

**Hello
Hungary**

Hello
Hungary

Brief presentation of the tourism platform
and its interfaces



What is the mission of the Hello Hungary?

- To present the diversity of Hungary: its tourist destinations, areas promising many experiences, attractions, cultural traditions and attractive programme opportunities – for all ages
- To contribute to the boost of tourism and increase the publicity of domestic tourism service providers

Who is the Hello Hungary's domestic **target audience**?

Based on our general public research, the following target groups, comprising a total of several million potential travellers, are outlined:

Nature lovers on foot

Wellness lovers

Active travellers

Thrifty small-town explorers

Comfort-loving active tourists

Travellers who are open to

How does Hello Hungary encourage domestic travel?

Hello Hungary – through its online interfaces and its application – can attract potential travellers with its content in a number of ways; by displaying the attractions of the destinations on a map, with quality editorial content / articles, audio & audiovisual and VR recordings, by aiming to shape attitudes along the following themes:

Active

Gastronomy

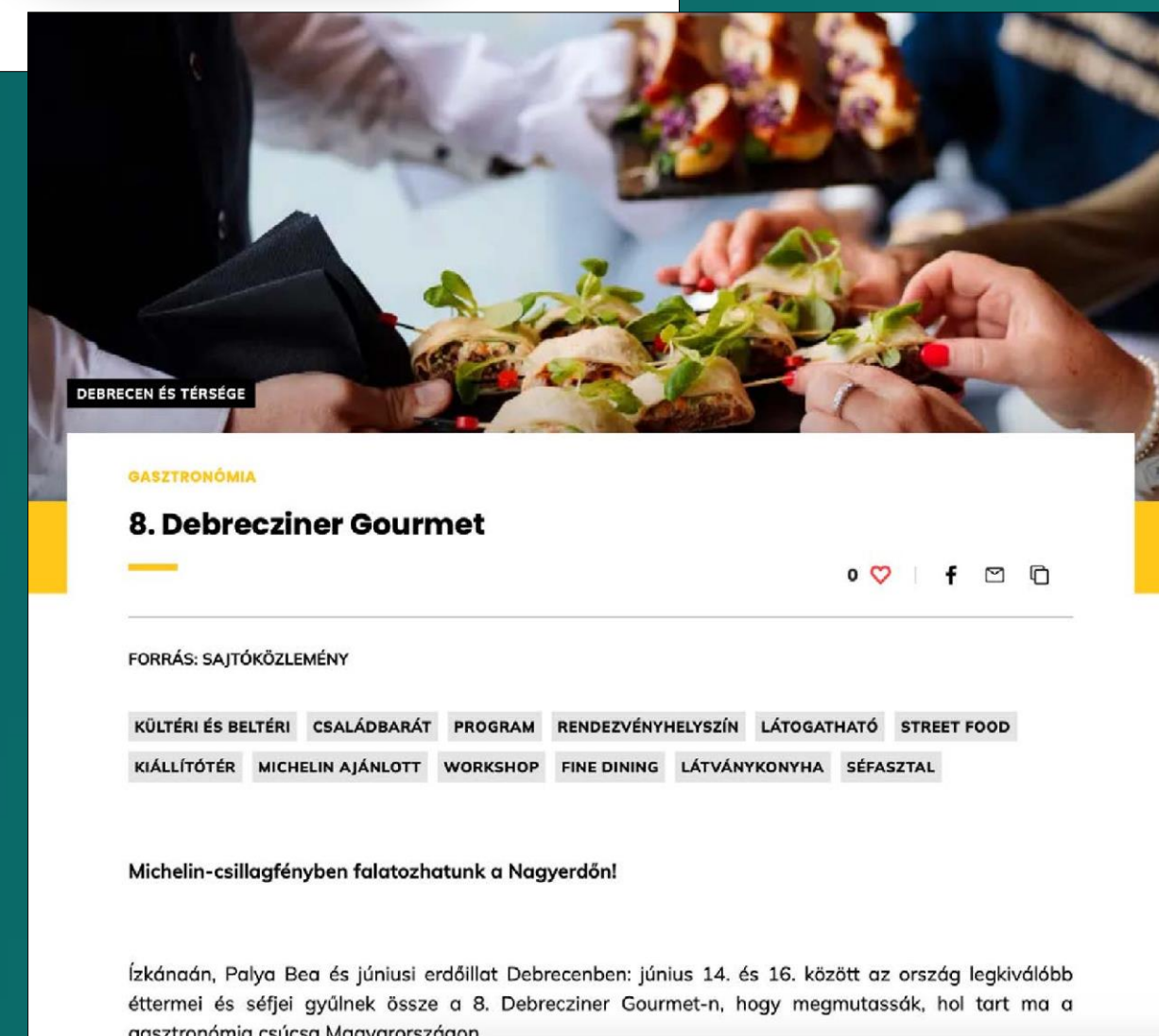
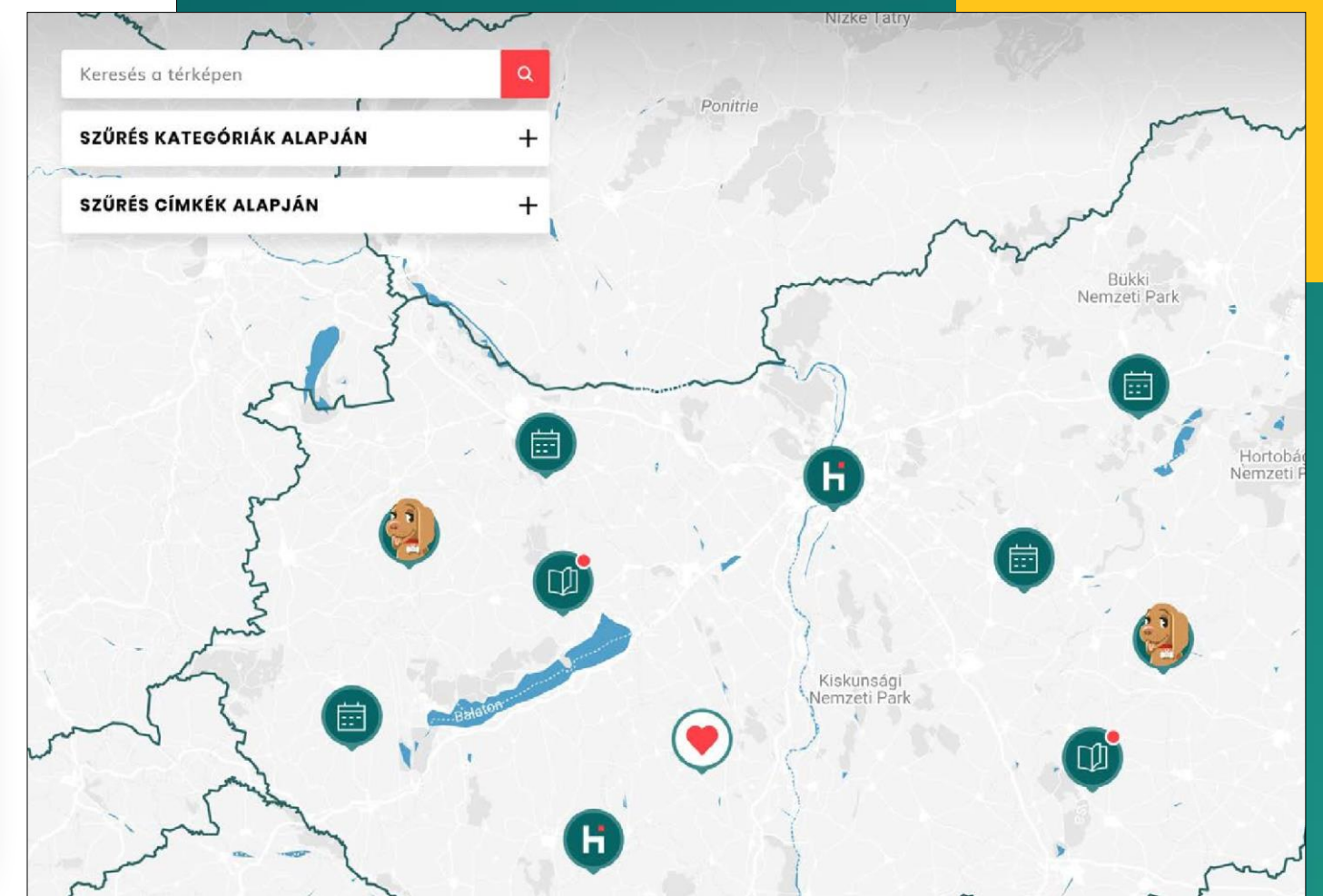
Culture

Programmes

Accommodation

Top lists

Did you know?



Beszélgetés Gerendai Károllyal a hazai gasztronómia aktualitásairól



Indulj el! - Szőlő és adrenalin a tokaji borvidéken

Hello Hungary in numbers



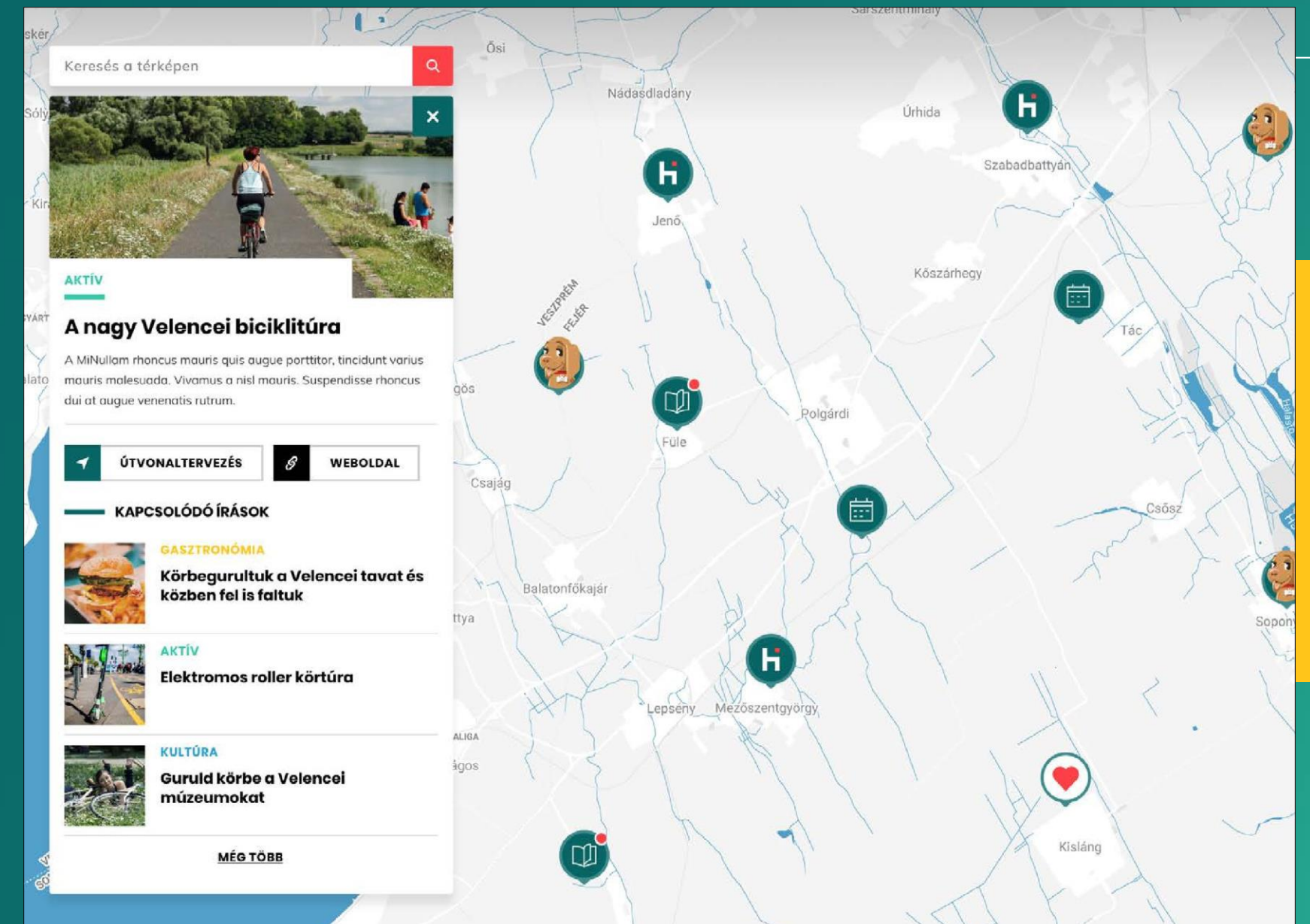
online				offline	
Individual visitors on the website:	Social media access (Facebook, Instagram):	Newsletter:	Printed magazine in 8 000 copies, number of readers:	Paperback in 12 000 copies, number of readers:	Partner collaborations:
Monthly	Annually	B2C subscribers	70 000	40000	Monthly radio access
>28 000	70 000	>13 500			>300000
During campaign period	During campaign period	Average opening rate (B2C)			During campaign period
		60%			Access by BAHART onboard monitors
		B2B subscribers			340000*
		>1 600			BAHART onboard magazine reader number
		Average opening rate (B2B)			20000
		47%			
					*50% of total monthly passengers

The Hello Hungary platform is a gap-filling initiative in the **online** space

Tourist guide

Its main characteristics

- Nationwide coverage
Data sheet of nearly 2,000 rural tourist attractions with map visualization
- Many functions
Speed dialling, route planning, direct access to partners' social media interfaces
- Complex screening system
Keyword-based customized offer
- The average monthly traffic of Hello Hungary's online interfaces is more than 28,000 individual visitors
- Access on social channels by 70,000 people per year

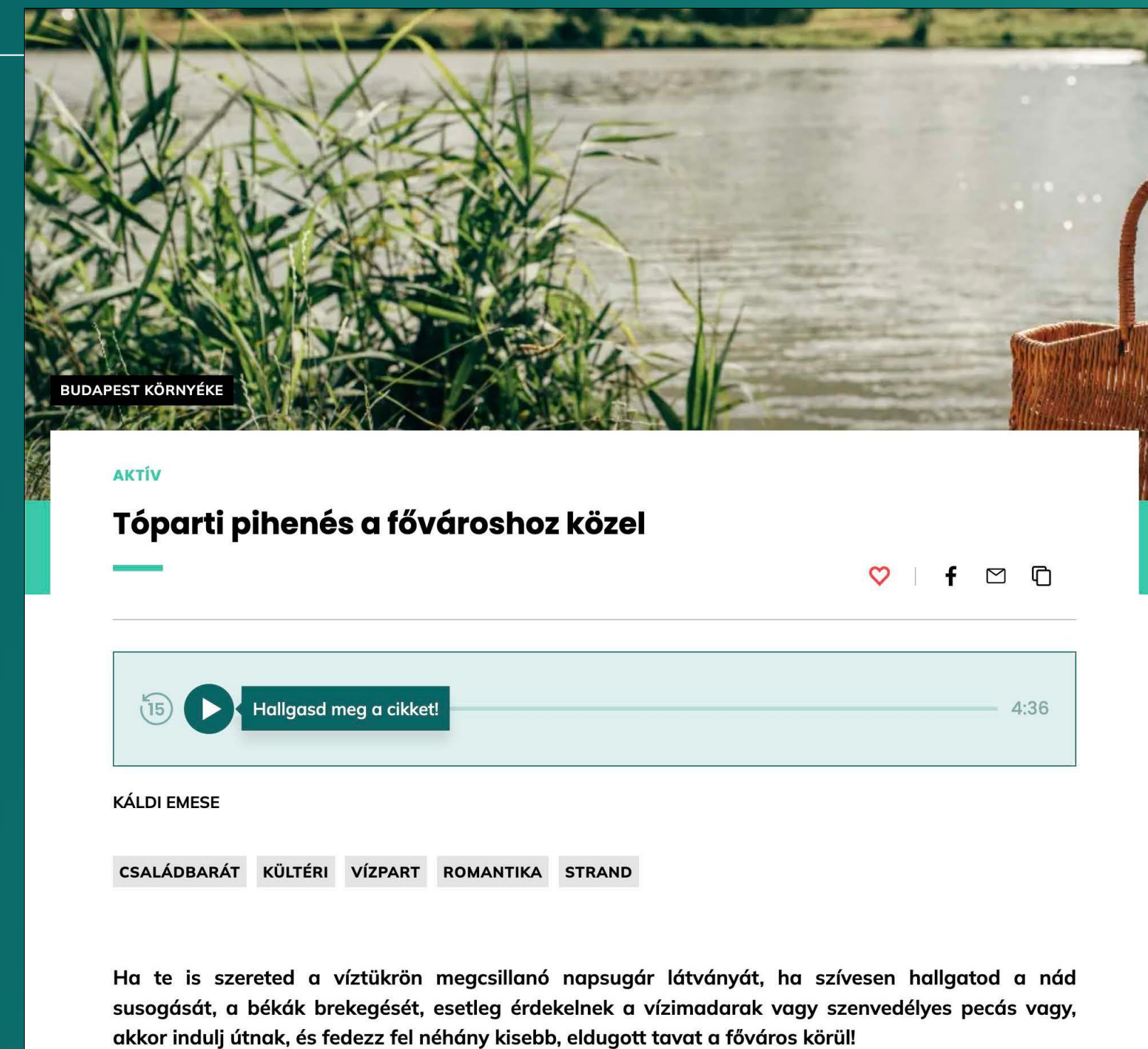


The Hello Hungary platform is a gap-filling initiative in the **online** space

Online magazine with hundreds of editorials

Editorial content brings the attractions of our destination's key tourist areas closer to readers and listeners

- with sophisticated photos and VR recordings
- with short videos with dubbing
- with a read-aloud function in English and Hungarian
- with a programme offer: active, gastronomic, cultural events in a form that can be filtered by day and topic



The Hello Hungary is a gap-filling initiative in the **offline** space as well

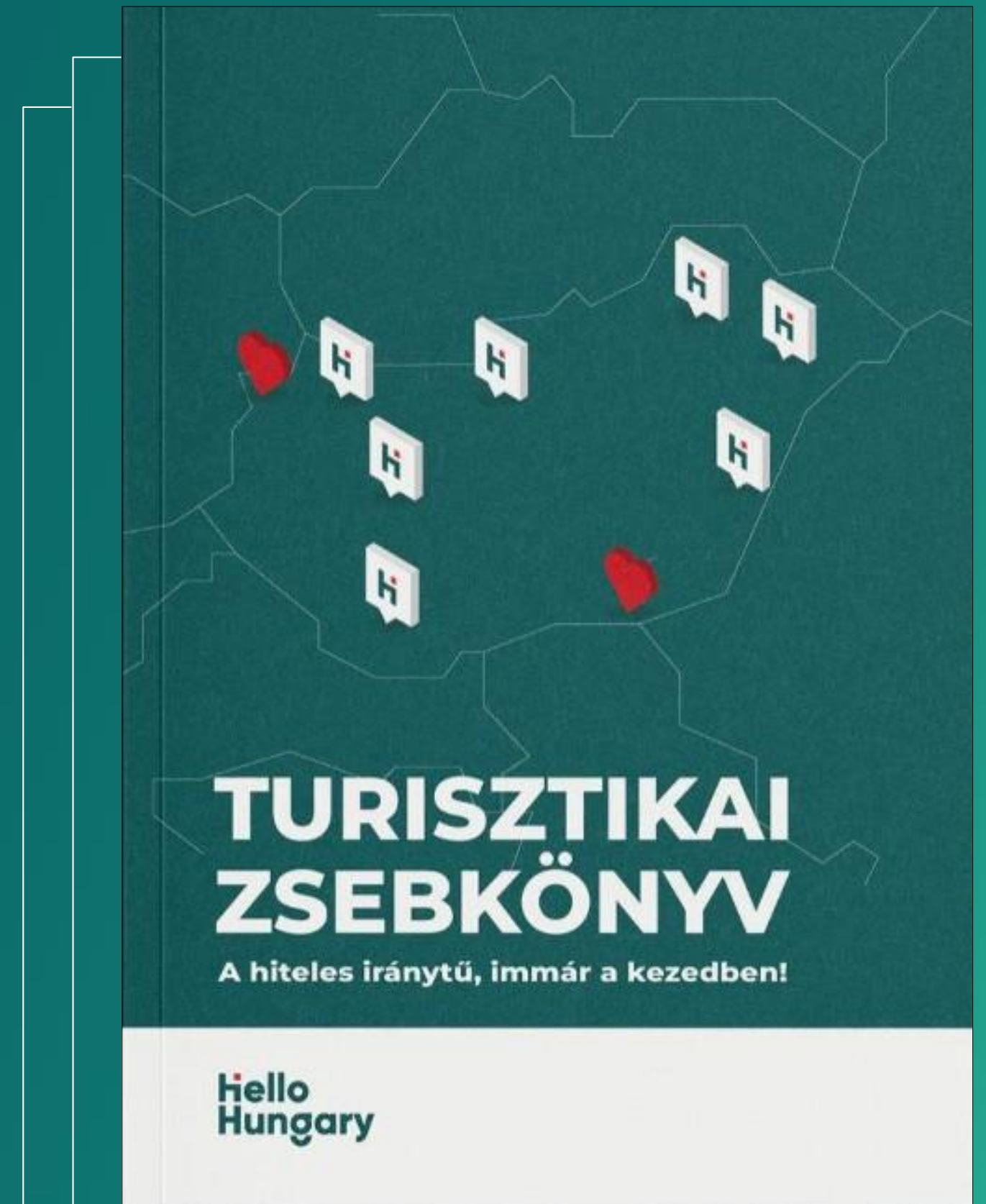
Pocket Guide
tourist guide, the practical travel companion

Where is it available?

At Tourinform offices, at the listed tourist attractions

Why is it essential?

- A repository of useful information and insider travel tips
- A compact and comprehensive publication useful for many target groups
- It contains many pieces of information of the prominent tourist areas of our destination that can be consumed on their own, giving you a taste of the bouquet of its attractions



The Hello Hungary is a gap-filling initiative in the **offline** space as well

Pocket Guide
tourist guide, the practical travel companion

Its main characteristics

- Maps, navigation tips for many routes
- The maps highlight many sights, recommended walking routes, but also secret tips
- It takes both a destination-based and seasonal approach, thus it is relevant all year round
- A publication with 6,000 copies and a readership of around 20,000



Hello Hungary is a gap-filling initiative in the **offline** space as well

Hello Hungary printed magazine

Its main characteristics

Its aim

- Inspiring a target group to (re)discover Hungary's tourist attractions

Its speciality

- Thanks to its wide range of offers – regardless of wallet – attractive tourist offer is available to the general public through the published content



Hello Hungary is a gap-filling initiative in the **offline** space as well

Hello Hungary printed magazine **Its** **main characteristics**

Appearance

■ It is a publication in a representative format, both in terms of size and paper quality

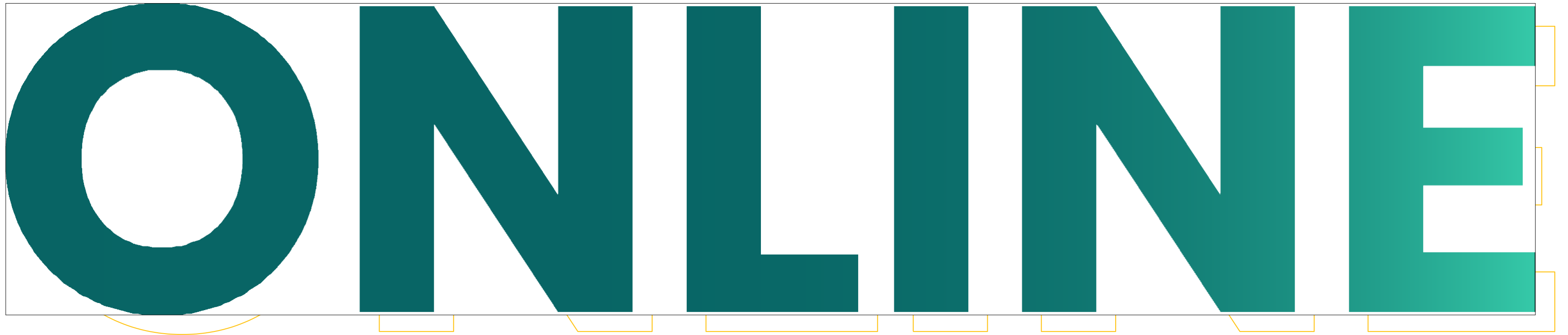
Circulation

■ Twice a year ■ In 4 and 5 star hotels throughout the country

■ A publication with a circulation of 4,000 copies and a reach of approximately 35,000 readers



Hello Hungary



ONLINE

Presentation of potential forms of
online cooperation

Why is it worth advertising on Hello Hungary's online platforms?

Efficiency thanks to a wide online presence

- Hello Hungary addresses the target groups with its content on various channels, using the access method most relevant for them

Authenticity

- Trust in the Hello Hungary brand increases the effectiveness of advertisements

Flexibility

- Varied advertising formats and options

A committed audience



An active audience that wants to travel and is open to constantly renewing offers

Our complex media packages

Basic Package HUF 200,000	Optimum Package HUF 500,000	Premium Package HUF 1,500,000
Estimated access: 25,000 people	Estimated access: 100,000 people	Estimated access: 140,000 people
Newsletter publication (1 time)	Newsletter publication (1 time)	Newsletter publication (3 times)
Adding a programme to the calendar of events	Adding a programme to the calendar of events	Adding several programmes to the calendar of events
Facebook post (1 time)	Editorial content (1 time)	Editorial content (2 times)
	Facebook post (1 time)	Facebook post (2 times)
	Instagram post (1 time)	Instagram post (2 times)
	Partner Facebook post (1 time)	Partner Facebook post (1 time)
		Dedicated branded content
		Banner advertisement (1 month)

Possibilities of appearance in social media, on website and in newsletter

Appearance	Price
Appearance in Facebook+Instagram post	HUF 75,000
Partner Facebook post	HUF 50,000
Appearance in event calendar	HUF 30,000
Appearance in event calendar, with main page highlight	HUF 50,000
Appearance in newsletter (one time)	HUF 25,000



HelloHungary

2024. Nov 19. · 🌐

Merj bátran útnak indulni! 🚲

Gondoskodj otthonod biztonságáról az MBH... See more



CIG PANNÓNIA

BIZTOSÍTÓ



MBH BANK


Fedezz fel új helyeket, mialatt otthonod védve van!

Köss LakóTárs lakásbiztosítást!

Online is köthető!

Megnézem

Hello Hungary



Kedves Péter!

Ha szereted a természetet és az aktív kikapcsolódást, akkor érdemes bringára pattannod, és két keréken felfedezned hazánk kincseit.

Készültünk Neked egy kis válogatással ehhez. Mostani hírlevelünkben olyan túraútvonalakat és kerékpárosbarát szolgáltatásokat gyűjtöttünk össze, ahol nemcsak kikapcsolódhatsz, de izgalmas élményekre is szert tehetsz.


Legyen szó lenyűgöző dűlőkről vagy rejtett falvakról, az Őrségről vagy a Balatonról, számos ötletet hoztunk – nem csupán a közelgő őszi szünetre.

MBH IDŐNYERŐ SZEMÉLYI KÖLCSÖN

Igényeld most, és kezd el törleszteni 3 hónap múlva!


THM: 13,4-23,2%¹

Időt kérek




MBH BANK

Cikkajánló




Szuper helyek, ahová két keréken is megérkezhetsz ősszel

ÉRDEKEL




Csodálatos őrségi bringaútvonalak

TOVÁBB




Kerékpáros kalandozás a szatmár-beregi Szilvaúton

ELOLVASOM



12 bakancslistás úti cél az ősze, ami remek program a hűvösebb időkben is

MUTASD







Tekerj a dűlők között: 3 könnyed bringaútvonal a Siklósi-Villányi borvidéken

TOVÁBB

Reméljük, kedvet kaptál az őszi tekerésekhez!

Üdv:
a Hello Hungary csapata

Itt is megtalálasz minket!



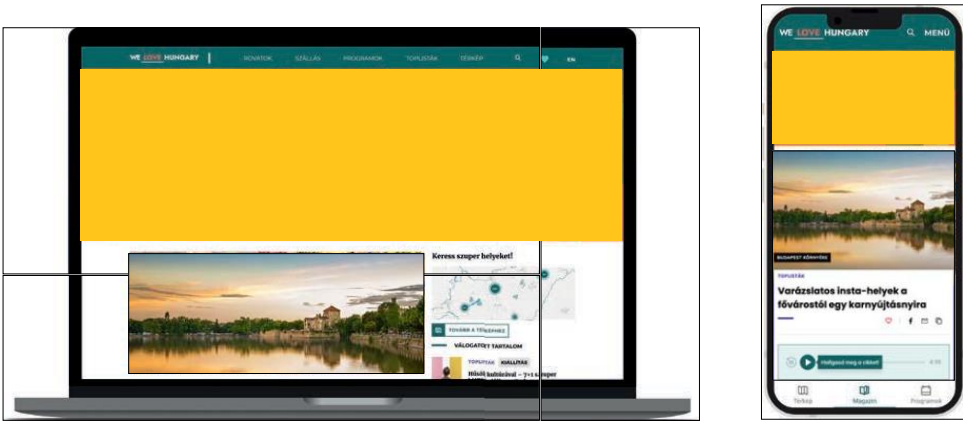
Ezt az emailt azért kaptad, mert a hellohungary.hu weboldalán, valamely rendezvényünkön vagy egyéb adatgyűjtő tevékenységünk során feliratkoztál. Adataidat biztonságosan kezeljük. Nagyon sajnáljuk, hogy ha híreink nem jutnak el hozzád, de ha bármikor szeretnél leiratkozni, az alábbi [linkre](#) is megleheted.

The articles with exciting, relevant content are placed in six columns

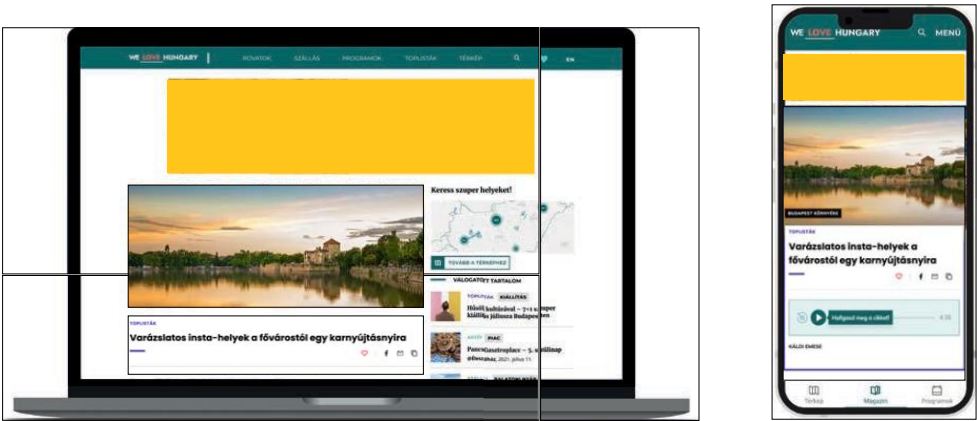
	Main sponsorship	Series of articles	Native co-operation	Branded content	Column sponsorship	Display interfaces
Presentation	Eponymous sponsorship, the partner's name and logo are constantly displayed on the portal, integrated banner appearances, with guaranteed ad view volume. If required, additional native content, column sponsorship, article series or branded content collaboration.	Creation of a branded sub-page, where the partner publishes its own content with the cooperation of the editorial staff.	Outstanding image presentation, the partner sponsors the section that best fits its chosen brand message, ensuring constant visibility for its brand. Optionally, content generated in cooperation with the partner can be placed in the column.	Publishing a series of thematic articles matching the partner's brand message on the online magazine's interface, even in connection with several columns.	Publication of content (video, article) generated in cooperation with the partner on a case-by-case basis in the chosen section of the online magazine.	Integrated, high-value display and banner campaign based on agreed articles, so the partner can shape his portfolio depending on the content, promoting even with discrete advertisements – the easy association to his brand.
List price	Based on individual agreement	Editorial: HUF 110,000 /each (appearance on an English-language website + HUF 50,000)	From HUF 400,000 based on individual agreement	Article: HUF 110,000 Video: HUF 175,000	From HUF 900,000 depending on the requests	See Presentation of Display interfaces

Display interfaces

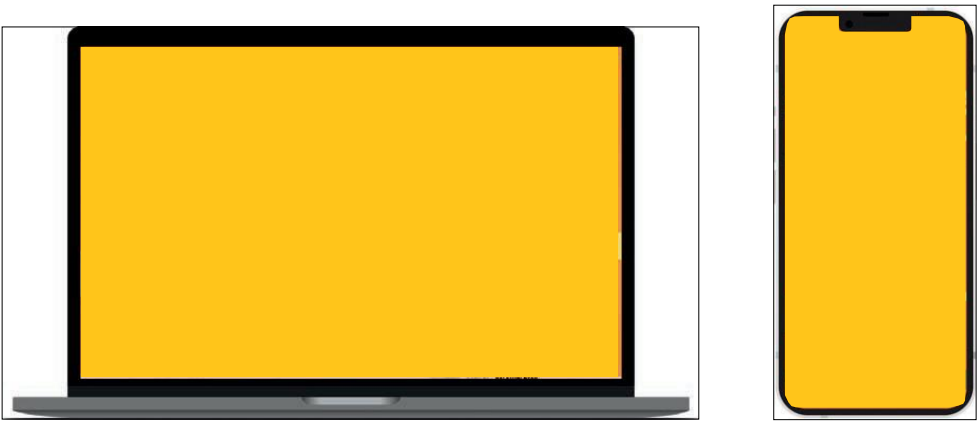
Full banner



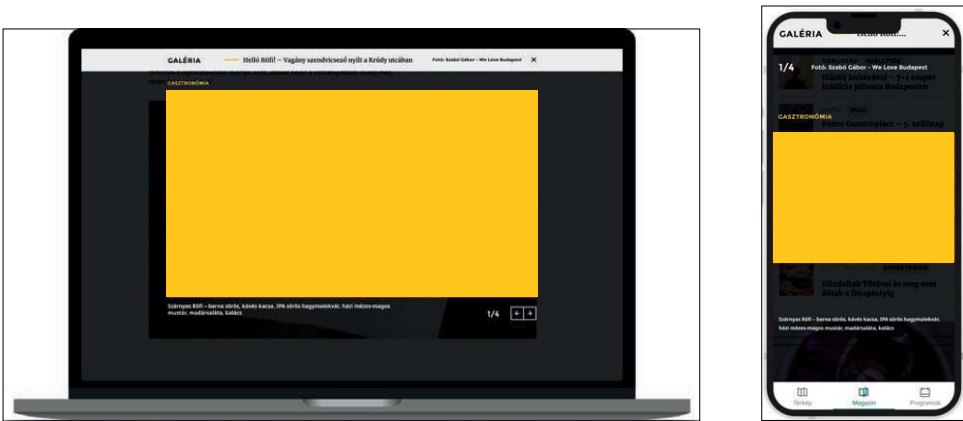
Basic banner



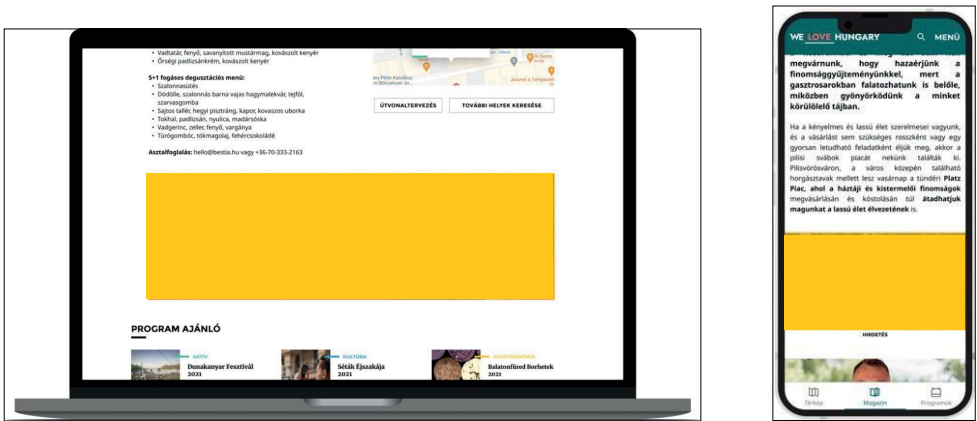
Full screen



Slideshow

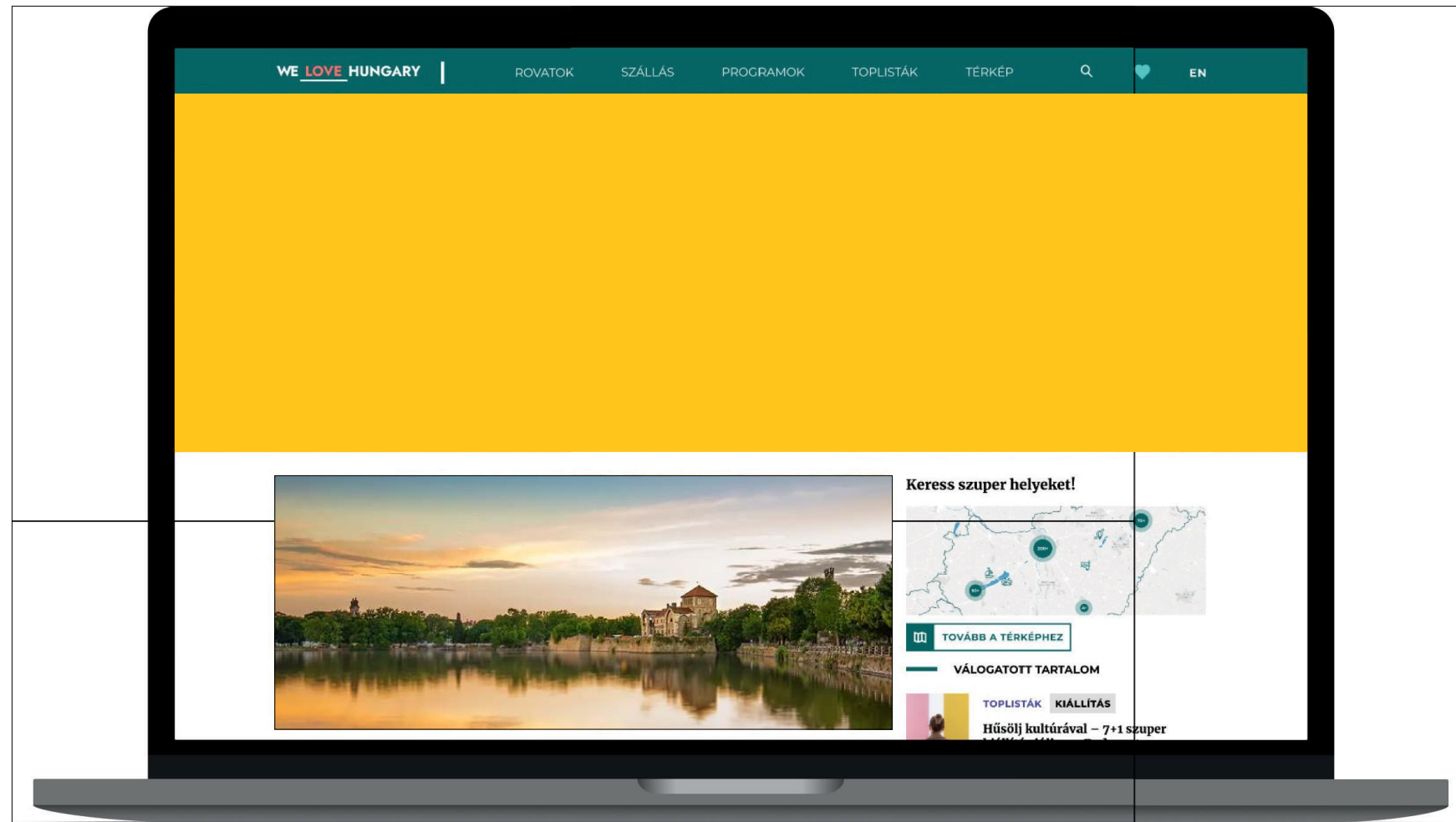


Billboard



Place of appearance	Full banner	Basic banner	Full screen image/video	Side banner	Slideshow	Billboard
Home page/ list page	HUF 800,000/week	HUF 600,000/week	HUF 800,000/week	HUF 300,000/week	-	-
Article page/subpage	HUF 650,000/week	HUF 400,000/week	HUF 650,000/week	HUF 150,000/week	HUF 120,000 /week	HUF 400,000/week

Full banner



Characteristics

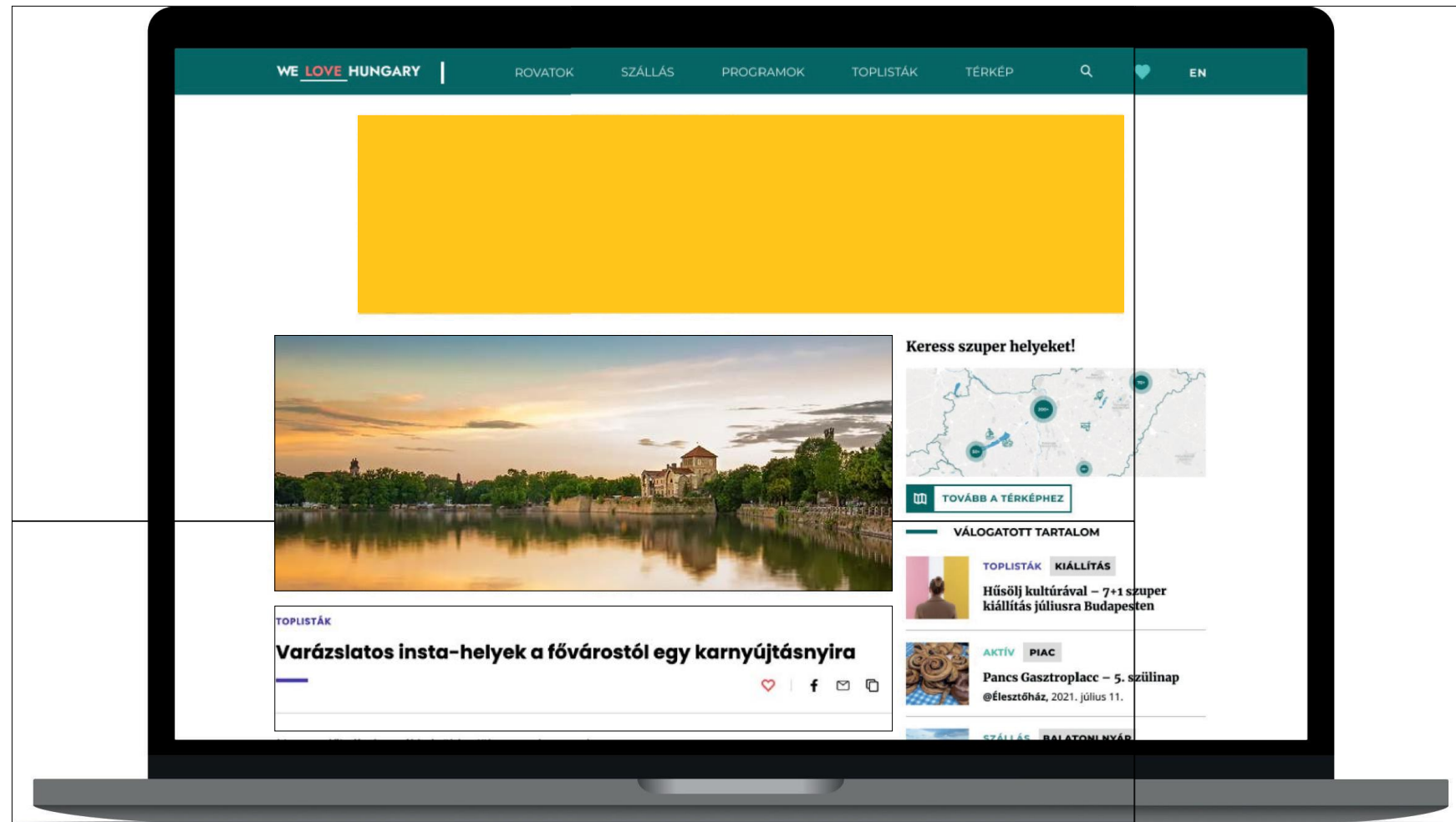
- Full screen wide placement
- Appearance in the header



Size

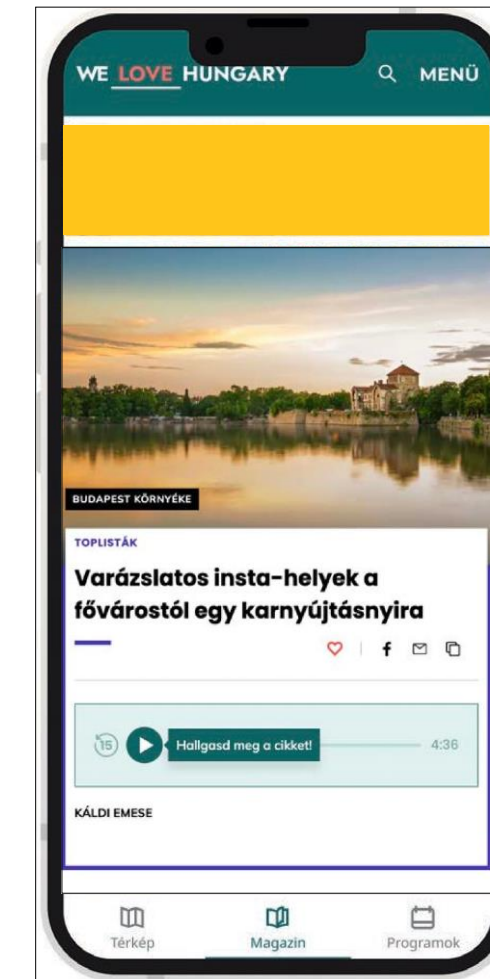
- Desktop: 1920(min.) x 400px
- Mobil: 800 x 240px

Basic banner



Characteristics

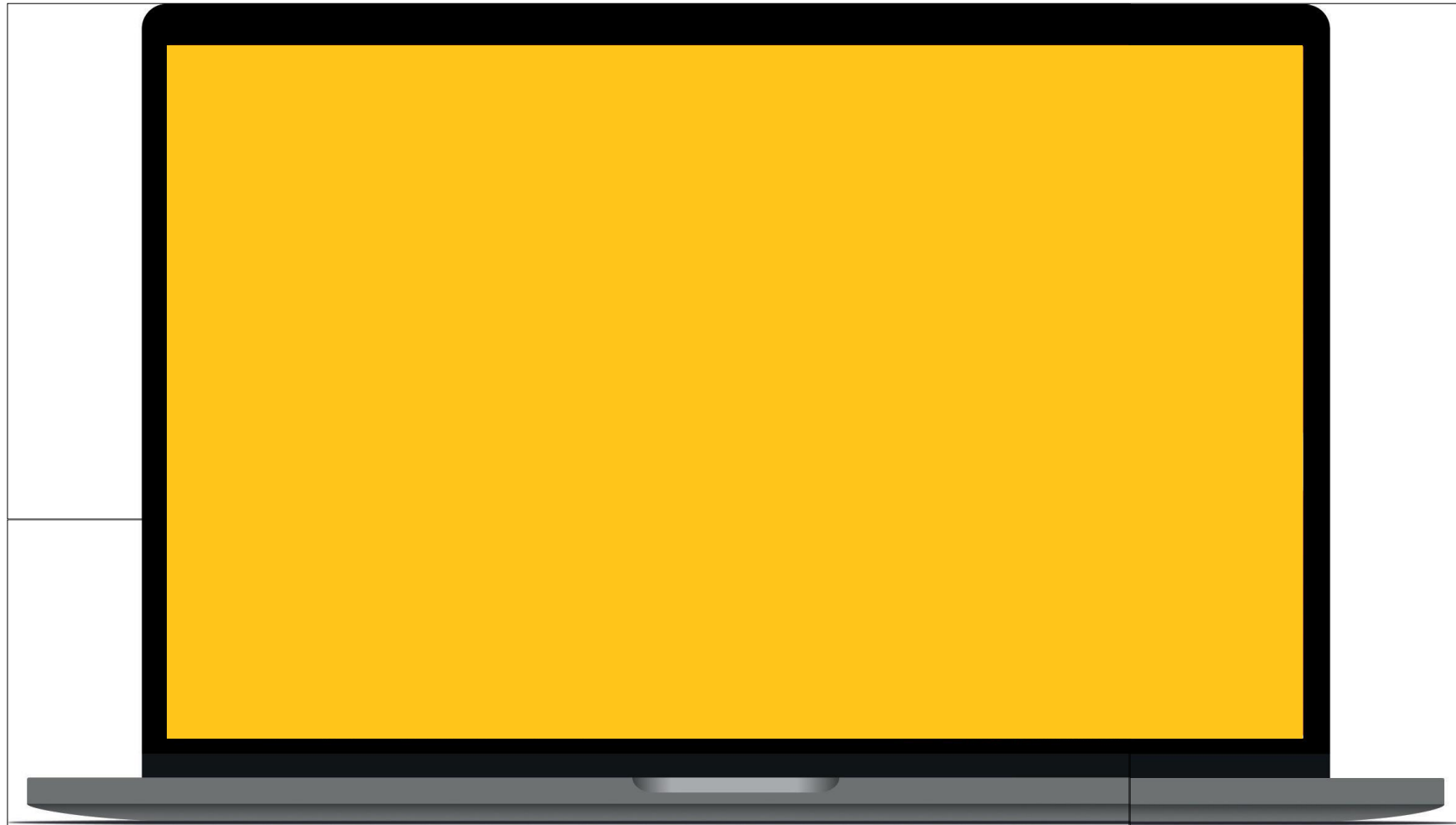
- Maximum width equals the width of the content of the page
- Appearance in the header



Size

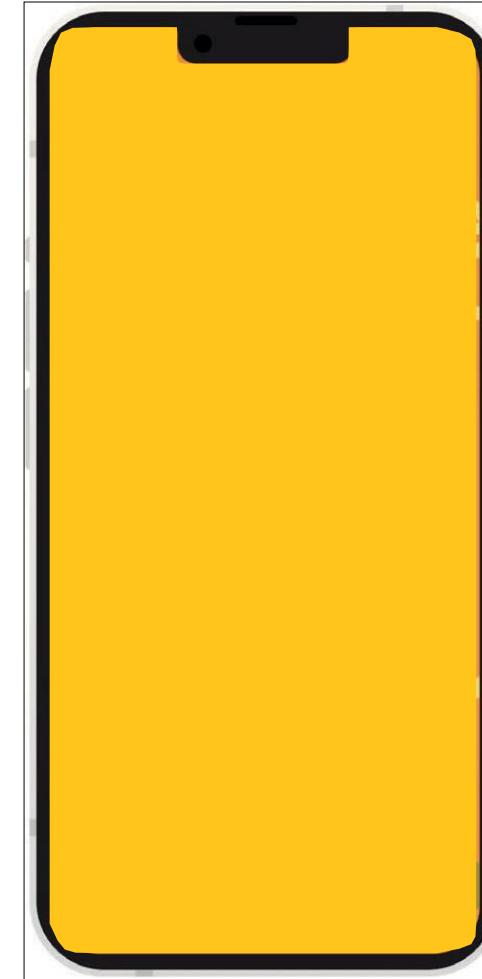
- Desktop: 1180 x 240px
- Mobil: 800 x 240px

Full screen image/video



Characteristics

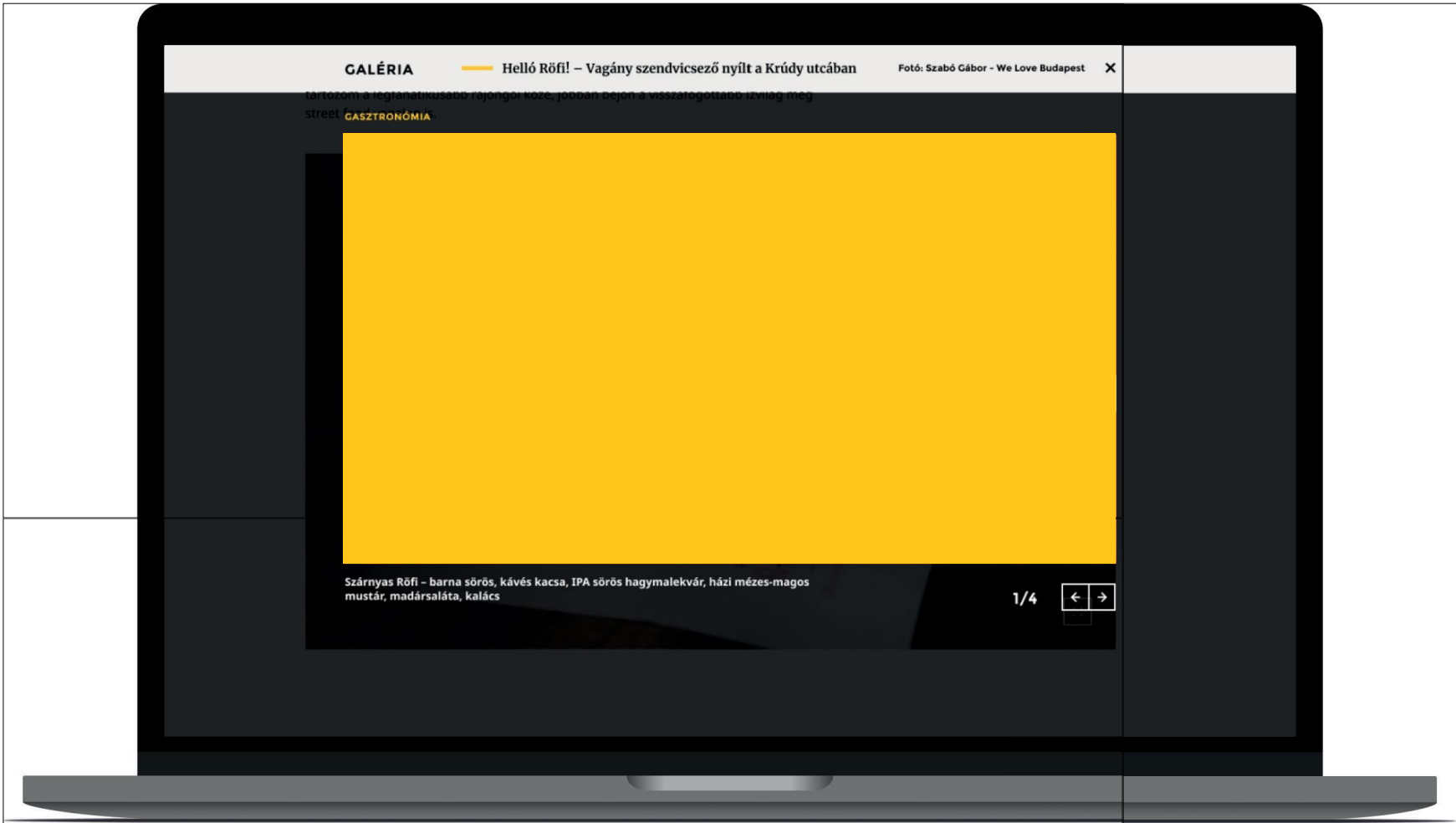
- Covers the entire screen
- Displayed once to the user
- It closes automatically after 5 seconds, but the user also can close it



Size

- Desktop: 1920(min.) x 1080px (16:9)
- Mobil: 1080(min.) x 1920px (9:16)

Slideshow



Characteristics

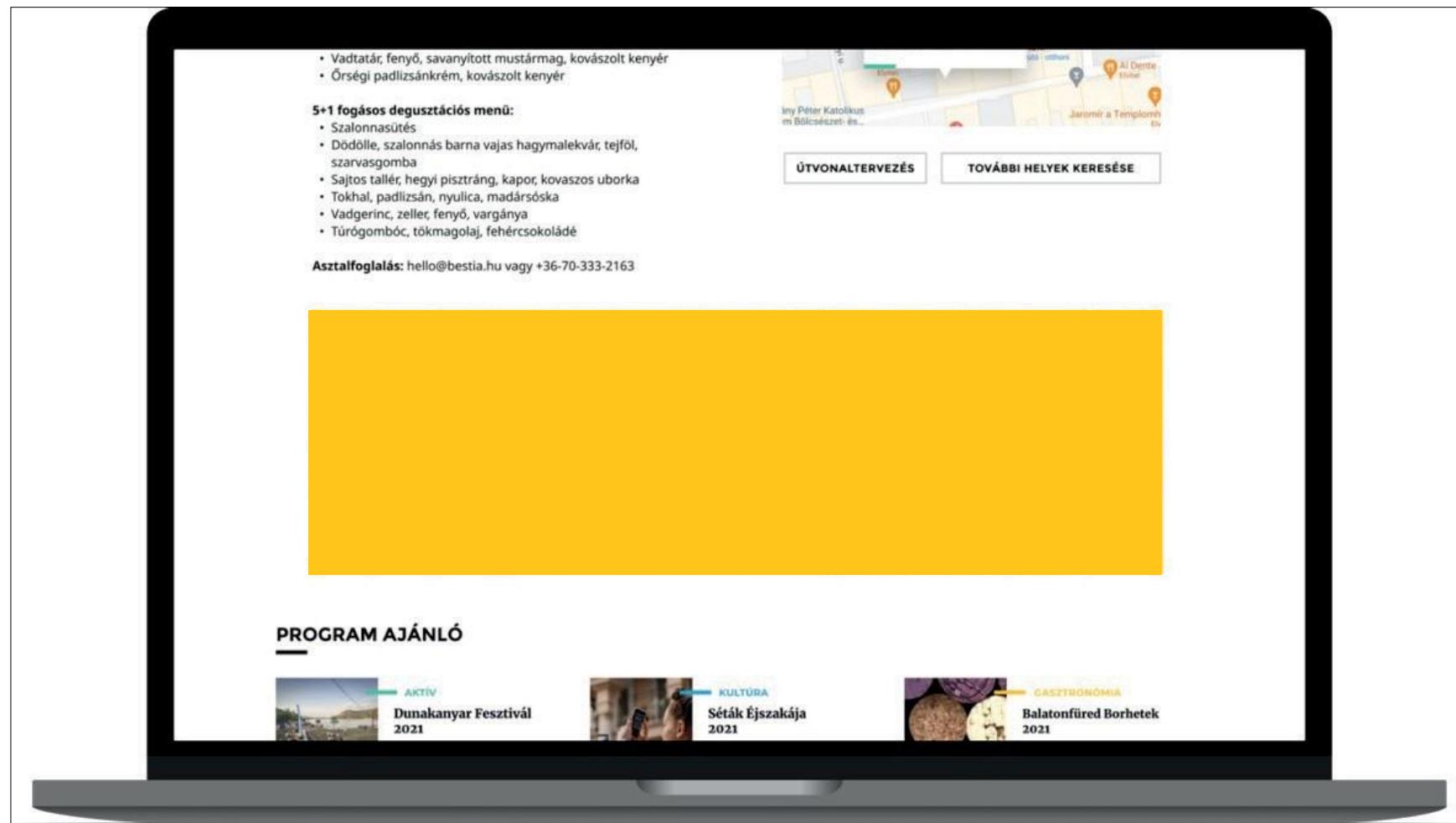
- Appears in image/video gallery



Size

- Desktop: 1920 x 1080px
- Mobil: 800(min.) x 450px

Billboard



Characteristics

- Banner with fixed width and height
- Display embedded in content



Size

- Desktop: 1180 x 240px
- Mobil: 800(min.) x 240px

**Hello
Hungary**

OFFLINE

Presentation of potential offline
magazine co-operation forms

Why is it worth advertising on Hello Hungary's offline interfaces?

Various columns

- There are various thematic sections in the magazine and Pocket Guide, thus on Hello Hungary's interfaces you have many opportunities to convey your messages through the magazine and Pocket Guide; whether it is a bunch of diverse marketing communication activities or even – choosing from the Hello Hungary's diverse interfaces – seizing the place that best suits your brand, colourful advertisements.

Committed readers

- The readers are actively interested in tourism and travel, so PR articles can be displayed for them not as advertisements but as valuable content.

Premium target group

- The magazine is a publication with a circulation of 4,000 copies and a reach of roughly 35,000 readers, with a promising reader base due to its high-level distribution map and openness to tourist experiences, while the Pocket Guide is a book with a circulation of 6,000 copies, and a reach of roughly 20,000 readers which lists a storehouse of additional motivations to discover destinations.

Nationwide access

- The publications are distributed nationally so that a wide audience can be reached with brand presentation.

PR appearance options according to columns

Hello Hungary printed magazine

Business columns

A section of tourism-relevant developments, investments and interviews. Trends and current affairs.

Area specific column

A comprehensive presentation of a specific tourist area, from leisure programmes to colourful cultural programmes.

Gastronomy column

Hospitality from many regions of the country. Recommendations about diverse cuisines, wineries, wine areas, wine regions; catchy content about titles and programmes that promise inviting gastro-experiences.

Culture column

A section dedicated to presenting the wide-ranging cultural heritage of the region.

Active column

A column specifically related to hiking and nature. Among other things, a number of popular locations will be presented, whether it is running, cycling, hiking or water sports.

List price

Size	Price
1/1 page	HUF 600,000
1/2 page	HUF 300,000
1/1 page / B2, B3*	HUF 750,000
1/1 page / B4**	HUF 1,000,000

* magazine inside covers, B2: inside surface of front cover, B3: inside surface of back cover
** B4: outer surface of the back of the magazine cover

Get to know our magazines!

Check out our Summer / Autumn and Winter / Spring Hello Hungary Magazines, get to know our content better!

Show the Summer/Autumn Magazine

Show the Winter / Spring Magazine



1 / 1 page advertisement



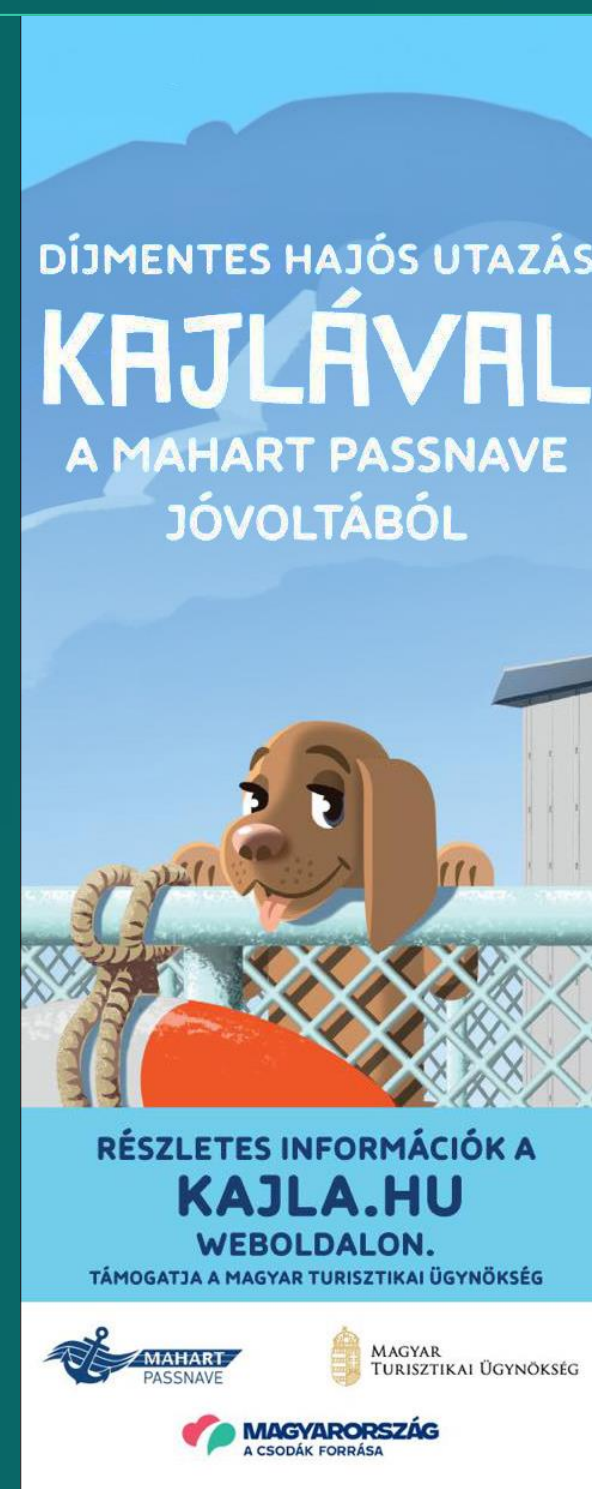
Characteristics

- Full page advertisement

Size / colour / resolution

- 210x270 mm + 5mm run-out / standing
- Colour: printing CMYK – 4 colours
- Resolution: min. 300 dpi

1 / 2 page advertisement / standing



Characteristics

- Half-page advertisement

Size / colour / resolution

- 74x270 mm + 5mm run-out / standing
- Colour: printing CMYK – 4 colours
- Resolution: min. 300 dpi

Tourist guide publishing options

General advertising interface

Tourism-relevant brand advertisement with 1 / 1 image emphasis and text with a maximum length of **400-600 characters**.

A publication with a circulation of 6,000 copies and a reach of roughly 20,000 readers.

List price:

Size	Prices
1/1 page	HUF 500,000
1/1 page / B2, B3*	HUF 700,000
1/1 page / B4**	HUF 900,000

* inner covers, B2: inner surface of front cover, B3: inner surface of back cover
** B4: outer surface of the back cover

Check out our Tourist Pocket Guide!

Show

1 / 1 page advertisement



Characteristics

- Full page advertisement

Size / colour / resolution

- 148x210 mm + 4mm run-out / standing
- Colour: printing CMYK – 4 colours
- Resolution: min. 300 dpi

Further co-operation opportunities

The Hungarian Tourism Association Foundation and its companies operate the largest Hungarian tourism media portfolio.

The media portfolio includes more than 30 interfaces, such as

- different web and social media sites
- TV and radio programmes
- printed publications
- professional events
- training programmes

Thanks to this, our partners can deliver their messages even to **hundreds of thousands** of people.

If required, it is also possible to compile a package offer.

Hello Hungary



Tips for every
occasion!



Look for experiences
with Hungary's colourful
tourism magazine!

Register on our site or download the Hello Hungary application,
and discover the hidden treasures of our country! Map
recommendation, event calendar, colourful articles in one place, also
in English language!

