

Hello Hungary

INTRODUCTION TO THE **TOURISM PORTAL**

THE HELLO HUNGARY PLATFORM IS A NICHE INITIATIVE IN THE ONLINE SPACE

TOURISM GUIDE

- Fact sheets of hundreds of units with relevant gastronomic attractions and map visualisation are displayed, with nationwide coverage (except Budapest)
- The units have features for speed dialing, route planning, social media redirection, opening hours, reservations (where relevant), webshop (where relevant)
- A complex filtering system, listing several aspects will be integrated into the portal's surfaces, providing users with a tailor-made offer
- In addition to the inclusion of tourism attractions, additional elements motivating people to travel are included, thus positively influencing users' choices

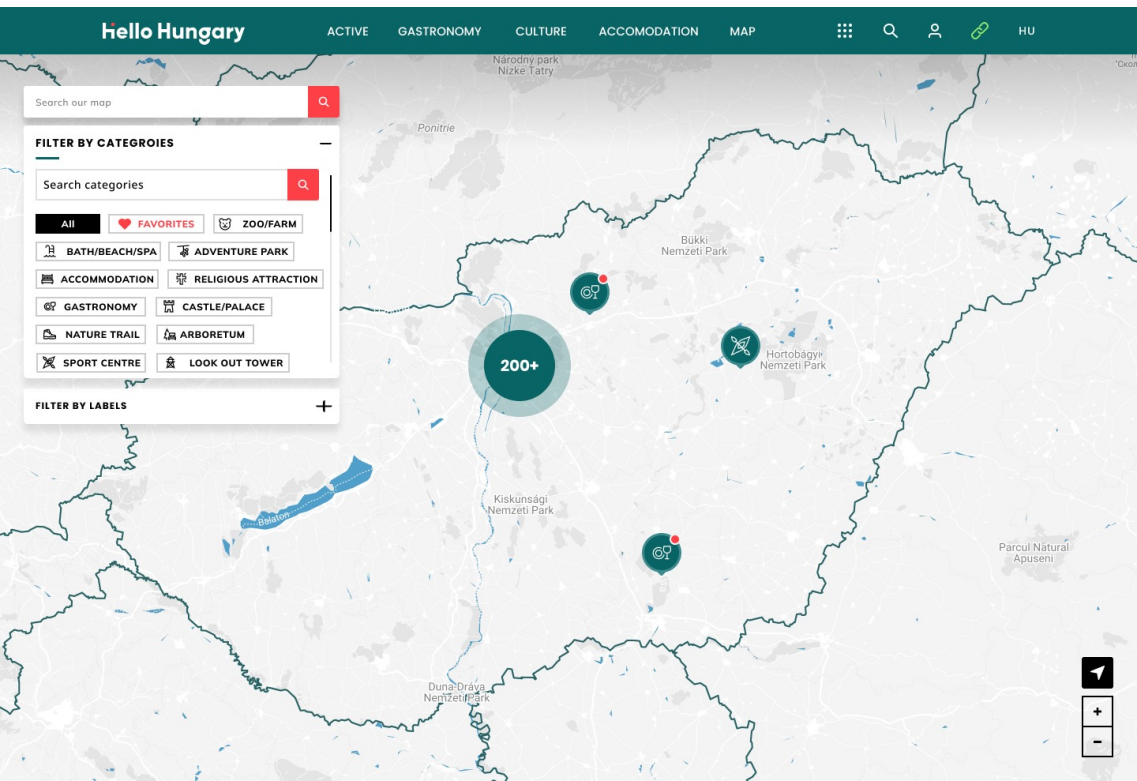
ONLINE MAGAZINE

- An online magazine featuring hundreds of editorials, published in the following columns: Active, Gastronomy, Culture, Accommodation, Did you know? and Toplists. The articles cover the priority tourist areas of Hungary, illustrated with captivating photos, VR footage, secret tips and great top lists. Many of the articles also have a "read aloud" function, so you can even listen to the content while travelling.
- The editorial content is complemented by short news items, while the programme guide provides users with well-defined, active, culinary and cultural programmes, which can be filtered by day or theme. The contents are intricately intertwined: they draw attention to a particular region, showing as many destinations, attractions and points of interest as possible.
- In addition to the readable content, the videos also serve this purpose: as a two-minute teaser, they encourage the viewer to travel and experience the joy of discovery, visiting forests, fields and lakes, from Lake Balaton to Órség and Gemenc, from Mátra to Hortobágy and Lake Tisza.

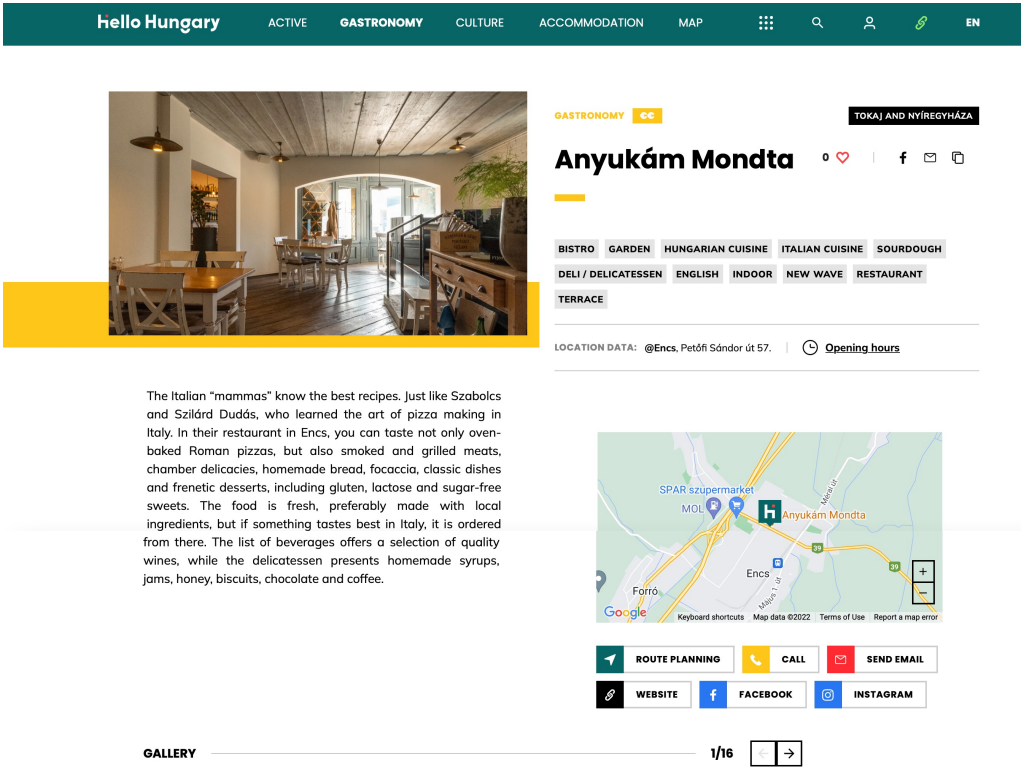
The above main profile elements converge along several lines whether it is recommending one another along related content or taking the opportunity to link to it. Aspects such as accessibility, family-friendliness, or even cycling and dog-friendly features are also highlighted in our content. We provide English translations of our contents, whether written or video, the latter being offered with simultaneous subtitles.

ONE OF THE MAIN ELEMENTS OF THE PLATFORM IS THE TOURISM GUIDE, WHICH HAS THE FACT SHEETS OF ALL THE ADDRESSES LISTED

The map of the tourism guide



The data sheet of a listed address

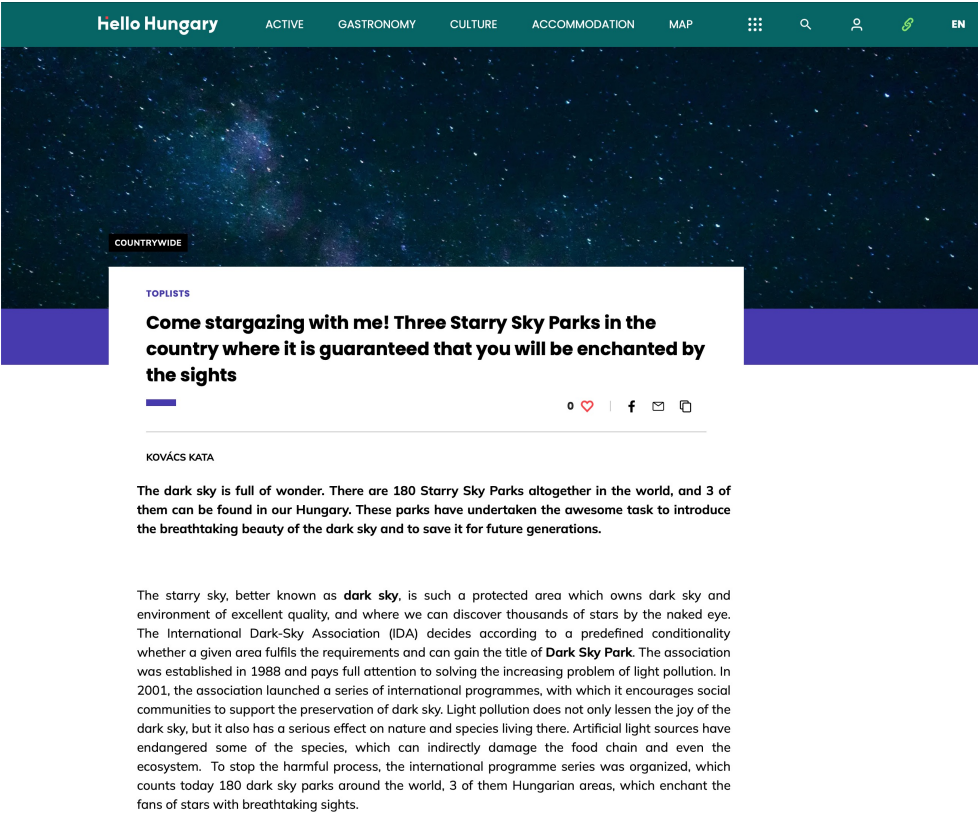


THE ARTICLES FEATURING EXCITING, RELEVANT CONTENT ARE PUBLISHED IN SIX COLUMNS

An article from the „Accommodation” column



An article from the „Toplists” column



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PRESENTATION OF THE POTENTIAL **FORMS OF COOPERATION**

A WIDE RANGE OF COOPERATION OPTIONS ARE AVAILABLE

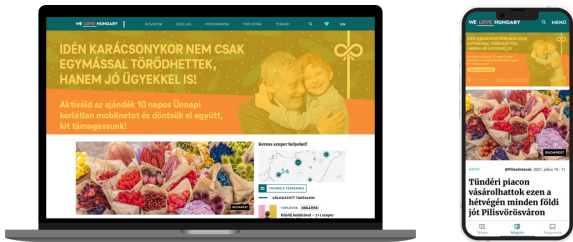
	MAIN SPONSORSHIP	ARTICLE SERIES	NATIVE COOPERATION	BRANDED CONTENT	COLUMN SPONSORSHIP	DISPLAY SURFACES
DESCRIPTION	Title sponsorship, the partner's name and logo constantly displayed on the portal, integrated banner ads with guaranteed AV volume. On request, additional native content, column sponsorship, article series or branded content collaboration	Publishing a series of thematic articles in the online magazine, in line with the partner's brand message, even in several columns.	Creation of a branded sub-page where the partner publishes its own content in cooperation with the editorial team.	Occasionally publishing content (video, article) generated in collaboration with the partner in the chosen section of the online magazine.	Outstanding image exposure, the partner sponsors the chosen column that best fits their brand message, ensuring constant visibility for their brand. Optionally, content generated in collaboration with the partner can be placed in the column.	Integrated, high-value display, banner campaign based on the agreed articles, so the partner can tailor its portfolio depending on the content, resulting in discreet advertising, easy association.
LIST PRICE	Based on special agreement	Leading article: 90.000 Ft/piece (English version costs additional 45.000 Ft)	Based on special agreement starting at 350.000 Ft	Article: 90.000 Ft Video: 150.000 Ft	Starting at 800.000 Ft depending on requests	Details available on the following slides

hello Hungary

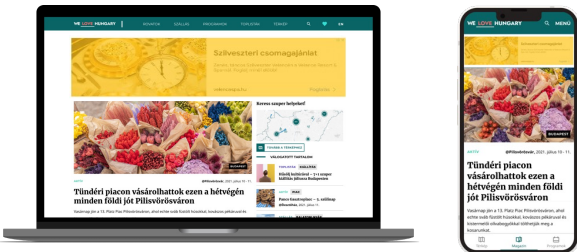
PRESENTATION OF THE **DISPLAY SURFACES**

DISPLAY SURFACES

FULL BANNER



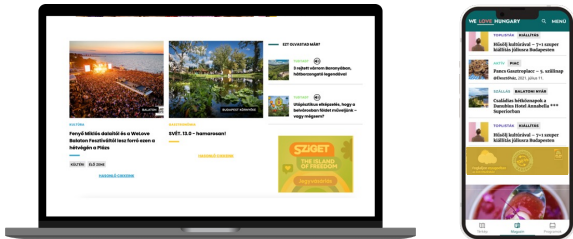
BASIC BANNER



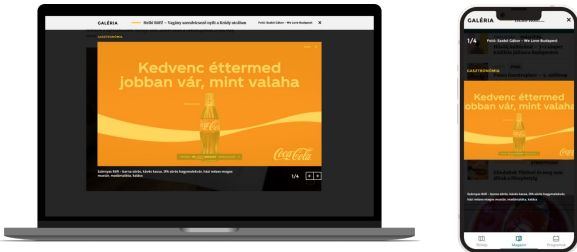
FULL SCREEN IMAGE/VIDEO



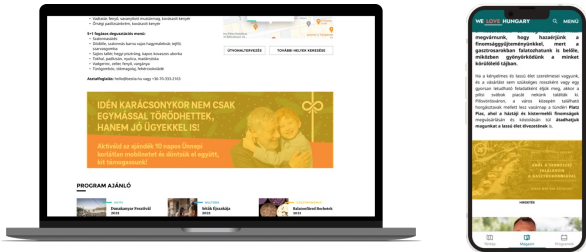
SIDE BANNER



SLIDESHOW



BILLBOARD



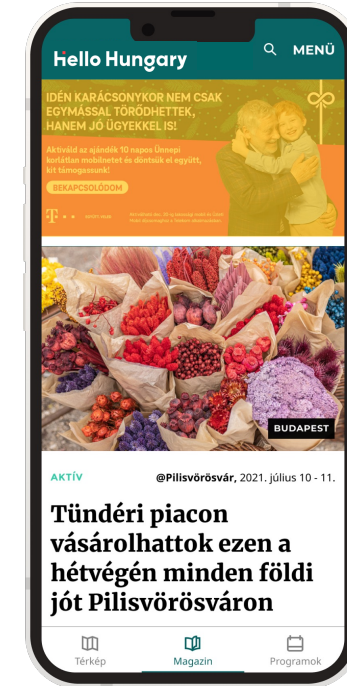
MEGJELENÉS HELYE	FULL BANNER	BASIC BANNER	FULL SCREEN IMAGE/VIDEO	SIDE BANNER	SLIDESHOW	BILLBOARD
OPENING PAGE/ LIST PAGE	800.000 Ft/week	600.000 Ft/week	800.000 Ft/week	300.000 Ft/week	200.000 Ft/week	600.000 Ft/week
ARTICLE PAGE/ SUB PAGE	650.000 Ft/week	400.000 Ft/week	650.000 Ft/week	150.000 Ft/week	120.000 Ft/week	400.000 Ft/week

FULL BANNER



FEATURES

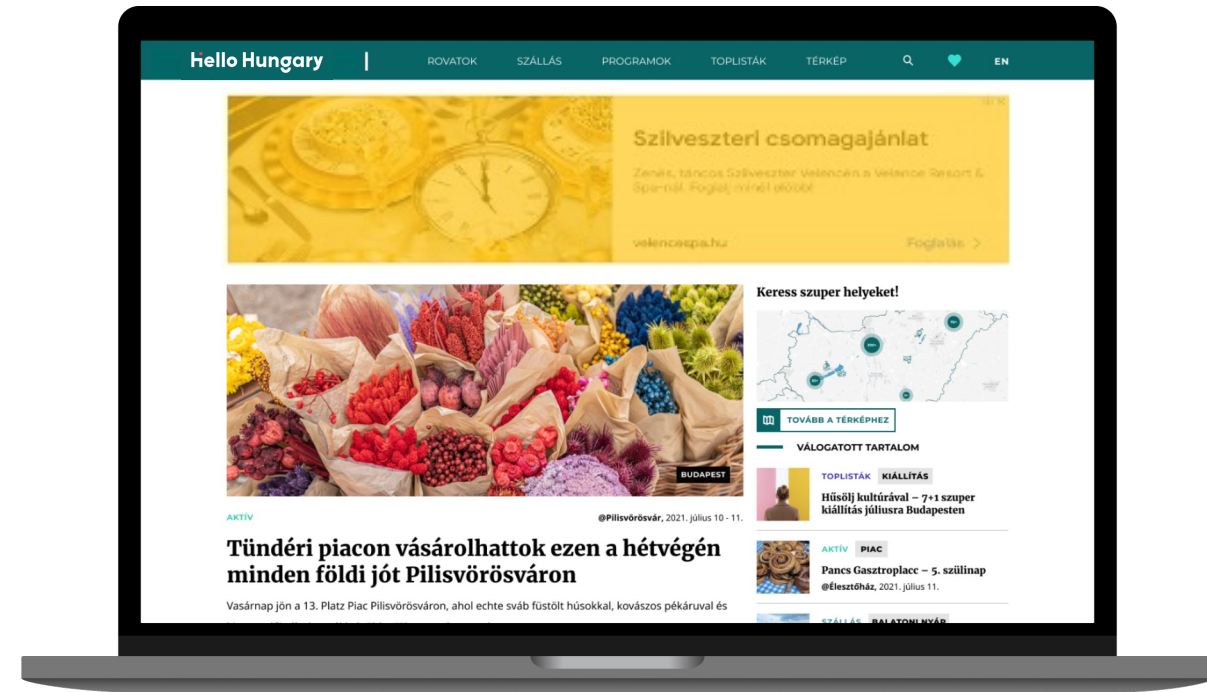
- Full-screen wide display
- Appears in the header



SIZE

- Desktop: 1920x400px (rendered size: 1536x400px)
- Mobil: 800x240px

BASIC BANNER



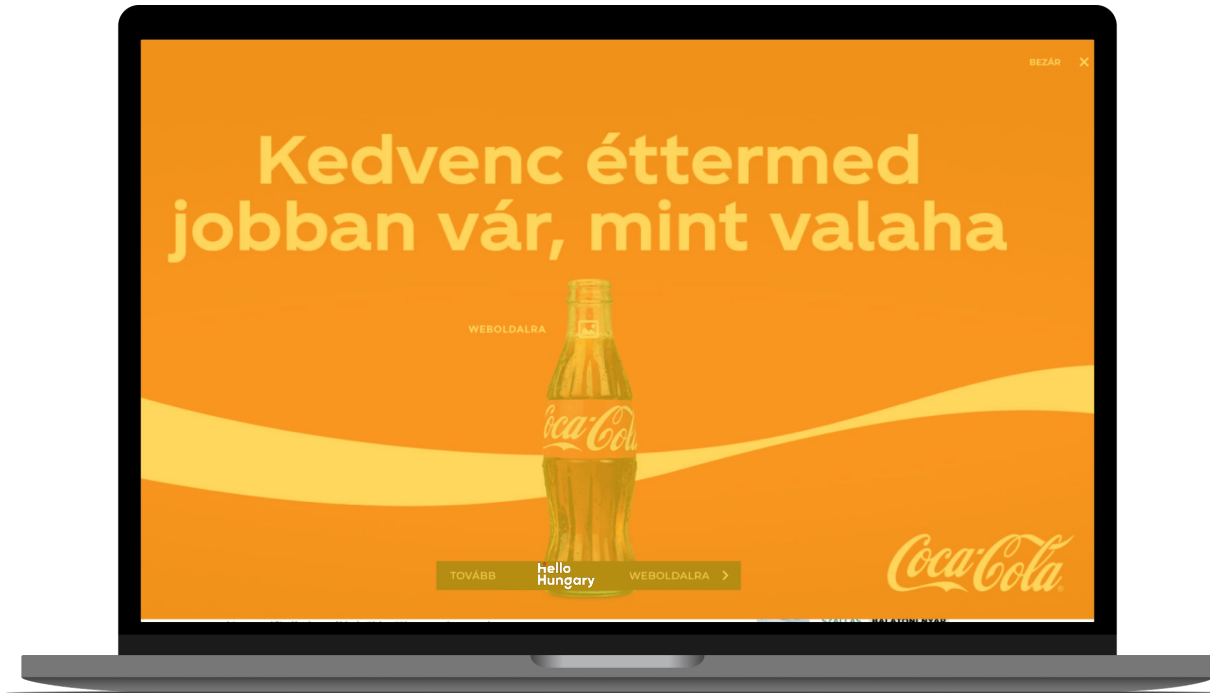
FEATURES

- Maximum width corresponds to the width of the page content
- Appears in the header

SIZE

- Desktop: 1180x240px
- Mobil: 800x240px

FULL SCREEN IMAGE/VIDEO



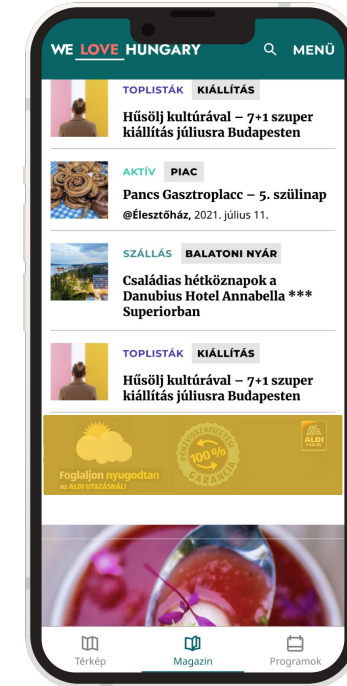
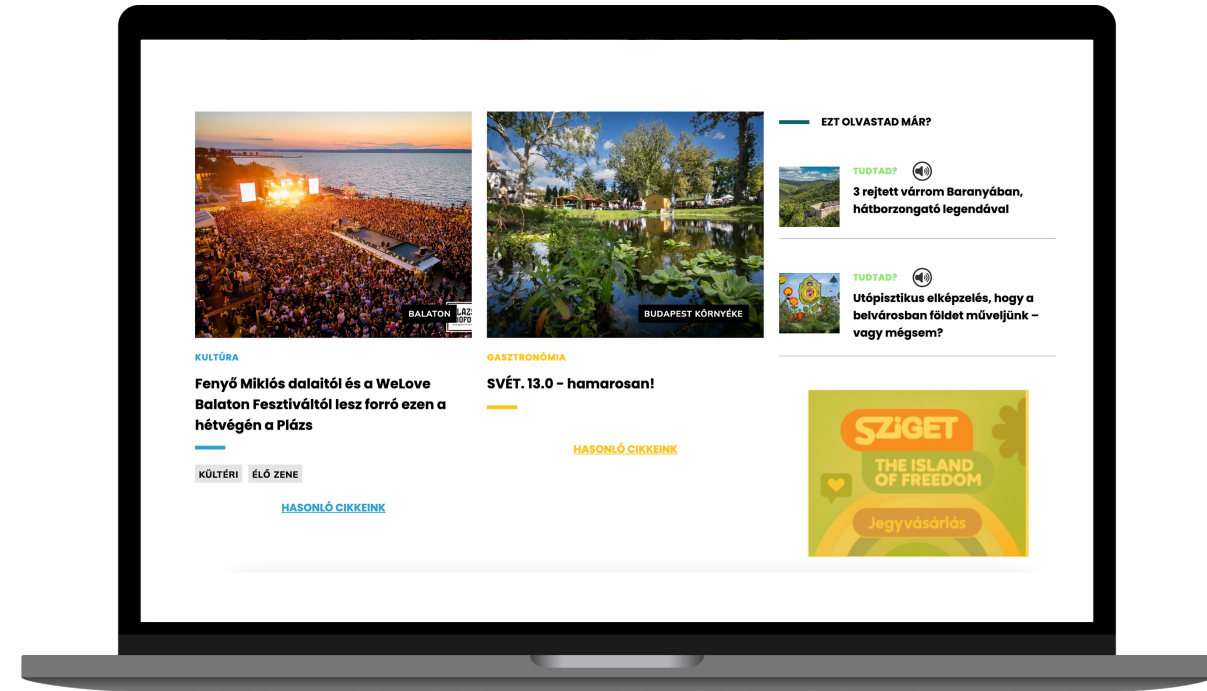
FEATURES

- Covers the whole page
- Appears to the user once
- Closes automatically after 5 seconds, but the user can also close it

SIZE

- Desktop: min. 1920x1080px (16:9)
- Mobil: min. 1080x1920px (9:16)

SIDE BANNER



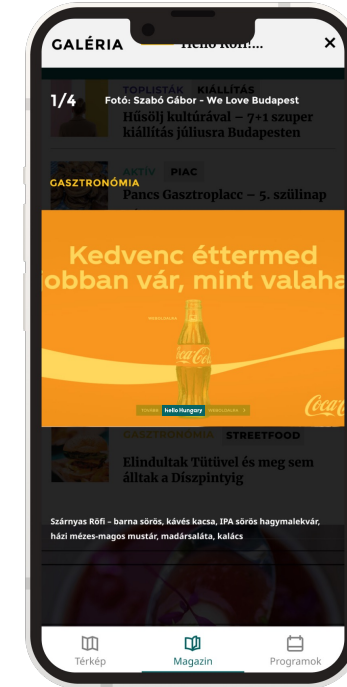
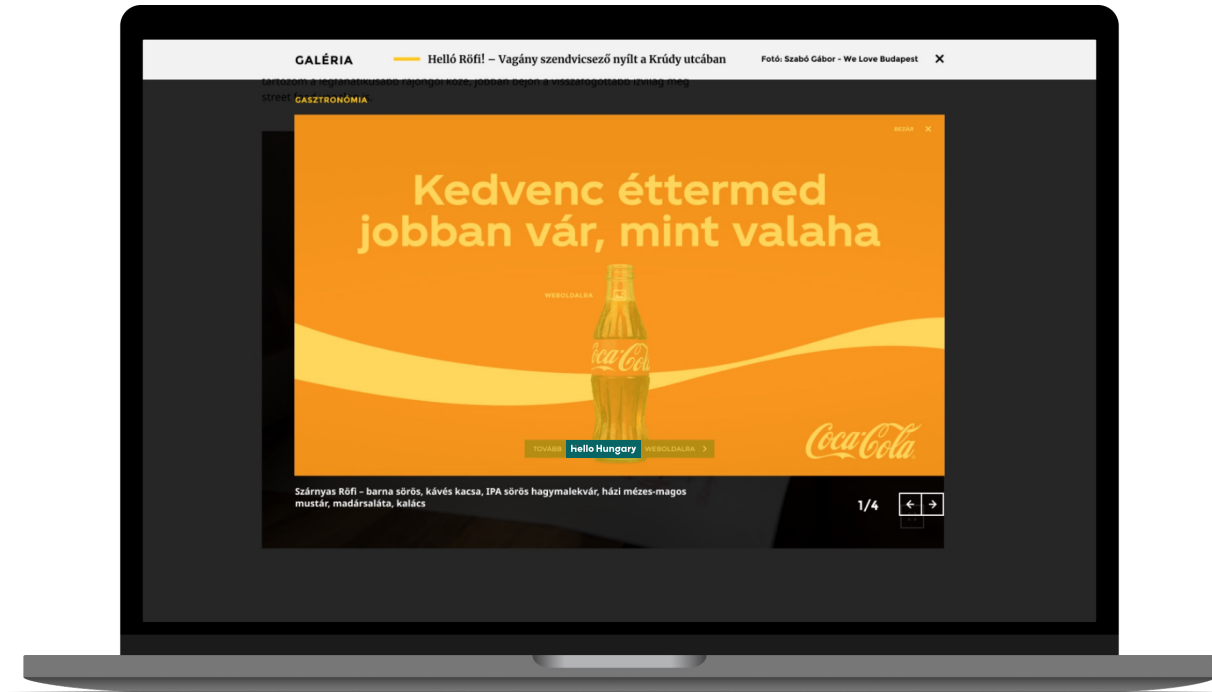
FEATURES

- Banner with fixed width and height
- Appears embedded in the content

SIZE

- Desktop: 380x260px
- Mobil: 800x260px

SLIDESHOW



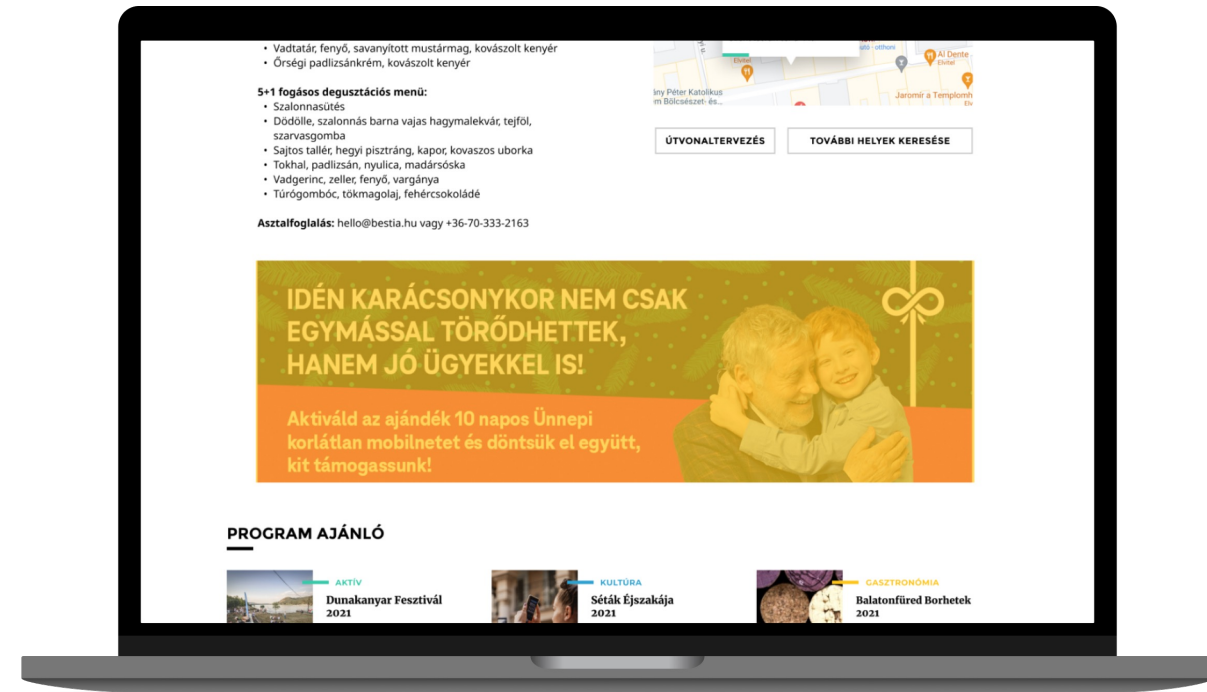
FEATURES

- Appears in the Image/video gallery as a gallery item

SIZE

- Desktop: 1920x1080px
- Mobil: min. 800x450px

BILLBOARD



FEATURES

- Banner with fixed width and height
- Appears embedded in the content

SIZE

- Desktop: 1180x240px
- Mobil: min. 800x240px

FURTHER POSSIBILITIES FOR COOPERATION

The Hungarian Tourism Association and its enterprises operate **Hungary's largest professional and B2C media portfolio** in the field of tourism, whose newest member is **Hello Hungary, which started off in 2022.**

The portfolio composed of different web pages together with their social media platforms, TV and radio shows, smaller and larger events, educational programmes, print publications in various formats – all together **containing more than 30 media platforms – is able to efficiently help our partners deliver their messages and meet their communication and other targets.**

In case you are interested in an integrated offer taking advantage of our wider portfolio, we are glad to help you.