

Trade magazin

2012

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About the market of fast moving consumer goods for decision makers

mediakit

valid from 1 January 2012

BESZÉLJÜNK A LÉNYEGRŐL!

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Dear Partners!



2012 will be the **7th year** that **Trade magazin is published**. In the past we did our best to prove that from issue to issue Trade magazin offers advantages which are unique on the market of FMCG trade magazines.

Our team – those in the editorial office and our managers – is made up of well-known experts, with whom we have been **working together in the past 16 years**, although not always for the same magazine.

This magazine focuses on the market of fast moving consumer goods and is made for the decision makers of the sector, from our smallest manufacturer, distributor, retailer or catering partners to the managers and heads of the

biggest companies, and of course to all the decision makers at service providers or producers who are important for us. Manufacturers and their most important retail channels – **retailers, wholesalers and HoReCa units are in the centre of our attention**. To reach them we use a **constantly updated data base**. Trade magazin is printed in 23,000 copies per issue, from which **22,777** are distributed auditedly. (2010 – first six months, MATESZ [Hungarian Audit Bureau of Circulations] audit)

It is a professional acknowledgement for us that Trade magazin was the official journal of Foodapest trade fair in 2010. Hoventa, a trade fair held in the autumn of 2011, also selected us to be their strategic partner.

At www.trademagazin.hu every day you can find **the latest news in Hungarian and English language** – just like in our magazine. Our website and newsletter have both been renewed in 2010. On every workday **our newsletter is sent to the e-mail addresses of our 5,000 partners and readers** in Hungary and all over the world. Our website has 1,000-2,000 daily visitors and it contains the **digital issue of our trade magazine**.

Adapting to international trends, from 2011 **Trade magazin Global** – still in English language – became the occasional supplement of Trade magazin. In 2012 the magazine will also come out with a supplement for the SIAL trade fair in Paris.

It is a great help in our work and at the same time a real appreciation that we have been **elected members of the SIAL d'Or international jury panel** – once again Trade magazin is the only one to **join the leading trade magazines of 30 countries**.

We started organising most of our events in **cooperation with Lánchíd Club** and we continue to do so in most cases. Our three-day **Business Days** conference is held once a year and provides participants with a clear picture of the state of play in food industry, current trends in retail, the latest innovation activities of brands and trends in communication solutions.

We organise our **Business Dinners** for company executives, inviting important people to exchange opinions. We organise several business dinners every year.

Every year we organise the FMCG ball, the trade's social event on the last Saturday in February. With this event our goal was to create a forum for those who work in the FMCG sector to meet in a relaxed atmosphere, just like the representatives of others sectors do.

To honour the work of trade marketing managers we established the **'Most successful promotion of the year'** competition. A trade day and a gala event create the setting for the announcement of the results. **We are partners of Trade Marketing Club**, within the framework of which we organise a conference and several club meetings every year for colleagues who are convinced that trade marketing knowledge plays a vital role in their sales or marketing work. In 2009 we started the **'Trade marketing manager of the year'** competition and award. (www.trade-marketing.hu)

We are founding members of POPAI Hungary Association, where the common goal of members is to understand and improve the efficiency of point of purchase marketing communication and point of sale marketing activities. (www.popai.hu)

In order to make Trade magazin successful in the future as well, we need your cooperation, feedback and partnership. Please use our magazine and services, and give us an opportunity to prove our usefulness to you as well!

Hermann Zsuzsanna
managing director – editor in chief
Trade magazin – the magazin.

An FMCG b2b
magazine by a team
**working together
for 16 years!**

One magazine,
two channels:
retail and HoReCa

**About the market
of FMCG products
for business decision
makers**

23,000 is the audited
**number of copies
printed per issue**

**Continuously updated,
nation-wide data base,
registered mailing list**

**Hungarian-English
language articles,
web site and events**

trademagazin.hu with
daily news from the
business and a virtual
edition of the magazine

English language
Trade magazin Global
for international
exhibitions

Events:
**Business Days,
Business Dinners,
FMCG Ball,
Professional competitions
and Gala events**

Tarrifs – size and price

	1/1 direct HUF 720 000 ■ EUR 3,000 1/1 PR HUF 620 000 ■ EUR 2,600 bleed 220x307 mm trim 210x297 mm type size 184x270 mm
	1/2 direct HUF 520 000 ■ EUR 2,100 1/2 PR HUF 420 000 Ft ■ EUR 1,700 portrait 89x270 mm landscape 184x132 mm
	1/3 HUF 420 000 ■ EUR 1,700 portrait 57x270 mm landscape 184x86 mm
	1/4 HUF 320 000 ■ EUR 1,300 portrait 89x132 mm landscape 184x63 mm
	1/6 HUF 180 000 ■ EUR 800 portrait 57x132 mm landscape 184x40 mm
	Sponsored illustration in article HUF 120 000 ■ EUR 500 type size 57x60 mm
	2/1 direct HUF 1 100 000 ■ 4,300 EUR 2/1 PR HUF 920 000 ■ EUR 3,800 bleed 430x307 mm trim 420x297 mm
	Cover I HUF 1 100 000 ■ EUR 4,300 bleed 220x307 mm trim 210x297 mm logo size 93x66 mm
	Cover IV HUF 1 000 000 ■ EUR 4,300 bleed 220x307 mm trim 210x297 mm
	Sponsored column HUF 420 000 ■ EUR 1,700 type size 184x270 mm

	1/1 fix position HUF 820 000 ■ EUR 3,400 bleed 220x307 mm trim 210x297 mm type size 184x270 mm
	Two 1/2 transit HUF 760 000 ■ EUR 3,100 bleed 430x150 mm trim 420x145 mm
	2/3 HUF 560 000 ■ EUR 2,200 type size 121x201 mm
	Two 1/4 transit HUF 520 000 ■ EUR 2,100 bleed 430x75 mm trim 420x70 mm
	Small ad HUF 60 000 ■ EUR 250 type size 57x40 mm
	Innovation column HUF 180 000 ■ EUR 800 type size 88x80 mm
	2/1 fix position HUF 1 300 000 ■ EUR 5,200 bleed 430x307 mm trim 420x297 mm
	Cover II, Cover III HUF 980 000 ■ EUR 3,900 bleed 220x307 mm trim 210x297 mm
	Insert HUF 39 /Piece ■ 0.17 EUR/Piece Appendage HUF 49 /Piece ■ 0.21 EUR/Piece

Discounts

2 occasions	5%
3-4 occasions	10%
5 occasions	15%
6 or more occasions	20%

Please consult your contact person for a quote tailored to your company's needs.

Prices in this ratecard do not include VAT. Special location: with tariffs price or other 10% extra charge. If it is the editorial office's task to write the article, all incurring expenses are to be covered by the customer. If we do not receive ready-made advertisements we charge for technical costs that may amount to 10% of the list price.



Orders for banners can be submitted to our web site: www.trademagazin.hu, and banners are easy to upload. If you have any questions, please contact our sales team!

Place your advertisement on our website or in our newsletter too!

Website banners

Name and size of banner	Formats available	Price (+VAT)
Gatebanner 1230x110 pixel and 110x920 pixel	jpg, gif	120 000 Ft ■ 480 EUR/week; 360 000 Ft ■ 1400 EUR/month
Leaderboard banner 728x90 pixel	swf, jpg, gif, png	60 000 Ft ■ 250 EUR /week
330x247 pixel and 310x247 pixel	swf, jpg, gif, png	40 000 Ft ■ 150 EUR /week; 120 000 Ft ■ 460 EUR/month
100x100 pixel	jpg, gif	40 000 Ft ■ 150 EUR /week; 120 000 Ft ■ 460 EUR/month
PR-content		920 000 Ft ■ 3400 EUR/year
Sponsored column 630x40 pixel		30 000 Ft ■ 120 EUR/day
		160 000 Ft ■ 600 EUR /month

Newsletter banners

Name and size of banner	Formats available	Price (+VAT)
468x60 pixel, mutation of leaderboard banner	jpg, gif	14 000 Ft ■ 60 EUR/day; 60 000 Ft ■ 250 EUR/week
100x100 pixel	jpg, gif	12 000 Ft ■ 25 EUR /day; 50 000 Ft ■ 200 EUR/week

Deadlines

Issue	Deadline for ordering ads	PR manuscripts, ATL and innovation	Deadline for accepting ads (jpg, tif, pdf, eps)	Print out date
2012/1-2.	12/09/11	12/15/11	01/04/12	01/18/12
2012/3.	01/29/12	02/08/12	02/15/12	02/29/12
2012/4.	03/01/12	03/07/12	03/14/12	03/28/12
2012/5.	03/26/12	04/04/12	04/11/12	04/25/12
2012/6.	04/30/12	05/09/12	05/16/12	05/30/12
2012/7.	05/30/12	06/07/12	06/14/12	06/27/12
2012/8-9.	07/31/12	08/08/12	08/15/12	08/29/12
2012/10.	08/28/12	09/05/12	09/12/12	09/26/12
2012/11.	10/24/12	10/03/12	10/10/12	10/31/12
2012/12.	10/30/12	11/07/12	11/14/12	11/28/12

Topics

Issue	Categories	HoReCa	Trade magazin +
2012/1-2.	Frozen products, sweets, Valentine's day, cleaning products, hair care	Ukba	Foodapest; Assessing the past year
2012/3.	Sweets, Easter, fruits and vegetables, energy drink, detergents	Information technology systems, tea and tea houses	FMCG specialties
2012/4.	Meat products, bakery products, non-alcoholic beverages, hair removal	Terraces, furniture, beer	Interior and exterior
2012/5.	Beer, dairy products, non-alcoholic beverages, sunbathing products, body care	Ice cream, energy drinks, syrups	Field work
2012/6.	Ice cream, non-alcoholic beverages, paper products, condom	Grilling (sauces, accessories), pasta	Logistics, storing
2012/7.	Meat products, spices and herbs, seasonings and condiments, non-alcoholic beverages, preserved and canned food, oral care, foil	Cocktails, pálinka, iced coffee and tea	Techniques and technology
2012/8-9.	Margarine, meat products, non-alcoholic beverages, wine, intimate hygiene, body care	Restaurant hygiene	Packaging, TrnGlobal SIAL
2012/10.	Coffee and accessories, tea, lemon juice, dairy products, pet food	Hoventa, coffee	Non-Food
2012/11.	Sweets, cereals, dairy products, functional food products, Christmas packages	Kitchen equipment and machinery	Finances; Information technology
2012/12.	Meat products, spirits, sparkling wine and champagne, fish, facial and hand care	Spirits, cocktails	Season; Events

Technical details

Print run:	23,000 printed copies audited (MATESZ audit for the second half of 2010)
Column width:	57 mm (3 column), 89 mm (2 column)
Gutter:	6 mm
Screen:	60 (150 lpi)

Please, send your ready for print advertisements in 1:1 size, in pdf, jpg or eps file, to our editorial office in e-mail, or on CD, with a digital proof, addressed to: Kuthy Csilla, kuthy.csilla@trademagazin.hu, H-1034 Budapest, Bécsi str. 122-124. III. floor.
For full page advertisements, we need a bleed area of +5mm in all directions. Please, put the crop marks outside the advertisement and the bleed area! If we do not receive a digital proof or cromalin, we cannot assume any responsibility for the accuracy of colours. The same applies to any errors in approved texts or advertisements delivered to us.

Sales



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Editorial

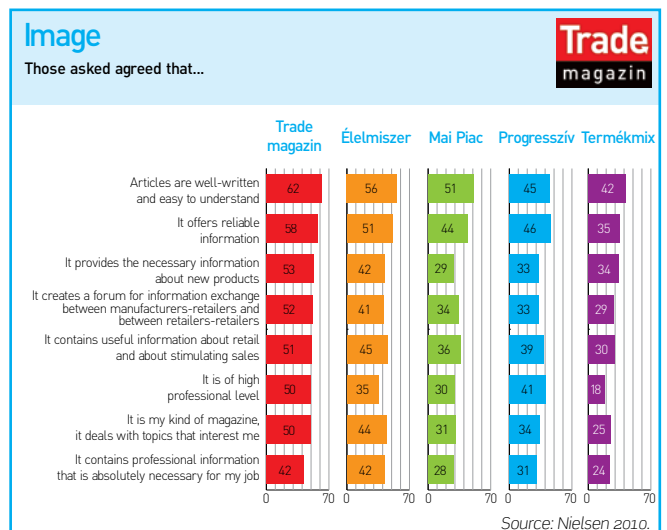
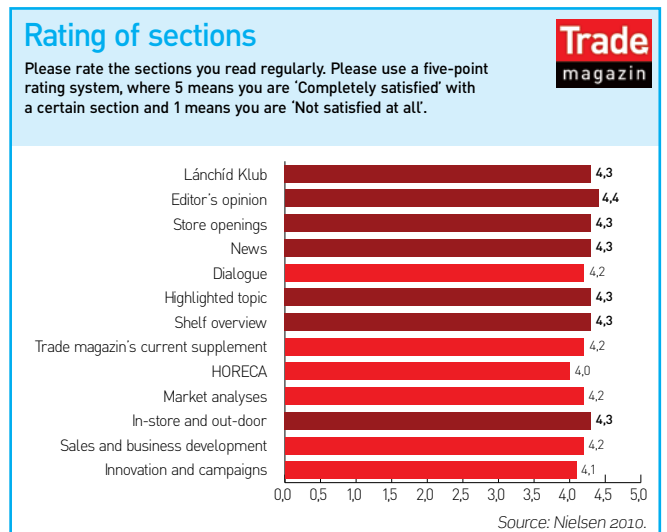
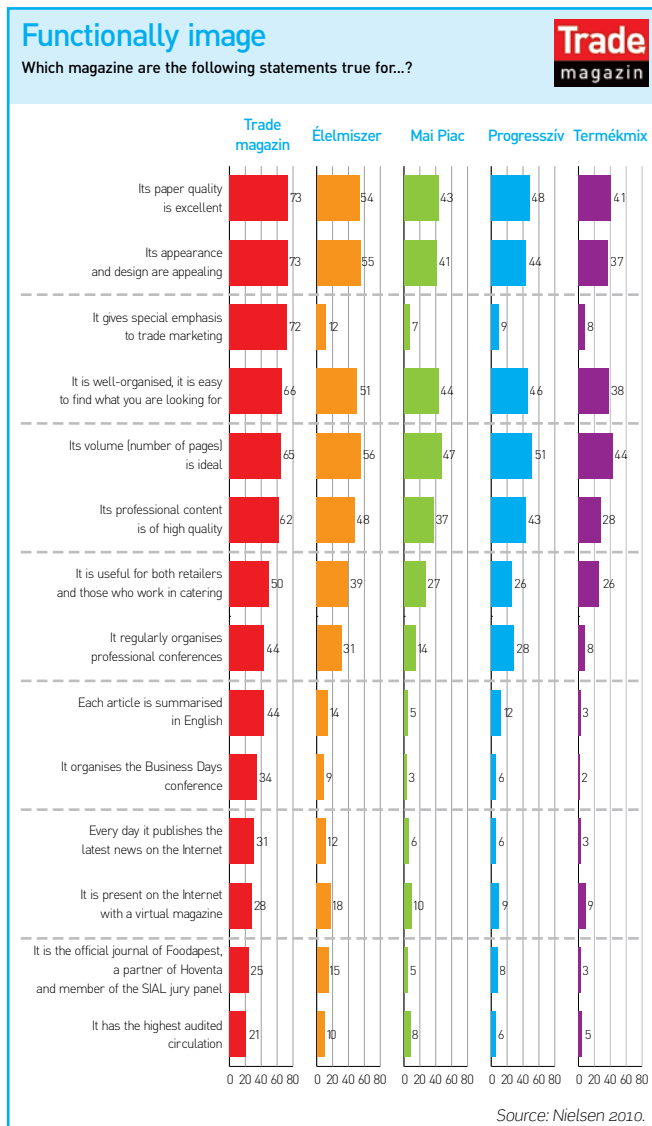
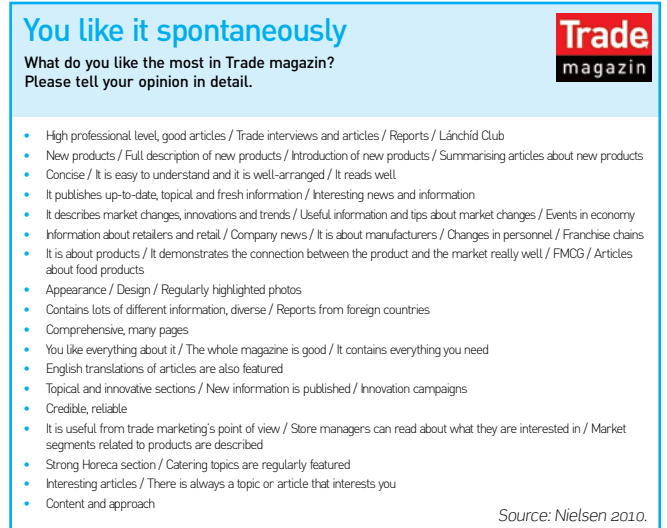
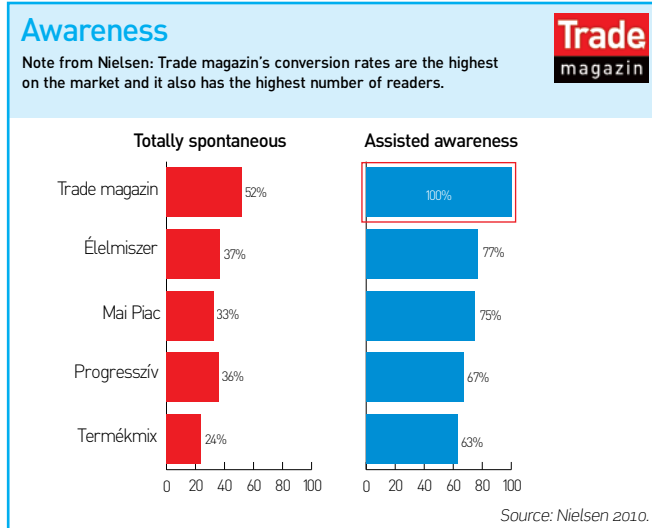
Publisher: Grabowski Publishing Co. Ltd. ■ 1034 Budapest, Bécsi út 122-124.
Phone: (+36 1) 436-4499, (+36 30) 826-4158 ■ **Fax:** (+36 1) 436-4484
E-mail: info@trademagazin.hu ■ **Internet:** www.trademagazin.hu
Grabowski is the member of MATESZ.

Trade Magazin is mailed to our readers on the basis of an audited mailing list of retail and HoReCa businesses.

You can subscribe to our magazine at info@trademagazin.hu.

Nielsen research

Market standing and position of Trade magazin, based on answers from 268 advertisers and readers participating in the survey. The customer satisfaction survey was conducted for the first time in August 2010. Thank you for your co-operation!



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 Trade Magazin

 @trademagazin_hu

FOODAPEST

Official journal
of Foodapest

HOVENTA

Strategic partner of the
Hoventia 2010 trade fair



Official media partner of
the Guild of Hungarian
Restaurateurs



Product of the Year:
exclusive trade media partner



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international jury



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