

# ÉLELMISZER MAGAZINE



## MEDIA OFFER

### PROFESSIONAL JOURNAL AND CONTENT

Élelmiszer magazine, which is published 10 times a year with its topics covers the entire supply chain of the FMCG market. It elaborates the key issues of trade, industry, the supply of goods, marketing and technology, as well as the themes facilitating the promotion and growth of sales in a clear structure. As the oldest FMCG magazine in Hungary Élelmiszer has been informing traders, along with manufacturers, producers and distributors of the FMCG sector about the current issues of the market for 26 years.

### TARGET AUDIENCE

Multinational companies, small and medium-sized enterprises, domestic and international retail chains, small independent shops, drug stores, manufacturers and distributors, companies operating in supporting industries, the middle and senior management thereof, purchasing managers, marketing managers, public organisations, advocacy organisations.

### DISTRIBUTION DATA

● **18 000** copies per month

● **48 600** readers per month

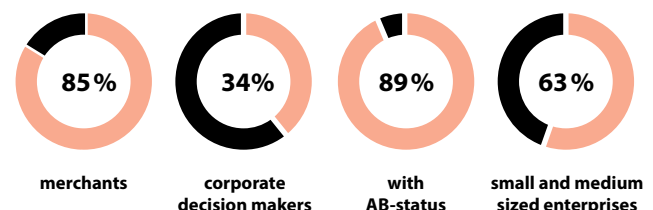
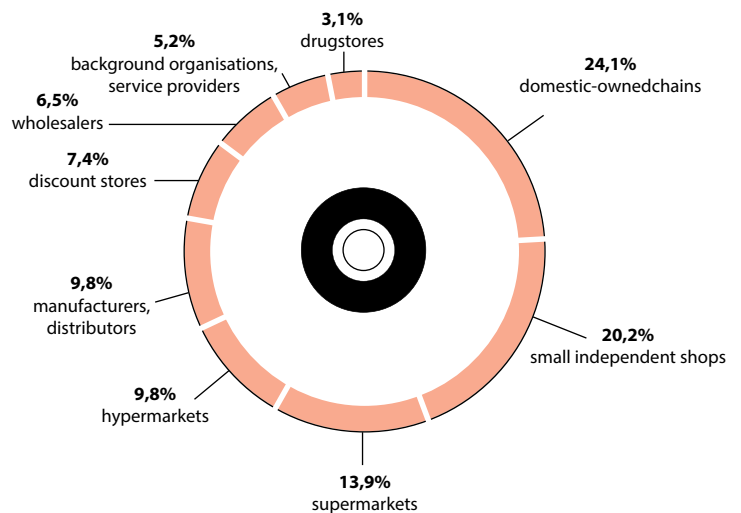
● **Method of distribution:**  
subscription + controlled mailing list

● **Publication:**  
monthly (10 times a year)

● **Price per issue:**  
€ 3,5

● **Annual subscription fee:**  
€ 35 (postal charges included)

### READERS' COMPOSITION



### KONTAKT

PPH MEDIA



H-1037 Budapest, Montevideo u. 3/b.  
Mailing address: H-1300 Budapest, Pf. 157  
Tel.: +36 1 430 4500  
Fax: +36 1 430 4509

#### editor-in-chief:

DÓRA ÁCS  
acs.dora@pphmedia.hu

#### online editor:

TÍMEA PAPP  
papp.timea@pphmedia.hu

#### advertisement:

ÁGNES FETTER  
fetter.agnes@pphmedia.hu

SAROLTA FARKAS  
farkas.sarolta@pphmedia.hu

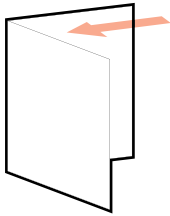
elelmiszer@elelmiszer.hu  
Tel.: +36 1 430 4517

**élelmiszer**

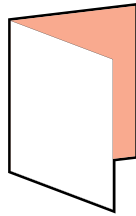


# PRINT

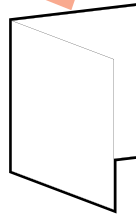
## ADVERTISING SPACES



**Cover II.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**€3000**



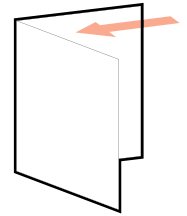
**Cover III.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**€3000**



**Cover IV.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**€3200**



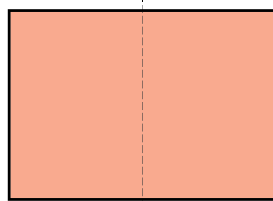
**Band crossing  
the cover + 1/1 ad**  
trim: 50 × 650 mm  
bleed: 5-5 mm  
**€4300**



**Cover II. spread**  
borító II. + 1/1 oldal átfutó  
trim: 420 × 297 mm  
bleed: 5-5 mm  
**€4500**



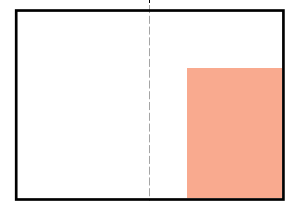
**1/1**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**€2300**



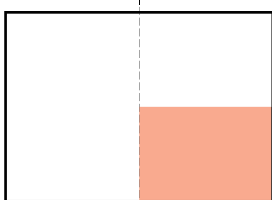
**2/1**  
trim: 420 × 297 mm  
bleed: 5-5 mm  
**€3700**



**2/1 middle of the page**  
trim: 420 × 297 mm  
bleed: 5-5 mm  
**€4000**



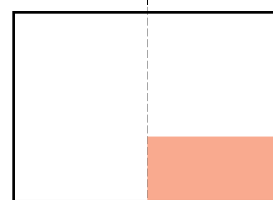
**Junior**  
trim: 134 × 190 mm  
bleed: 5-5 mm  
**€2000**



**1/2 horizontal**  
trim: 210 × 144 mm  
bleed: 5-5 mm  
**€1600**



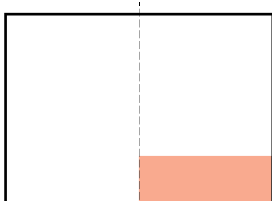
**1/2 vertical**  
trim: 103 × 297 mm  
bleed: 5-5 mm  
**€1600**



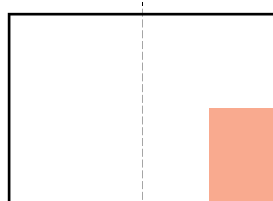
**1/3 horizontal**  
trim: 210 × 98 mm  
bleed: 5-5 mm  
**€1300**



**1/3 vertical**  
trim: 72 × 297 mm  
bleed: 5-5 mm  
**€1300**



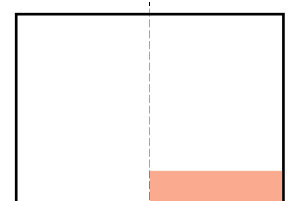
**1/4 horizontal**  
trim: 210 × 80 mm  
bleed: 5-5 mm  
**€1100**



**1/4 vertical small**  
trim: 103 × 144 mm  
bleed: 5-5 mm  
**€1100**



**1/4 vertical big**  
trim: 56 × 297 mm  
bleed: 5-5 mm  
**€1100**

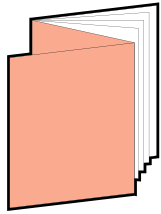


**1/6 horizontal**  
trim: 210 × 60 mm  
bleed: 5-5 mm  
**€650**

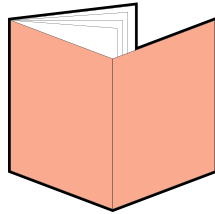


# PRINT

## ADVERTISING SPACES



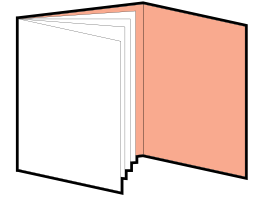
**Double cover I.**  
trim: 2 × 210 × 297 mm  
bleed: 5-5 mm  
**€4500**



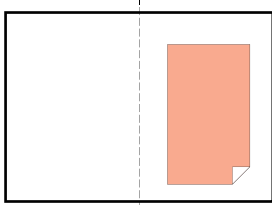
**Double cover II.**  
trim: 3 × 210 × 297 mm  
bleed: 5-5 mm  
**€5000**



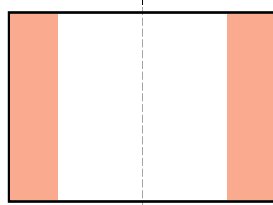
**Double cover III.**  
trim: 3 × 210 × 297 mm  
bleed: 5-5 mm  
**€5000**



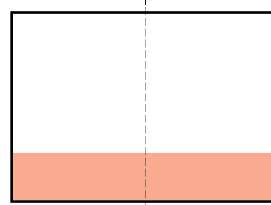
**Double cover IV.**  
trim: 3 × 210 × 297 mm  
bleed: 5-5 mm  
**€5500**



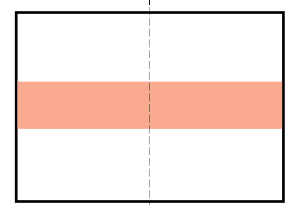
**Individual advertisement with point sticking**  
**€0,15 / pieces**



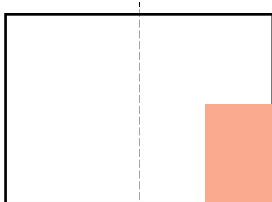
**2x 1/3 opposite**  
trim: 2 × 72 × 297 mm  
bleed: 5-5 mm  
**€2650**



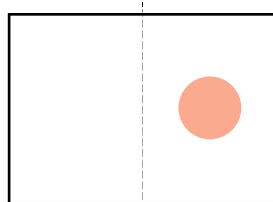
**2x 1/4 strip at the bottom**  
trim: 2 × 210 × 80 mm  
bleed: 5-5 mm  
**€2000**



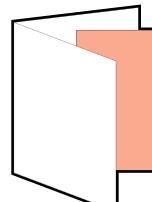
**2x 1/4 strip at the middle**  
trim: 2 × 210 × 80 mm  
bleed: 5-5 mm  
**€2300**



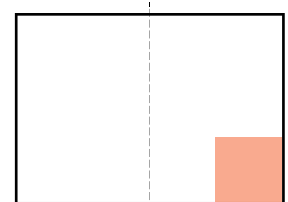
**Offering a new product in the innovation section**  
product photo + text  
**€650**



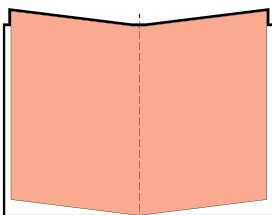
**Island Ad**  
**€1850**



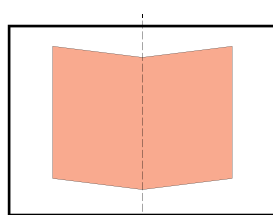
**Loose insert**  
<25 g: **€0,15/pc**  
25-50 g: **€0,18/pc**  
50-100 g: **€0,23/pc**  
100 g<: **by agreement**



**Sponsored illustration**  
85 × 50 mm  
**€470**



**Altar fold**  
(2/1 page)  
trim: 420 × 297 mm  
**€4500**



**Bound insertion**  
**€0,17**  
+ printing cost of the bound material

### TECHNICAL PARAMETERS

**4-color process**  
sheet-fed offset printing  
trim: 210 × 297 mm  
art box: 172 × 261 mm  
length: 68-96 pages

**submission:**  
composite PDF  
300 dpi

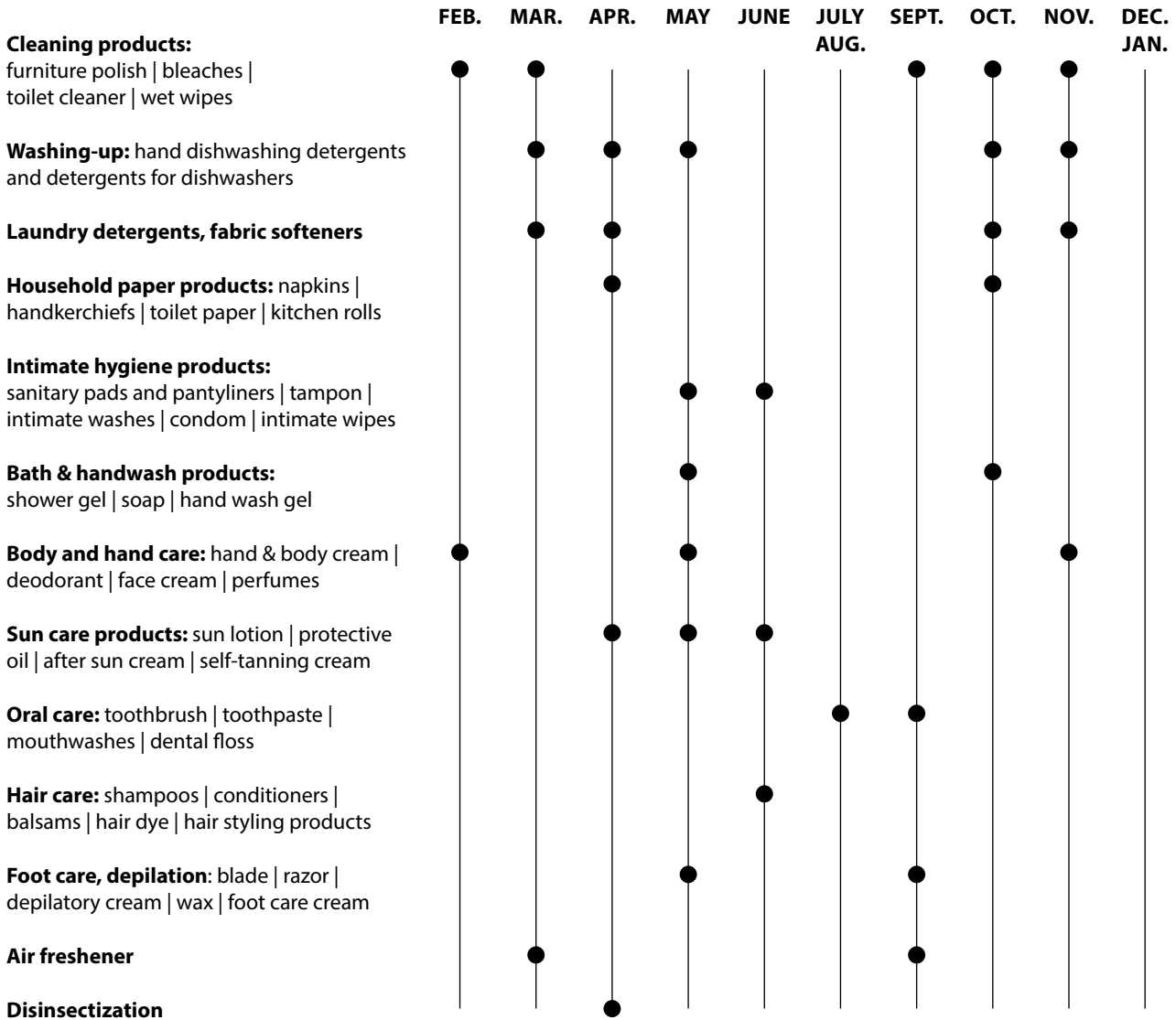
# PRINT

## SUBJECTS – FOOD

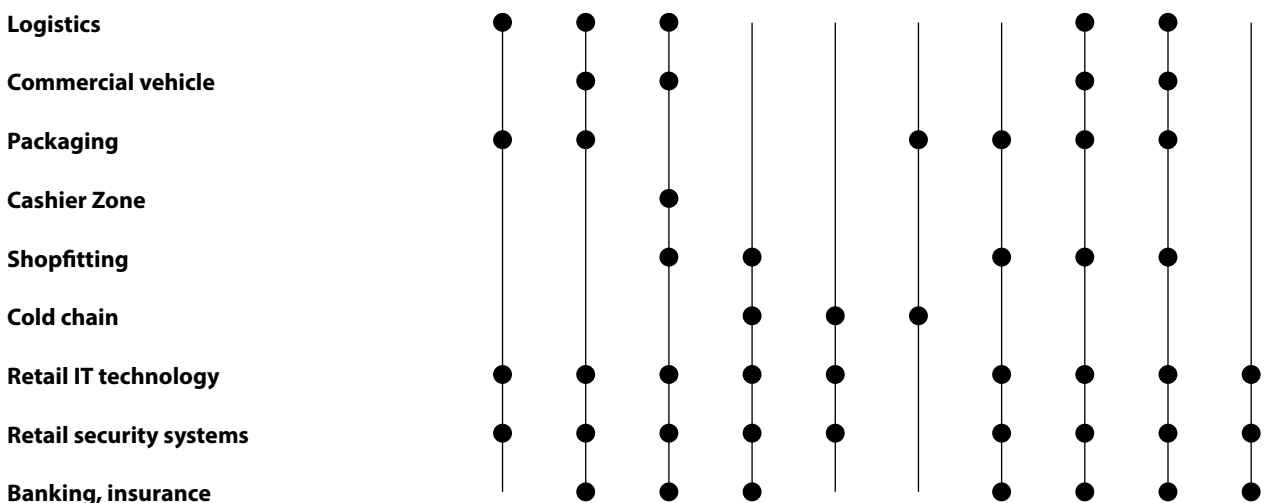
	FEB.	MAR.	APR.	MAY	JUNE	JULY AUG.	SEPT.	OCT.	NOV.	DEC. JAN.
<b>Meat products:</b> cold cuts   ham   frankfurter   grill meats   sausages	●	●		●		●		●	●	●
<b>Dairy products:</b> butter   margarine   cheese   yoghurt   kefir   sour cream   chilled sliced dessert   milk dessert	●	●	●	●	●	●	●	●	●	●
<b>Fish and fish products</b>		●							●	●
<b>Vegetables and fruit</b>				●	●	●	●			
<b>Side dishes:</b> rice   pasta			●						●	●
<b>Quick-frozen products:</b> vegetables   fruit   convenience food	●								●	●
<b>Condiments, salad dressings:</b> dry powders   spices   ketchup   mustard   mayonnaise   horseradish   wet sauces	●	●		●	●				●	●
<b>Preservation:</b> compote   conserve				●	●					
<b>Oil:</b> cooking oil   olive oil				●	●				●	
<b>Bakery products</b>		●					●			
<b>Ingredients for baking:</b> sugar   flour   salt   yeast   egg	●	●						●	●	
<b>Cereal products:</b> muesli   muesli bar   cereal		●					●			
<b>Confectionery products:</b> chocolate bar   sliced chocolate   praline   dessert   candy		●						●	●	●
<b>Snacks:</b> chips   salty snacks   sweet biscuit	●	●				●				
<b>Ice cream</b>				●						
<b>Diabetic products</b>			●	●			●	●	●	●
<b>Baby food</b>					●	●				
<b>Non-alcoholic beverages:</b> carbonated soft drink   juices with pulp   mineral water   iced tea			●	●	●	●	●	●		
<b>Alcoholic beverages:</b> spirits   beer   wine   brandy   champagne   liqueur		●		●	●		●	●	●	●
<b>Hot beverages:</b> coffee   tea   chocolate drink powders	●			●				●	●	
<b>Energy drinks</b>				●	●					
<b>Pet food</b>				●			●			



**SUBJECTS – NON-FOOD**



**SUBJECTS – TECHNOLOGY**

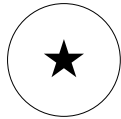


<b>SUBMISSION DEADLINES</b>	23.01.	20.02.	21.03.	20.04.	24.05.	27.06.	24.08.	21.09.	24.10.	23.11.
<b>PUBLICATION</b>	06.02.	06.03.	06.04.	10.05.	08.06.	11.07.	07.09.	05.10.	09.11.	07.12.



# PRINT

## TOPICS



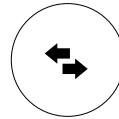
### VIP

Focus on the man, interview with one of the decisive experts of the market



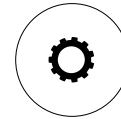
### THEME OF THE MONTH

Elaboration of the current „hot topic“ engaging the trade the most



### TRADE

Merchants, exclusive interviews, domestic and international trends, events, presentation of research results



### INDUSTRY

Companies, product categories, topicalities, market research, domestic professional events, sectoral analyses, forecasts



### SUPPLY OF GOODS

Products, market overviews, food tests, promotional activities



### INNOVATION

Introduction of innovations in the FMCG market and presentation of the product developments taken place in the sector



### TECHNOLOGY

Presentation of back-end industrial technologies for food manufacturers and agricultural producers, in-store retailing technologies, IT technologies, elaboration of logistic issues, technological developments, innovations



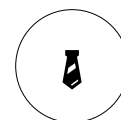
### MARKETING

Articles and case studies written by ATL and BTL specialists, online experts and renowned marketing specialists



### GREEN

Environmental protection and sustainability in the FMCG sector



### CAREER

HR news, personnel changes on the FMCG market



### BRAND HISTORY

Double-sided customer-specific content publishing for jubilees and communication of major brand events.

*In case of print publications cancelling the advertisements beyond the given submission deadline will be charged for 100% of the advertisement's net net cost as a penalty.*



# ONLINE

## ÉLELMISZER WEBSITE

# 125 000

page views per month

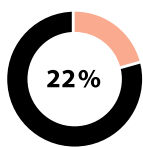
# 75 000

unique visitors per month

**Élelmiszer online** is the market leading website of the FMCG sector. We wait our readers with up to date information and services, professional commenting opportunities, research results and videos.



## ÉLELMISZER NEWSLETTER



22%

open  
rate

**5x**  
a week

to  
**7 500**  
email addresses

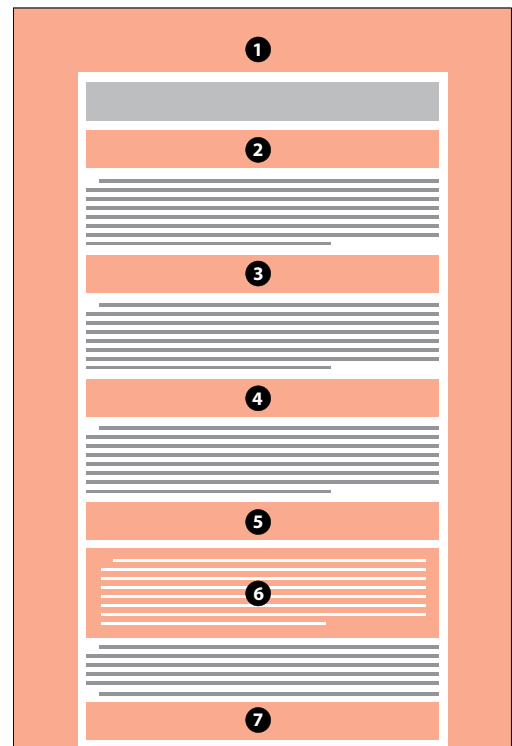
### ADVERTISING SPACES IN THE NEWSLETTER

- |   |                      |
|---|----------------------|
| <b>1 gate banner</b><br>2 × 200 × 1000 px (side)<br>728 × 180 px (top)  | <b>€970 / week</b>   |
| <b>2 on the top of the newsletter</b><br>728 × 90 px  | <b>€400 / week</b>   |
| <b>3</b> 728 × 90 px (following the first article)  | <b>€350 / week</b>   |
| <b>4</b> 728 × 90 px (following the second article)   | <b>€335 / week</b>   |
| <b>5</b> 728 × 90 px (following the third article)  | <b>€290 / week</b>   |
| <b>7</b> 728 × 90 px (at the bottom of the newsletter)  | <b>€250 / week</b>   |
| <b>6 PR article</b><br>with image, highlighted among the news   | <b>€460 / week</b>   |
| <b>+ sponsored newsletter</b><br>Unique background colour or logo in the background,<br>728 × 90 px banner, PR article                          | <b>€970 / day</b>    |
| <b>+ Special newsletter**</b><br>Only the edited content of the advertiser<br>is sent out to our mailing list,<br>without any editorial content | <b>€1150 / issue</b> |

\*In case of daily publications a 20% surcharge will be applied.

\*\*The content is needed to approved by the editorial staff

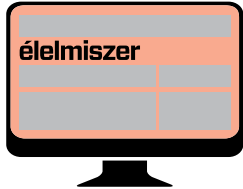
In case of online publications cancelling the advertisements within 24 hours following the start of the publication will be charged for 100% of the advertisement's net net cost as a penalty.





# ONLINE

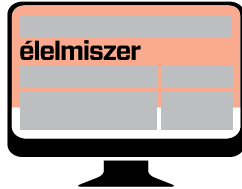
## ONLINE BANNER ADVERTISING SPACES



**Background skin**

1600 x 600 px  
/ week

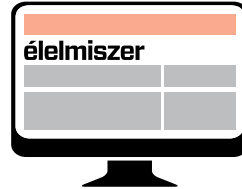
€1550 – on the main page  
€1700 – on article subpages  
€1850 – everywhere



**Fading colour**

970 x 250 px  
/ week

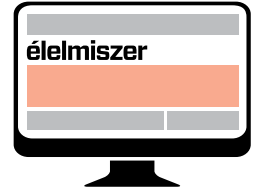
€1950 – on the main page  
€2150 – on article subpages  
€2300 – everywhere



**Band above the header**

970 x 110 px  
/ week

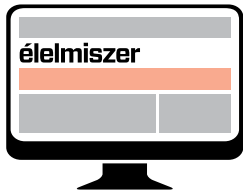
€590 – on the main page  
€630 – on article subpages  
€700 – everywhere



**Band below the header**

970 x 250 px  
/ week

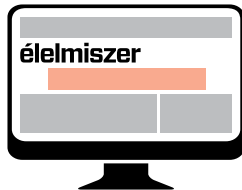
€770 – on the main page  
€850 – on article subpages  
€930 – everywhere



**Band below the header**

970 x 90 px  
/ week

€470 – on the main page  
€500 – on article subpages  
€560 – everywhere



**Band below the header**

728 x 90 px  
/ week

€390 – on the main page  
€410 – on article subpages  
€480 – everywhere



**Content 2. column after**

2-3 articles / week  
590 x 360 px

€460 – on the main page  
€500 – on article subpages  
€560 – everywhere



**Content 2. column after**

2-3 articles / week  
300 x 250 px

€390 – on the main page  
€410 – on article subpages  
€480 – everywhere



**Content 2. column after**

2-3 articles / week  
468 x 120 px

€310 – on the main page  
€350 – on article subpages  
€380 – everywhere



**Content 2. column after**

2-3 articles / week  
468 x 60 px

€280 – on the main page  
€300 – on article subpages  
€340 – everywhere



**In the right column, on the top**

300 x 600 px  
/ week

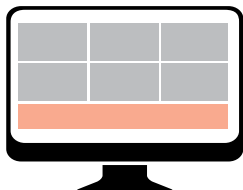
€390 – on the main page  
€410 – on article subpages  
€480 – everywhere



**In the right column, on the top**

300 x 250 px  
/ week

€350 – on the main page  
€380 – on article subpages  
€430 – everywhere



**Fixed Bottom banner**

/ week

€580 – on the main page  
€510 – on article subpages  
€900 – everywhere



**Page Peel banner**

closed: 120 x 120 px  
opened: 300 x 300 px  
/ week

€510 – on the main page



**Top right column**

box offering events  
/ week

€280 – on the main page  
€300 – on article subpages  
€340 – everywhere



**Content 2. column after**

2-3 articles / week  
PR article

€460 – on the main page  
€510 – on article subpages  
€560 – everywhere





