printing:** sheetfed offset

Paper (inner sheet):

90g coated paper

Paper (cover):

150g, with coated foil

Raster: 60°

## Publication schedule for 2018

| EDITION/MONTH         | AD DEADLINE  | PUBLICATION |
|-----------------------|--------------|-------------|
| 1   February          | 15 January   | 31 January  |
| 2   March             | 15 February  | 1 March     |
| 3   April             | 22 March     | 5 April     |
| 4   May               | 23 April     | 4 May       |
| 5   June              | 24 May       | 4 June      |
| 6   July-August       | 6 July       | 20 July     |
| 7   September         | 24 August    | 7 September |
| 8   October           | 24 September | 5 October   |
| 9   November          | 24 October   | 2 November  |
| 10   December-January | 23 November  | 3 December  |

### ADVERTISING

#### MATERIAL FORMAT:

we accept electronic-format material sent by e-mail. Picture resolution (at 100% size): 300 pixels/inch, \*.jpg or \*.zip compression. Only text is accepted in Microsoft Word; pictures embedded in Word cannot be used. .tif, .jpg, .eps, .pdf and .ai formats in 300 pixel/inch resolution can be processed on condition that the text is wrapped for Illustrator files. We will not accept CorelDraw or PowerPoint files. Bleed advertisements must have a 5 mm bleed space around the perimeter. A 10% surcharge is added for advertisements prepared by the publisher.

## Online advertising tariffs and sizes

### VENDEGLATASMAGAZIN.HU WEBSITE

| POSITION                              | RATE (+VAT) / MONTH | BANNER SIZE                                     |
|---------------------------------------|---------------------|---|
| Header banner                         | HUF 190.000         | 468 × 60 px                                     |
| Skyscraper (left)                     | HUF 150.000         | 160 × 600 px                                    |
| Banner (right)                        | HUF 120.000         | 300 × 250 px                                    |
| PR article (for 1 week on front page) | HUF 79.000          | Up to 1500 characters with spaces, with picture |

### VENDÉGLÁTÁS ONLINE NEWSLETTER

| POSITION              | RATE (+VAT) / ISSUE | SIZE  |
|-----------------------|---------------------|---|
| Banner (between news) | HUF 19.900          | 600 × 300 px                                    |
| Text advertisement    | HUF 14.900          | Up to 1500 characters with spaces, with picture |
| Special edition       | HUF 99.000          | Up to 2500 characters with spaces, with picture |

## Strategic partners

