



turizmus.com

ONLINE

mediakit 2019



TOURISM NEWS PORTAL

Domestic news portal specializing in tourism with the highest audience figures (55 000–80 000 individual visitors/month, more than 300,000 page views/month), featuring constantly updated domestic and international news, appointments in the profession, background material, job vacancies and trade event calendar. The website has an RSS Feed: turizmus.com/rss

TURIZMUS.COM BULLETIN

Online newsletter published each weekday morning, sourced from turizmus.com news. Daily average open rate: 22% from the total address list (nearly 25,000 unique e-mails).

READERSHIP COMPOSITION

Tourism service providers (hotels, restaurants, travel agencies, transport companies, event venues, spas, festivals), professional organizations, local governments, state executives overseeing the tourism profession and students attending tourism faculties. The readership of turizmus.com is supplemented by a broader group of individuals with an interest in tourism including over 12 000 followers on Facebook.

EDITORIAL OFFICE

✉ H-1074 Budapest, Munkás str. 9.

☎ Phone: (+36 1) 492 0455

✉ E-mail: sales@turizmus.com

🌐 Web: www.turizmus.com, www.turizmuskft.hu



ADVERTISING TARIFFS AND SIZES

TURIZMUS.COM & TURIZMUS.COM BULLETIN

POSITION	PRICE/APPEARANCE	SIZE
Text advertisement	HUF 19.900	up to 500 characters inc. word spaces
Text advertisement	HUF 29.900	up to 1000 characters inc. word spaces
Text advertisement	HUF 34.900	up to 1500 characters inc. word spaces
Special edition	HUF 249.900	-

TURIZMUS.COM BULLETIN

POSITION	PRICE/APPEARANCE	SIZE
Banner between columns	HUF 24.900	710 × 90 px
Banner between columns	HUF 29.900	400 × 300 px

TURIZMUS.COM

POSITION	PRICE/WEEK	SIZE
Superbanner (above header)	HUF 190.000	960 × 90 px
Banner left-hand side (after lead paragraph of every article)	HUF 180.000	600 × 200 px
Banner left-hand side (main page, after heading news)	HUF 120.000	600 × 300 px
Banner right-hand side	HUF 120.000	300 × 250 px
Banner right-hand side (high)	HUF 140.000	300 × 600 px
Side banner (article side)	HUF 170.000	200 × 400 px
In picture gallery with ad link	HUF 120.000	600 × 360 px
Right-hand side video ad YouTube video	HUF 150.000	300 × 250 px

PREMIUMS FOR SPECIAL POSITIONING

TURIZMUS.COM BULLETIN

POSITION	PRICE / APPEARANCE
Positioning in 3rd place among lead articles, inc. picture, lead	HUF 35.000
Selected positioning among thumbnail picture articles	HUF 20.000

TURIZMUS.COM LANDING PAGE

POSITION	PRICE
In 2nd or 3rd thumbnail picture position under lead news	HUF 15.000 / DAY
Highlight with Hashtag# top of right-hand column	HUF 50.000 / WEEK
Fixed place in promo column, right-hand side	HUF 25.000 / 2 DAYS

TURIZMUS.COM ARTICLES PAGE

POSITION	PRICE / 2 DAYS
<i>Ez is érdekelheti</i> feature – footer, picture highlight fixed	HUF 50.000

All invoice amounts are exclusive of VAT.

ONLINE SAMPLE PAGES

[TURIZMUS.COM](https://www.turizmus.com)

[TURIZMUS.COM BULLETIN](https://www.turizmus.com/bulletin)

FURTHER INFORMATION:

Advertisement with text / PR article: one appearance on turizmus.com page and in turizmus.com bulletin.

turizmus.com bulletin banner: one appearance between columns; format: jpg, gif.

turizmus.com banner: it is recommended to have 2-3 banner designs for one campaign, which increases click.

Format: jpg, animated gif (if several banners are sold for the same space, the given banners appear in rotation).

Deadline for submission of advertisements: 3 pm on the working day prior to appearance.