

TURIZMUS TREND VENDÉG & HOTEL



MEDIA OFFER

JOURNAL AND CONTENT

Journal of the tourism and HoReCa industries, which has been renewed at the end of 2017 both in content and appearance, but is still published 10 times a year on 64 pages. Our goal is to make an analytical and forward-looking journal which also prognosticates the future development of tourism. With our high-standard articles and research we provide a broad outlook on the foreign and domestic trends of tourism, the hotel industry and catering.

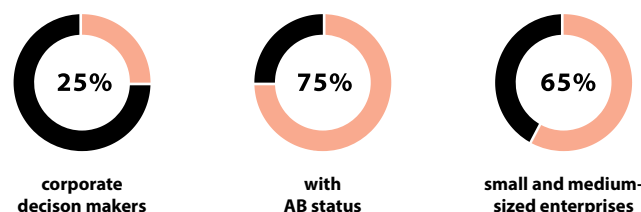
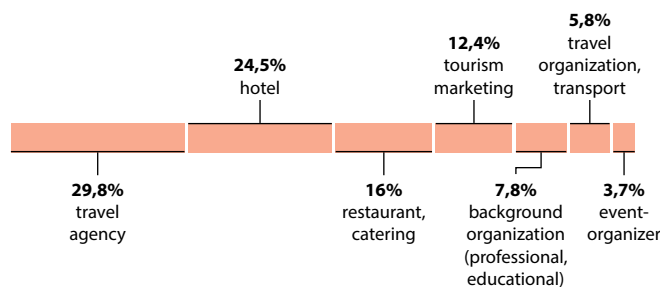
DISTRIBUTION DATA

- **6 000** copies per month
- **16 200** readers per month
- **Method of distribution:** subscription + controlled mailing list + Inmedio and Relay newsagents
- **Publication:** monthly (10 times a year)
- **Price per issue:** 780 HUF
- **Annual subscription fee:** 7900 HUF (postal charges included)

TARGET AUDIENCE

Travel agencies, tour operators, IATA office staff, hotel industry professionals, HoReCa suppliers and catering service providers, decision makers, proprietors, operators of the catering industry, restaurant managers, chefs, guides, airlines and transfer companies, tourism marketers, TDM organisations, professional associations, tourism background organisations, transport companies.

READERS' COMPOSITION



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Field of tourism:
Hotels, restaurants, suppliers:

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ONLINE

TURIZMUS TREND WEBSITE

Turizmus Online is the website of the tourism industry. It awaits the professionals working in the fields of tourism, the hotel industry and catering with up-to-date information and services, regularly updated professional databases, a discussion forum related to current topics and a searchable archive.

Vendég: daily updated professional website of the HoReCa sector with the latest hotel and catering news. Videos, blogs, professional databases are linked to the professional portal.



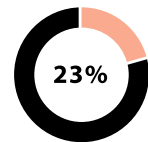
190 000
page views per month

80 000
unique visitors per month

NAPI TURIZMUS NEWSLETTER

The **Napi Turizmus Newsletter** is the fastest means of communication in the tourism industry. On every working day our subscribed readers receive up-to-date news about the events of domestic and foreign tourism to their direct email address.

to
17 000
email addresses



open rate

VENDÉG & HOTEL NEWSLETTER

The **Vendég & Hotel Newsletter** is sent out twice a week with the current news on the hotel industry and catering.

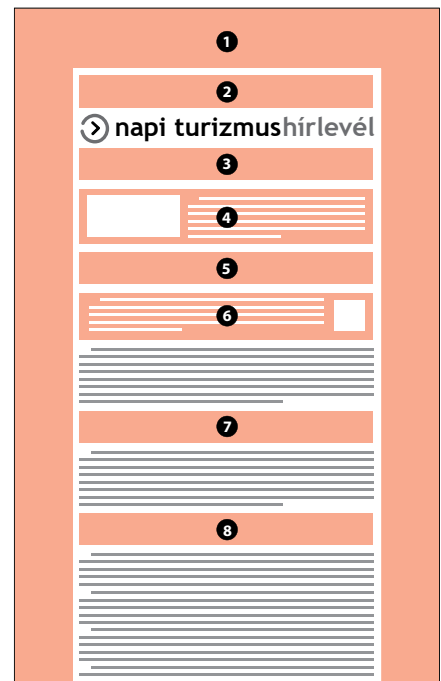
to
3500
email addresses

2x
week

NEWSLETTER SPONSORSHIP

	NAPI TURIZMUS		VENDÉG & HOTEL	
	price/day	price/week	price/day	price/week

1 Newsletter sponsorship	€1035	-	€495	-
2 728 x 90 - above the header	-	€320	-	€160
3 728 x 90 - under the header	-	€275	-	€140
5 728 x 90 - follow the 1. column	-	€265	-	€130
7 728 x 90 - follow the 2. column	-	€230	-	€115
8 728 x 90 - follow the 3. column	-	€220	-	€110
6 PR article with image	-	€230	-	€130
+ Special newsletter**	€1265	-	€585	-
4 Offering box (text + image) at the beginning of the newsletter	-	€290	-	€140



* VAT not included in the prices.

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

ONLINE

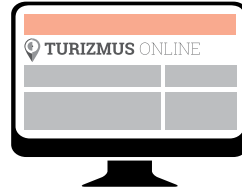
ONLINE ADVERTISING SPACES



background skin
 1600 × 600 px
 weekly price:
 turizmusonline
 on the main page: **€980**
 on article subpages: **€1035**
 everywhere: **€1150**
 Vendég & Hotel subpage:
€575



fading colour
 weekly price:
 turizmusonline
 on the main page: **€1150**
 on article subpages: **€1265**
 everywhere: **€1380**
 Vendég & Hotel subpage:
€750



band above the header
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 turizmusonline
 on the main page: **€325**
 on article subpages: **€345**
 everywhere: **€390**
 Vendég & Hotel subpage:
€200



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 Vendég & Hotel subpage:
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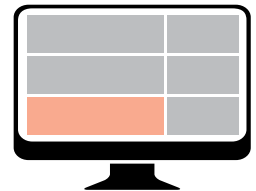
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€200



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**content 2 column
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 everywhere: **€335**
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 on article subpages: **€220**
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 tartalmi doboz / Pr cikk
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 on the main page: **€390**
 on article subpages: **€495**
 everywhere: **€485**
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 everywhere: **€425**
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 on the main page: **€140**
 on article subpages: **€160**
 everywhere: **€175**
 Vendég & Hotel subpage:
€95

* VAT not included in the prices.

PRINT

TOPICS



TRANSPORTATION

Trends and novelties in road, rail, air transport and cruising.



CURRENT

Most important events of the month viewed from many aspects.



TECHNOLOGY

Mobile and online trends and developments related with the travel trade.



MARKETING

Interesting facts and novelties from the world of tourism marketing.



DESTINATION

Popular and little-known destinations with useful sales tips.



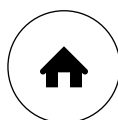
BACKGROUND

Trends, analyses, background materials.



HOTEL BACKGROUND

Hotel developments and novelties.



AT HOME

Domestic developments, attractions, novelties.



PORTRAIT

Interview with eminent representatives of the profession.



TRAVEL

Topical issues of travelling abroad and home.



VENDÉG COLUMNS

Current: Events affecting the profession, reports on our Business Club events

Hotel: New hotel opening, development, renovation, design, professional presentation of houses at domestic and international levels: **Gastro:** Development, reconstruction, changing the chef, guest area, work in the kitchen, recipes, ideas. Presentation of the latest culinary, catering and Horeca trends and tendencies

Restaurant test: Presentation of a restaurant (in a hotel or standalone) in the capital and across the country by testing. Tasting of meals, analyses of seasonal menus, chefs, introduction of their concept based on the "proof of the pudding is in the eating" principle in loose and easy, "consumable" style.

GastroDesign: In connection with our successful GastroDesign competition monthly dialogue between interior designers and hotel or restaurant managers relating to works that are planned or completed.

Annex: Basic materials, design, professional background analyses, education, eco, outlook, new players in the market – everything that in a given period may be important for the hotel and catering industry: detailed presentation, interviews, analysis

Start-up: start-up businesses and developments relating to the Horeca segment

As a guest: Presentation of a foreign destination as seen through the guest's eyes

PRINT

PUBLICATION

ISSUES	SUBMISSION OF ADVERTISEMENT	PUBLICATION	TOPICS
● TURIZMUS TREND 1-2.	JANUARY 19th	FEBRUARY 3rd	Business tourism trends, news, trends online
● TURIZMUS TREND 3.	FEBRUARY 16th	MARCH 1st	Annual panorama on the market of domestic and foreign tourism, offers, novelties
● TURIZMUS TREND 4.	MARCH 21th	APRIL 5th	Spas, health tourism, medical wellness
● TURIZMUS TREND 5.	APRIL 27th	MAY 11th	Pre-season, hiking, nature tourism, via ferrata, active tourism
● TURIZMUS TREND 6.	MAY 29th	JUNE 7th	Domestic offers, trends online
● TURIZMUS TREND 7-8.	JUNE 26th	JULY 6th	Overview of the lidos, coastal tourism
● TURIZMUS TREND 9.	SEPTEMBER 3rd	SEPTEMBER 14th	Late-season offers
● TURIZMUS TREND 10.	SEPTEMBER 28th	OCTOBER 9th	Spas, health tourism, medical wellness
● TURIZMUS TREND 11.	OCTOBER 26th	NOVEMBER 13th	Winter destinations and programmes, senior offers, ski holidays
● TURIZMUS TREND 12.	NOVEMBER 28th	DECEMBER 13th	End of the year greeting, maritime transport

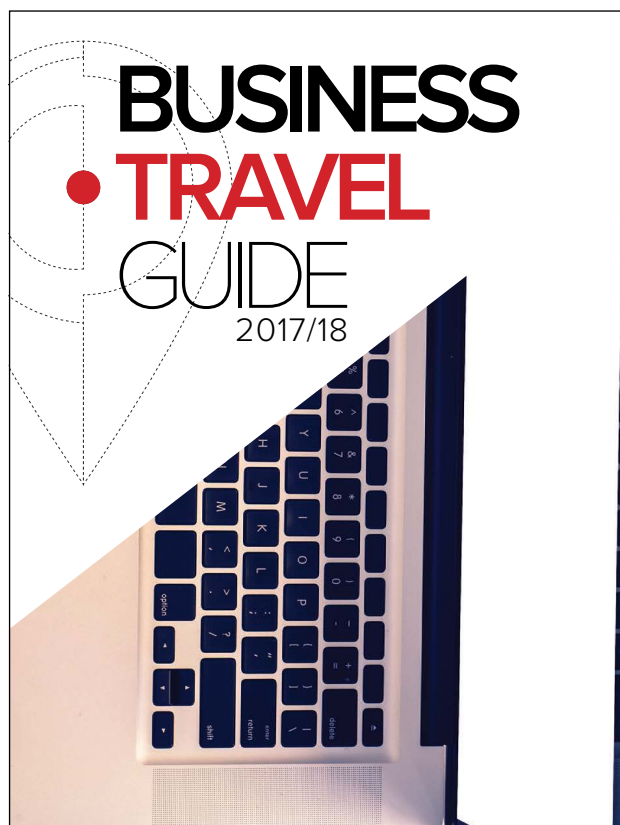
THEMATICAL ISSUES

- **Number of copies:**
55 000
- **Published:**
once a year October/November
- **Distribution:**
packaged together with the publisher's magazines

BUSINESS TRAVEL GUIDE

The publication entitled Business Travel Guide Hungary first released in autumn 2014 presents domestic business tourism-related enterprises on 60 pages. The sophisticatedly designed catalogue is made of two parts. In the introduction articles on business tourism can be read while the second part discusses the business tourism providers in a regional breakdown. Hotels, conference-halls, special event venues and event planning agencies are lined up inside.

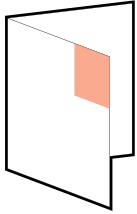
The catalogue is distributed free of charge to the subscribed readers of the 7 professional journals of Professional Publishing Hungary Kft. Doctors, pharmacists, engineers, tourism decision-makers, FMCG professionals, HR managers, marketing and communications professionals and business decision makers can leaf through the publication.



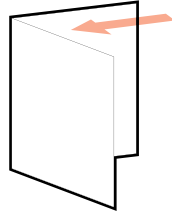


PRINT

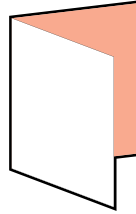
PRINT ADVERTISING SPACES



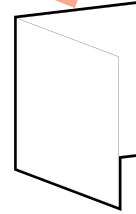
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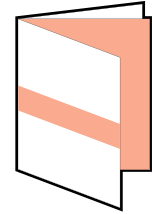
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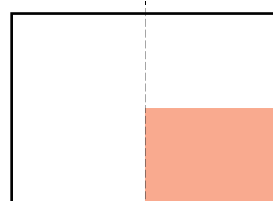
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1/1
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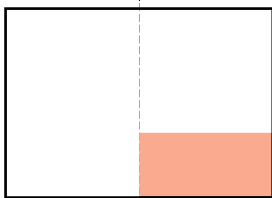
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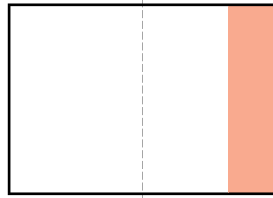
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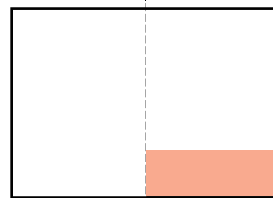
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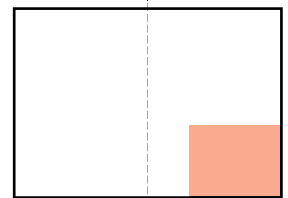
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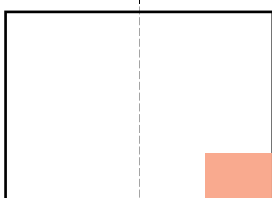
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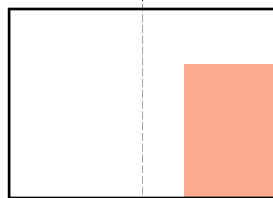
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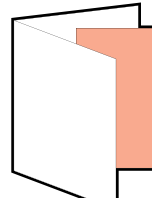
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€345



junior page
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€1150

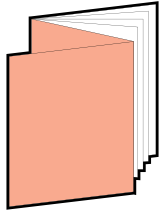


loose insert
<25 g: **€0,16 / pc**
25 – 50 g: **€0,19 / pc**
50 – 100 g: **€0,24 / pc**
100 g<: **by agreement**

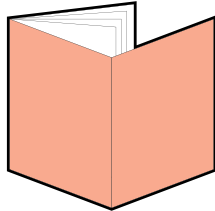


PRINT

PRINT ADVERTISING SPACES



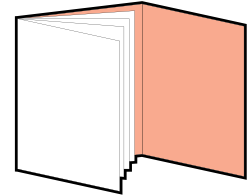
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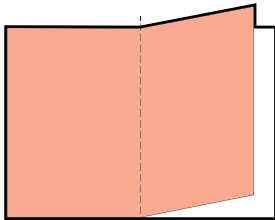
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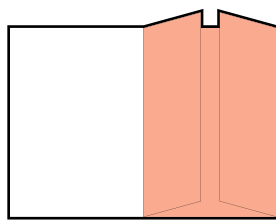
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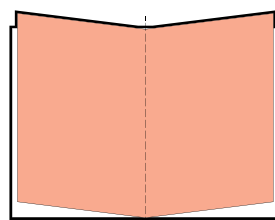
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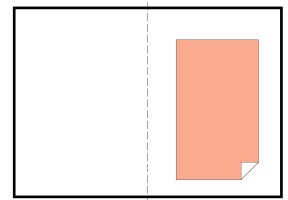
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bleed: 5-5 mm
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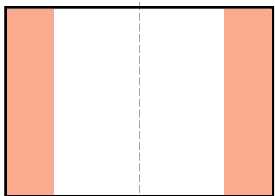
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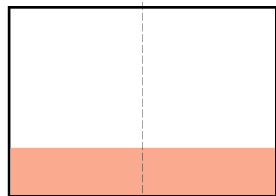
bound insertion
B2 spread size
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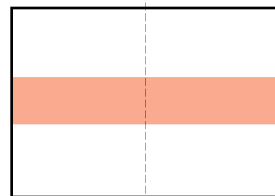
individual advertisement with point sticking
€0,19
+ advertising space + VAT



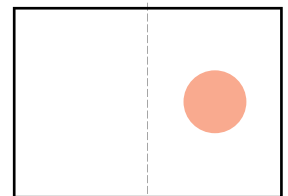
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bleed: 5-5 mm
€1100



1/4 band in the middle
trim box: 2 × 210 × 60 mm
bleed: 5-5 mm
€1320



island ad
€1100

* VAT not included in the prices.



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

TECHNICAL PARAMETERS

4-color process
sheet-fed offset printing
trim size:
210 × 280 mm

submission:
composite
PDF, 300 dpi

EVENT

VENDÉG & HOTEL BUSINESS KLUB

The six-year-old event is a successful and unique series of programs of the hotel industry and catering during which on each occasion 60-70 hotel and restaurant decision makers and managers take part in the event held always at an other location. At the event 10-15 minute presentations are held on the current issues affecting directly or indirectly the profession by HoReCa suppliers, service companies and experts. Following the presentations a business lunch will take place for informal discussions, networking and business meeting.

Prices of sponsorship opportunities: Depending on the chosen package based on individual arrangement.

In each second month, in Budapest, with 60-70 participants.



TOURISM ACADEMY

Presentation of innovative solutions in tourism marketing grouped around current topics, with participation of renowned speakers. At the end of the practice-oriented workshop-type training the participants have an opportunity to discuss what was said. The participants will receive the lecture material in electronic format so as to benefit from the acquired knowledge during their everyday work.

Prices of sponsorship opportunities: Depending on the chosen package based on individual arrangement.

In the spring and autumn, in Budapest, with 60-70 participants.



GASTRO

DESIGN

TURIZMUS AKADEMIA

PROFESSIONAL COMPETITIONS

COMPASS This year the umpteenth time Turizmus Trend announces its communications competition especially for the tourism sector. The jury composed of creative and tourism professionals rewards the ideas of tourism enterprises in creative marketing and communication. Entries of travel agencies, non-profit organizations (Tourinform, tourist office, TDM organization, association), hotels or the creative and advertising agencies they commission are welcome in the following categories: print, web, event marketing, communication at the point of sale (POS) advertisements and advertising campaigns.

In the spring. Entries: hotels, travel agencies, TDM organizations.

GASTRO DESIGN For the first time in 2014 two journals of Professional Publishing Hungary Kiadó, Turizmus Trend / Vendég & Hotel and Kreatív announced the Gastro Design contest for catering establishments. The competition is the extended and improved successor of the 'Étlap és itallap', and the 'Kert Trend' contests. The goal of the competition was to find the country's most beautiful interior spaces, gardens, menus, images and accessories.

In the summer. Entries: hotels, restaurants, places of entertainment.