

**TURIZMUS KFT.**

1074 Budapest, Munkás utca 9.,  
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e-mail: sales@turizmus.com,  
web: www.turizmus.com

# Media offer 2018

## SUMMARY

Business Traveller Hungary was first published by Turizmus Ltd. in 2003. Since then it is the only magazine for corporate travellers and travel organizers in Hungary, made under original English license but reflecting the characteristics of the local market.



## CORPORATE EVENTS

**Cellars in the Sky** Hungary wine competition: ranking the wines served onboard by airlines. The event comprises two parts: the wine tasting with professional wine experts and the magazine's corporate partners and the award giving ceremony, which is the ceremonial announcement of the results. All this enjoys a significant media coverage.

**Business Excellence Award:** recognise and celebrates the achievements of the travel industries leading businesses firms (hotels, car rental companies, travel agencies, etc.) who have performed outstandingly in their chosen field. The award giving ceremony is attended by the magazine's most important corporate partners.

## MARKET RESEARCH DATA\*

\*Based on survey by Turizmus Ltd.

READERSHIP PROFILE BY ACTIVITY	
39%	BUSINESS MANAGEMENT
27%	MARKETING, SALES
20%	HUMAN RESOURCES
14%	OTHER
READERSHIP PROFILE BY POSITION	
35%	SENIOR MANAGER
28%	MIDDLE MANAGER
37%	STAFF
KEY CHARACTERISTICS OF READERS OF BUSINESS TRAVELLER HUNGARY	
■	"AB" status purchasing power
■	High disposable income (higher-than-average ownership of consumer durables)
■	Intermediate and higher educational qualifications combined with intellectual occupations, managerial positions or preparing the groundwork for key decisions
■	Typically interested in active leisure pursuits, and higher-than-average demand for cultural programmes
REGULAR COLUMNS	
■	News
■	Tried & Tested
■	Technical Department
■	Air Traveller Tips
■	Corporate Club Offers
■	Destinations

### Distribution

- subscribers
- Liszt Ferenc International airport business lounges
- business hotels
- car rental companies
- health centers
- meeting and conference centers
- conference organizers

## ADVERTISING RATES

Valid: from 1 January 2018 to 31 December 2018

SIZE	RATE/ISSUE
Double page	920 000 HUF + VAT
Cover 2	550 000 HUF + VAT
Cover 3	530 000 HUF + VAT
Cover 4	620 000 HUF + VAT
Full page	490 000 HUF + VAT
2/3 page	350 000 HUF + VAT
1/2 page	290 000 HUF + VAT
1/3 page	240 000 HUF + VAT
1/4 page	150 000 HUF + VAT

DISCOUNTS	
Half-yearly booking (2 appearances)	<b>-12%</b>
Yearly booking (4 appearances)	<b>-15%</b>



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## TECHNICAL DATA

AREA	CUT SIZE/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	180x117 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
- Copies: 6,000
- No. of pages: minimum 48+4
- Frequency: 4 times a year
- 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 #

**APPEARANCE:** 4 times a year

**DEADLINE OF ADVERTISEMENTS:** Please contact us

**ADVERTISING MATERIAL FORMAT:** electronically-prepared material on CD, USB or by e-mail (rakos.kata@turizmus.com). 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. Business Traveller Hungary 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.**

## MEDIA-MIX

Turizmus Ltd. offers a unique possibility utilizing the synergy of the only Hungarian portal for business travellers and its biweekly newsletter.

**Business Traveller newsletter** – weekly online newsletter going out to 15 000 registered readers

TEXT ADVERTISEMENTS	RATE/ISSUE
Text advertisement (up to 500 characters)	6 900 HUF + VAT
Text advertisement (up to 1000 characters, with picture)	14 900 HUF + VAT
Special edition	99 000 HUF + VAT

BANNER ADVERTISEMENTS	SIZES	RATE/ISSUE
Banner in the header	468 x 60 pxl	19 900 HUF + VAT
Banner among articles	468 x 60 pxl	9 900 HUF + VAT
Banner among articles	640 x 90 pxl	14 900 HUF + VAT

**businessstraveller.hu** – portal of the Hungarian business travellers, 20 000 visitors monthly

BANNER ADVERTISEMENTS	SIZES	RATE/WEEK
Pop up	1000 x 768 pxl	150 000 HUF + VAT
Super banner (above header)	920 x 90 pxl	90 000 HUF + VAT
Head banner (in the header)	728 x 90 pxl	70 000 HUF + VAT
Right or left side banner	300 x 250 pxl	60 000 HUF + VAT

Discounts are available in case of combined advertisements. Please ask our colleagues for your tailor-made offer.