

# 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 everything

# 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

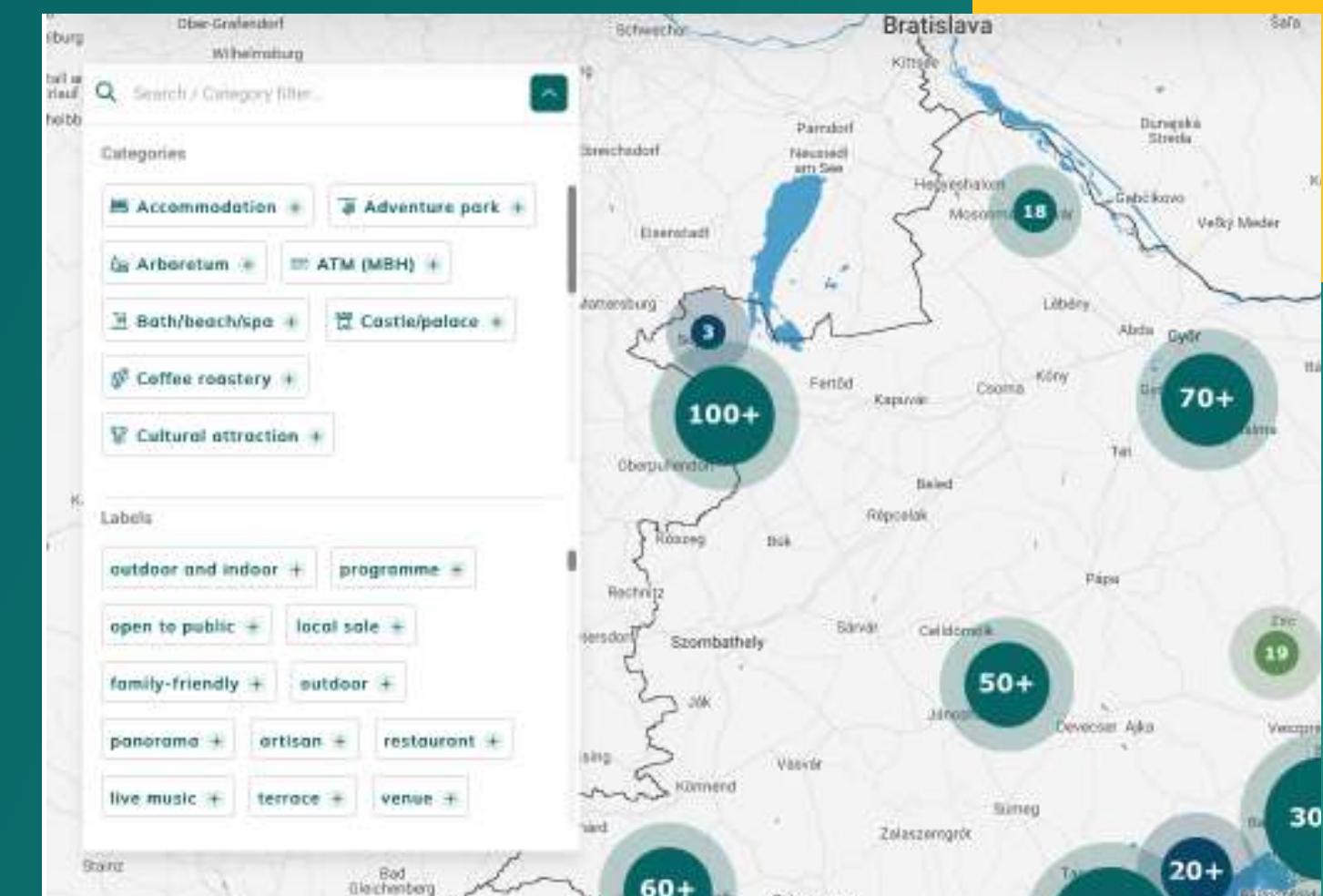
Culture

Programmes

Accommodation

Top lists

Did you know?



LAKE BALATON

GASTRONOMY

Great Balaton syrup tour – syrup specialities you must taste

NOVITATIS

FAMILY-FRIENDLY TRADITIONAL ECO-FRIENDLY HOME-STYLE FARM / GARDEN MANUFACTORY HEALTHY

SUGAR-FREE BEEKEEPING FARM

ZSUPA  
GYÖGYHÖVÖNYFÁJÓVALYAHÖÖNY

KAPOLCSIRUM-CSALÁDI FŐZÖLÉS HÖÖNY

Syrup can be made from almost any kind of fruit or herb, and the producers at Lake Balaton prove it would be hard to imagine a more colourful offering. We have collected the producers whose syrups are definitely worth looking out for on the shelves of small shops, at the markets and restaurants of Lake Balaton.



speciality coffee experience



Villány, the city of wine

# 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	Number of followers	B2C subscribers	<b>70 000</b>	<b>40000</b>	Monthly radio access
<b>~ 99 000</b>	<b>45 000</b>	<b>~ 19 000</b>			<b>&gt;300000</b>
	Individual access	Average opening rate (B2C)			Access by BAHART onboard monitors
	<b>even 2.5M</b>	<b>&gt; 30%*</b>			<b>340000*</b>
		B2B subscribers			BAHART onboard magazine reader number
		<b>&gt;1800</b>			<b>20000</b>
		Average opening rate (B2B)			
		<b>~ 30%*</b>			
		*in 2025			
					*50% of total monthly passengers

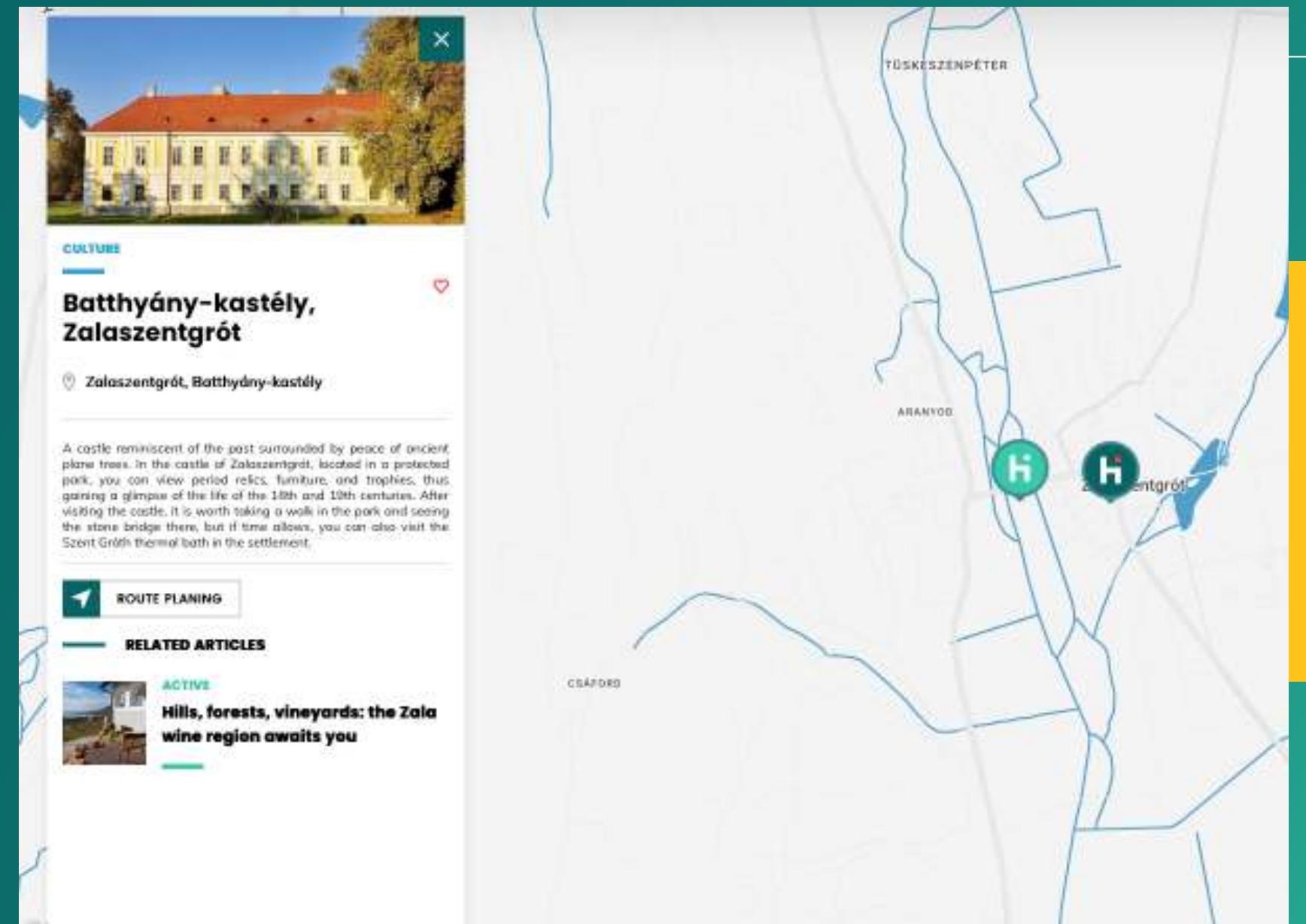
# The Hello Hungary platform is a gap-filling initiative in the **online** space

## Tourist guide

### Its main characteristics

- Nationwide coverage  
Data sheet of more than 2,000 rural tourist attractions with map visualisation
- Many functions  
Speed dialling, route planning, direct access to partners' social media interfaces
- Complex screening system  
Keyword-based customised offer

- The average monthly traffic of Hello Hungary's online interfaces is more than 45,000 individual visitors
- Access on social channels by 30,000 people per year

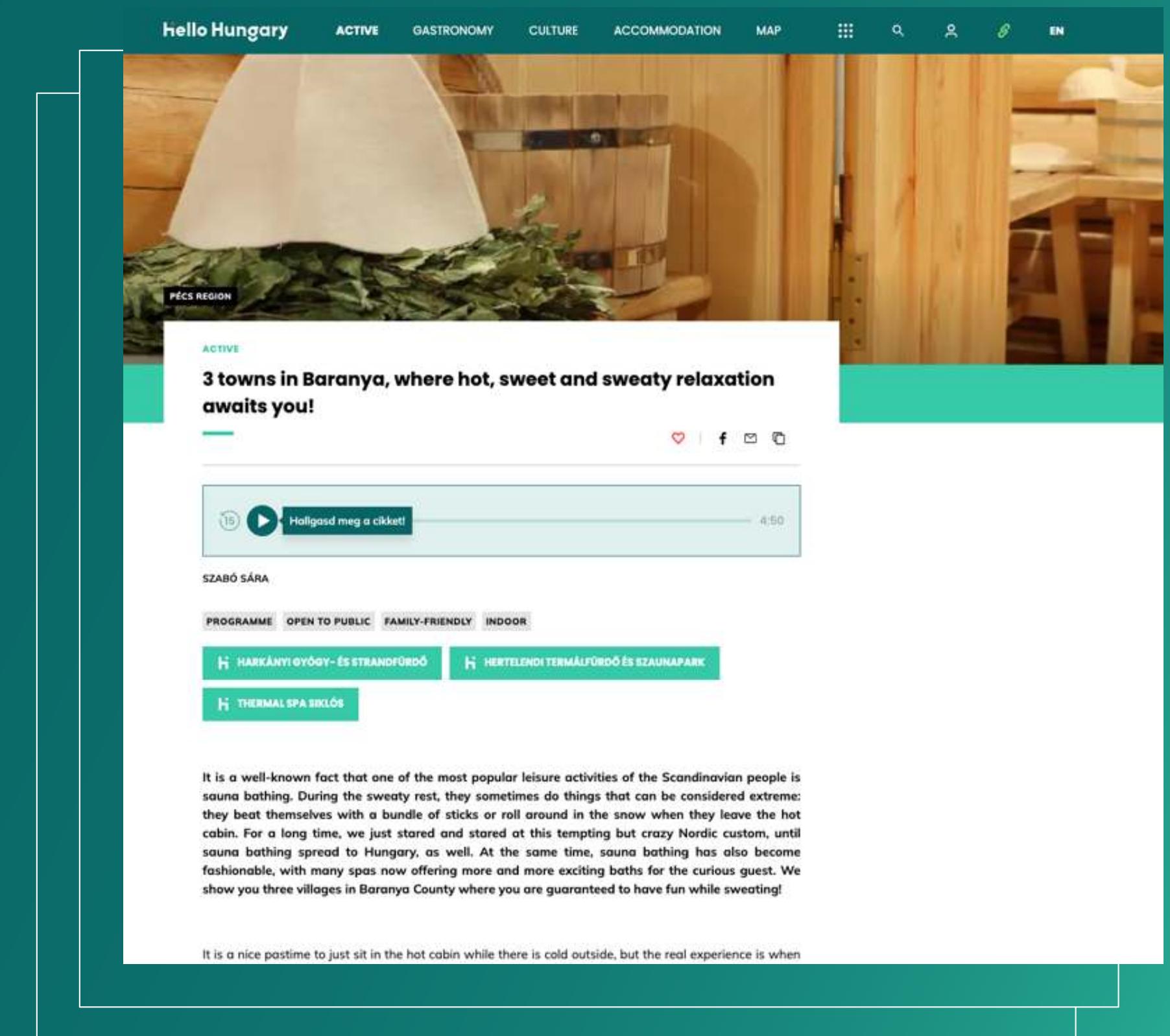


# The Hello Hungary platform is a gap-filling initiative in the **online** space

Online magazine with hundreds of editorials

Editorial content brings the attractions of 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



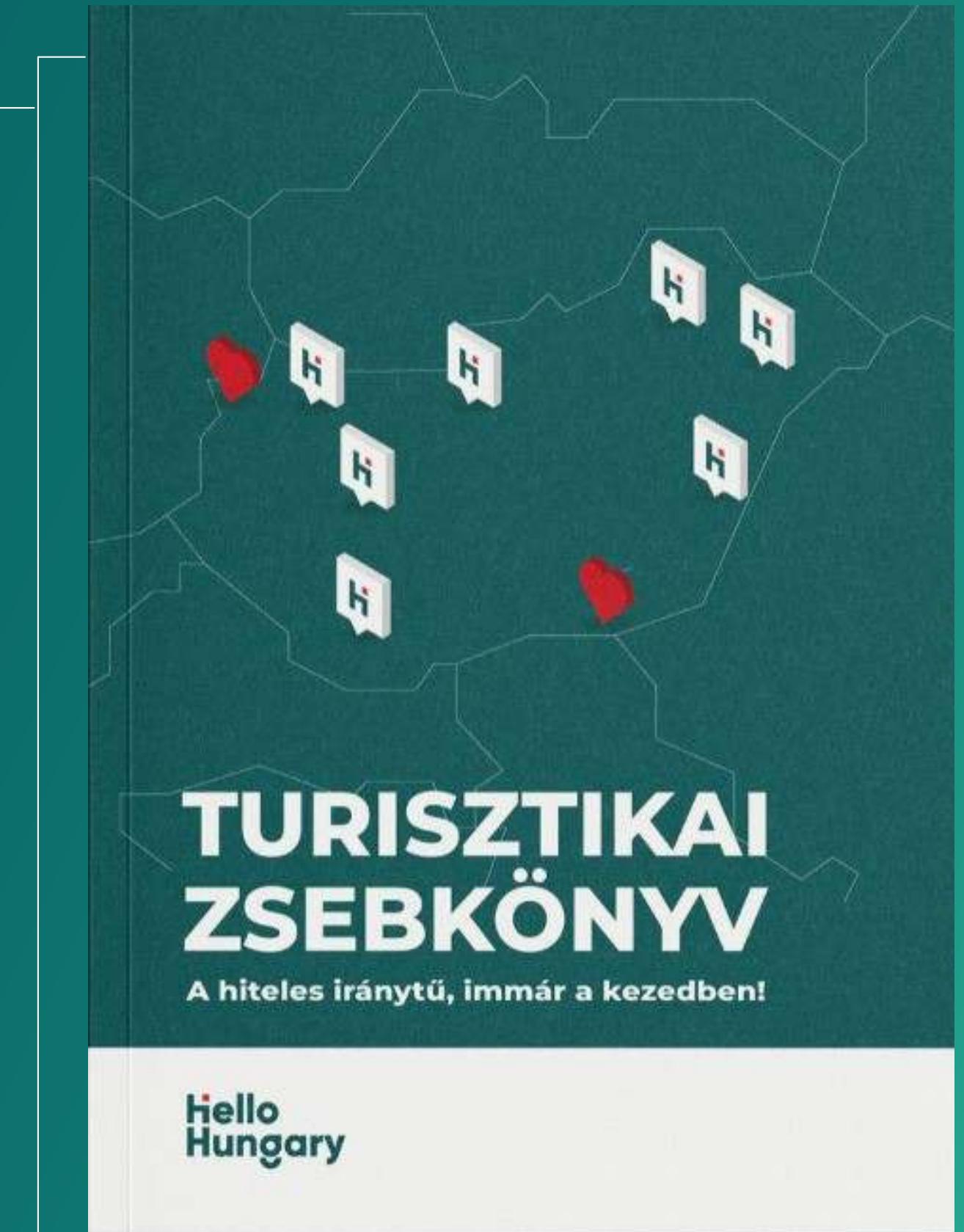
# The Hello Hungary is a gap-filling initiative in the **offline** space as well

Pocket Guide / Paperback 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 / Paperback 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



**A hiteles iránytű, immár a kezedben!**



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

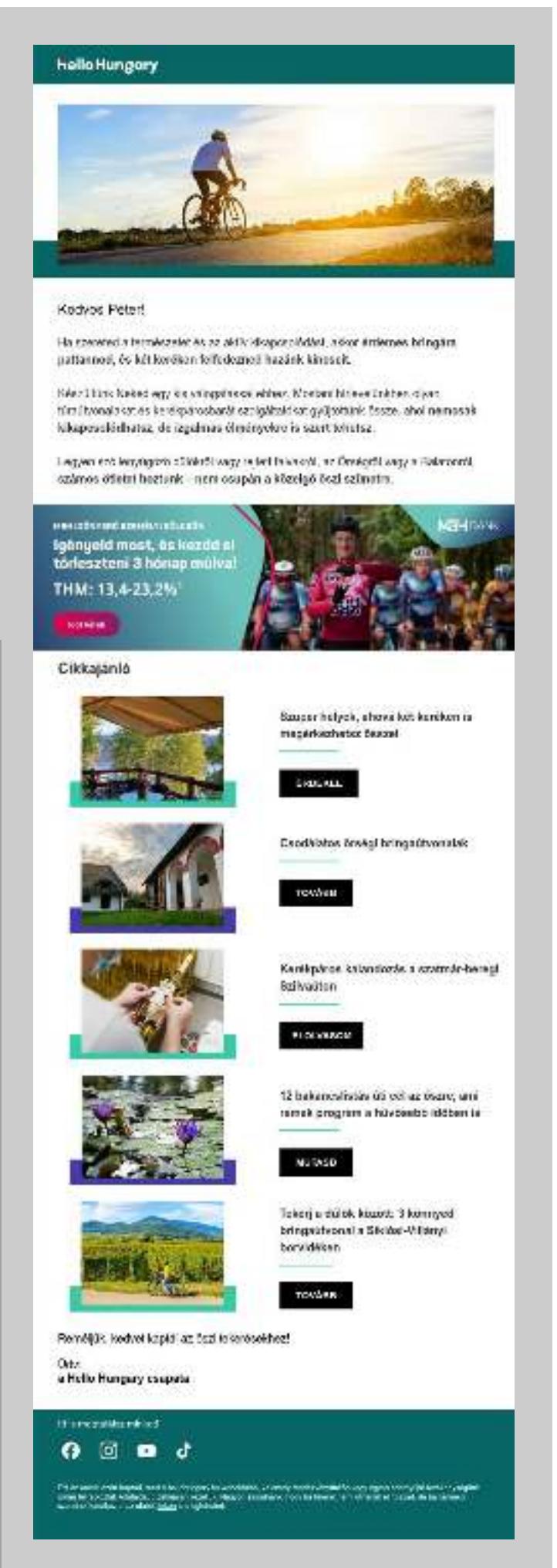
# Our complex media packages

<b>Basic Package</b> <b>HUF 200,000</b>	<b>Optimum Package</b> <b>HUF 500,000</b>	<b>Premium Package</b> <b>HUF 1,500,000</b>
Estimated access: 28,000 people	Estimated access: 112,000 people	Estimated access: 156,000 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 with 1x home page display	Adding several programmes to the calendar of events with 2x homepage displays (subject to partner agreement)
Facebook post (1 time)	Editorial content (1 time, native type appearance)  Social media presence (Facebook/Instagram – 2 times)  Partner Facebook post (1 time)	Editorial content (2 times, native type appearance)  Social media presence (Facebook/Instagram – 4 times)  Partner Facebook post (1 time)  Dedicated branded content  Banner advertisement (subject to partner agreement, at least 2 weeks)

*The values shown are net.*

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

Appearance	Price
Appearance in Facebook/Instagram post	HUF 100,000
Partner Facebook post	HUF 75,000
Appearance in event calendar	HUF 30,000
Appearance in event calendar, with homepage highlight	HUF 50,000
Appearance in newsletter (one time) Banner's size: 600×150px	HUF 50,000



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

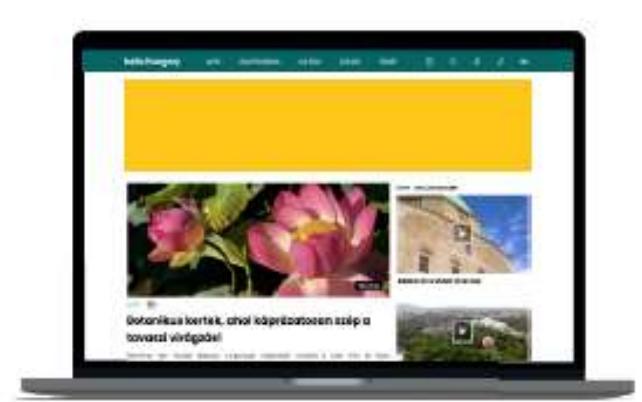
	Main sponsorship	Series of articles	Branded content	Column sponsorship	Display interfaces
<b>Presentation</b>	<p>Eponymous sponsorship, the partner's name and logo are constantly displayed on the portal, integrated banner appearances, with guaranteed ad view volume.</p> <p>If required, additional native content, column sponsorship, article series or branded content collaboration.</p>	Display of partner content in a native article generated by the editorial team in a length of approximately 800-1000 characters.	Display of a thematic editorial that matches the partner's brand message.	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.
<b>List price</b>	Based on individual agreement	Article: HUF 150,000/piece (appearance on English-language website + HUF 50,000)  Related videos: Guest HUF 25,000 HelloHungary HUF 50,000	Article: HUF 210,000 (appearance on an English-language website + HUF 50,000)  Video: HUF 175,000/day	From HUF 900,000 depending on the requests	See Presentation of display interfaces

# Display interfaces

**Landing centre banner**



**Basic banner**



**Full screen banner**



**Billboard banner**

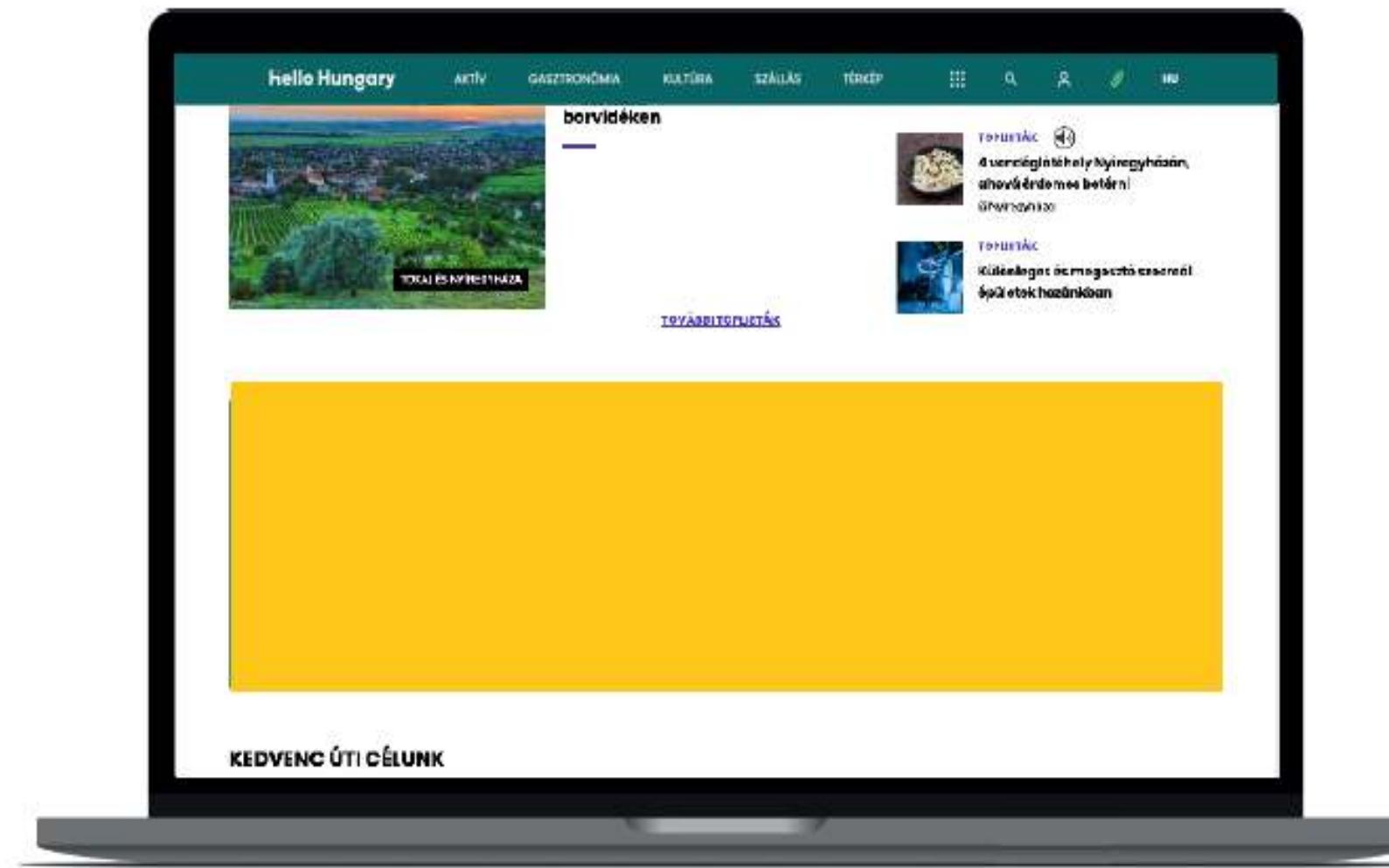


**Video box**



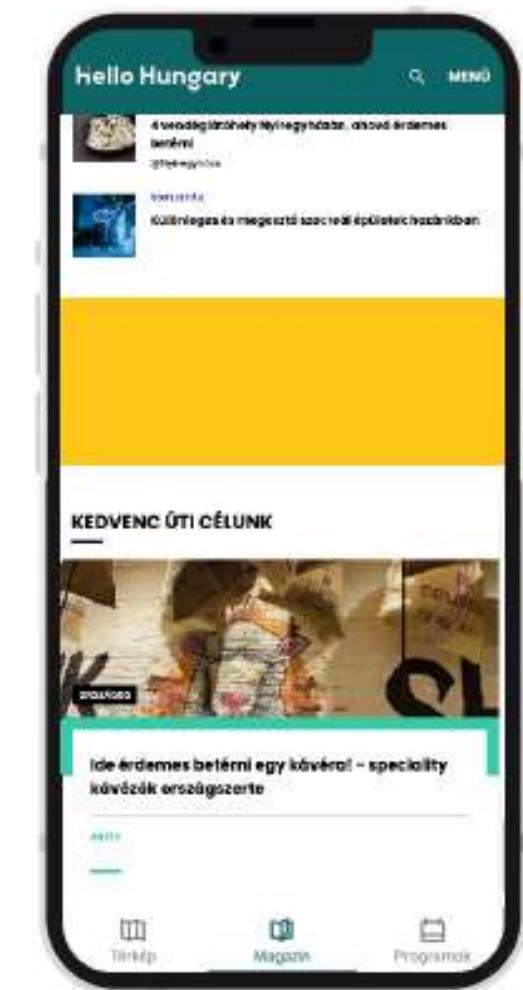
Place of appearance	Landing centre banner	Basic banner	Full screen banner image / video	Billboard banner	Video box
<b>Home page/ list page</b>	HUF 700,000/week	HUF 800,000/week	HUF 800,000/week	-	HUF 175,000/day
<b>Article page</b>	-	-		HUF 600,000/week	-

# Landing centre banner



## Characteristics

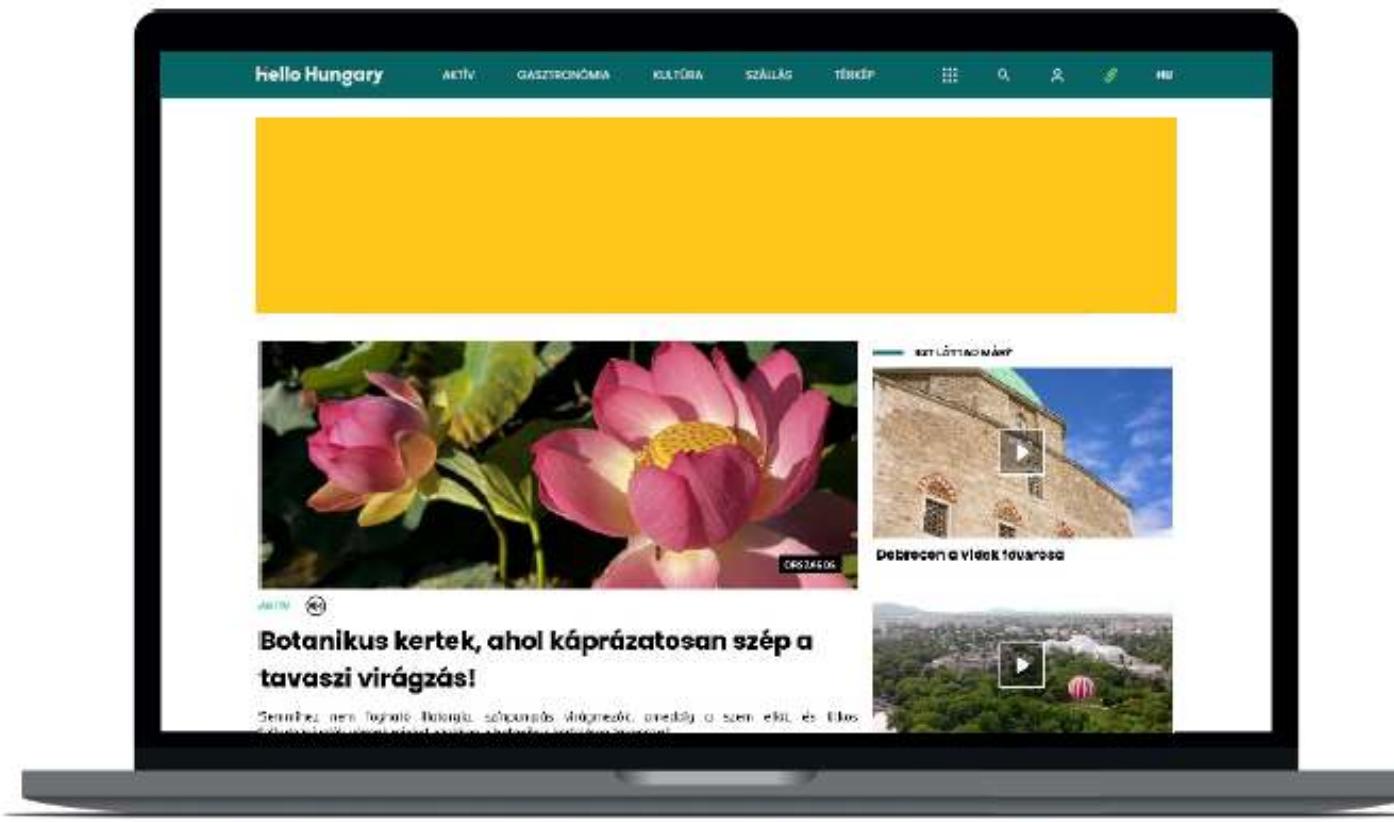
- Maximum width equals the width of the content of the page
- Display in the middle of the home page



## Size

- Desktop: 1180 x 240px (.webp format < 1mb)
- Mobil: 800 x 240px (.webp format < 1mb)

# Basic banner



## Characteristics

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

## Size

- Desktop: 1180 x 240px (.webp format < 1mb)
- Mobil: 800 x 240px (.webp format < 1mb)

# Full screen banner (image/video)



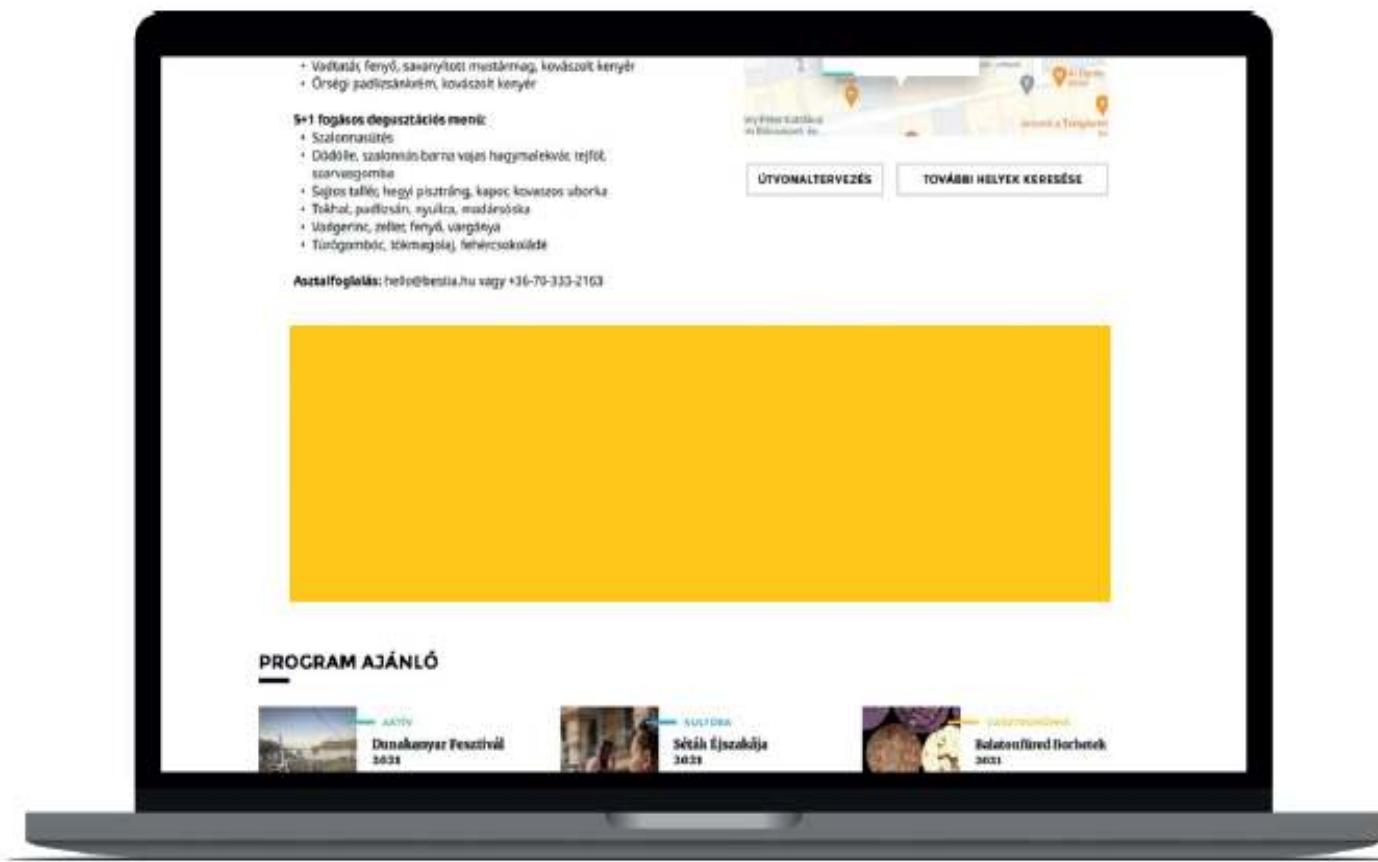
## Characteristics

- 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) (.webp format < 1mb)
- Mobil: 1080(min.) x 1920px (9:16) (.webp format < 1mb)

# Billboard banner



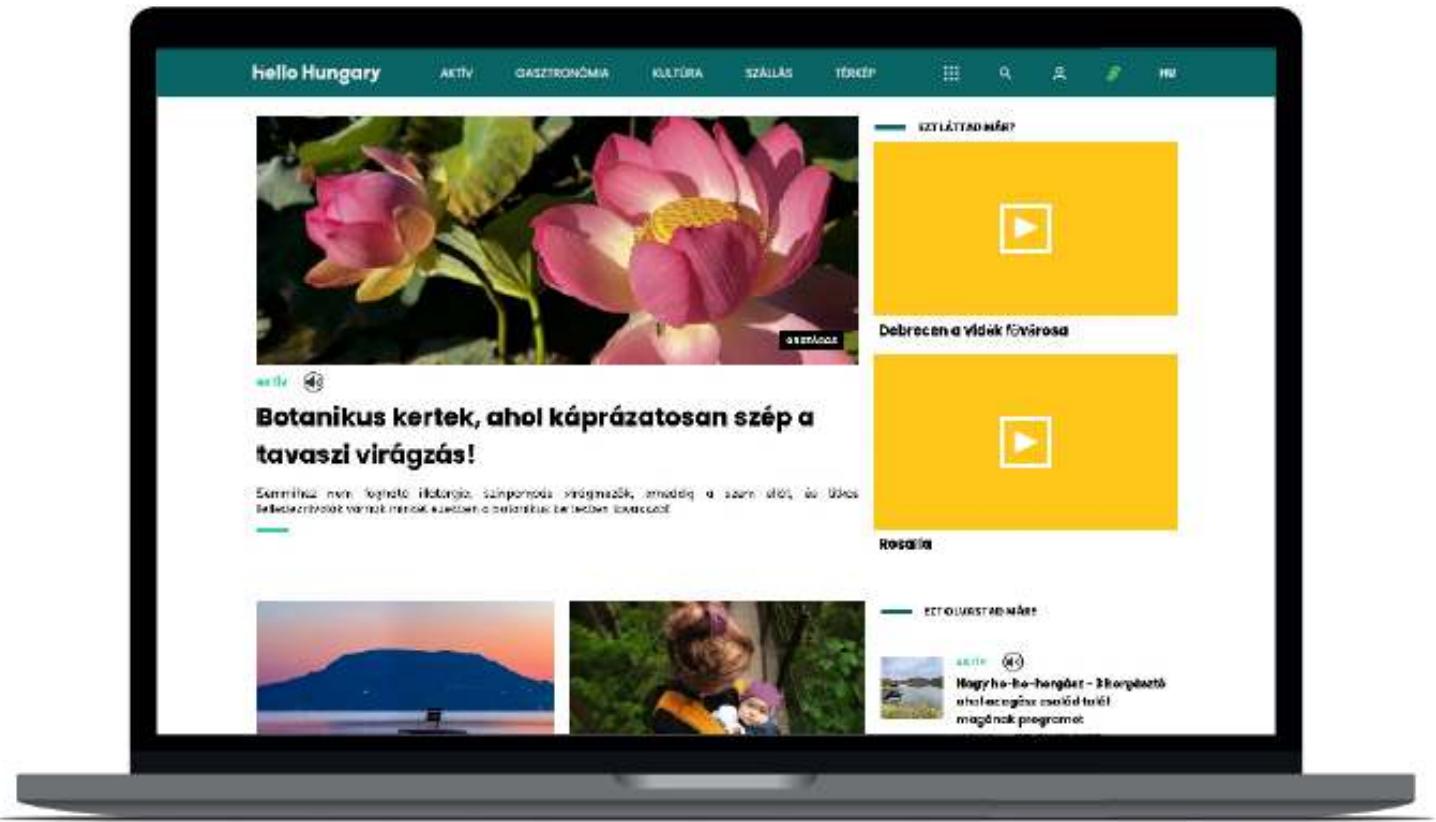
## Characteristics

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

## Size

- Desktop: 1180 x 240px (.webp format < 1mb)
- Mobil: 800(min.) x 240px (.webp format < 1mb)

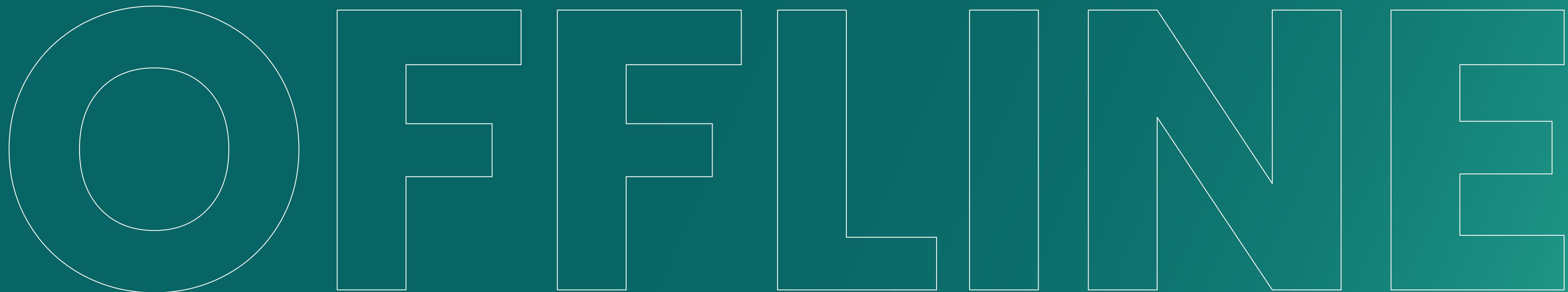
# Video box



## Characteristics

- Motion picture content (in length of <2min, <100MB) with placement of a video box on the main page

# Hello Hungary



Presentation of potential offline  
magazine co-operation forms

Inquire [here](#) about currently available offline or partner branded  
releases.

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

## Various columns

■ There are various thematic sections in the magazine and Pocket Guide/Paperback, thus on Hello Hungary's interfaces you have many opportunities to convey your messages through the Pocket Guide/Paperback; 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/Paperback 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.

### Culture column

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

### Area specific column

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

### 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.

### 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 gastronomic experiences.

### List price

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

## Pocket guide / Paperback

### 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



Look for experiences  
with Hungary's colourful  
tourism magazine!