

**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 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

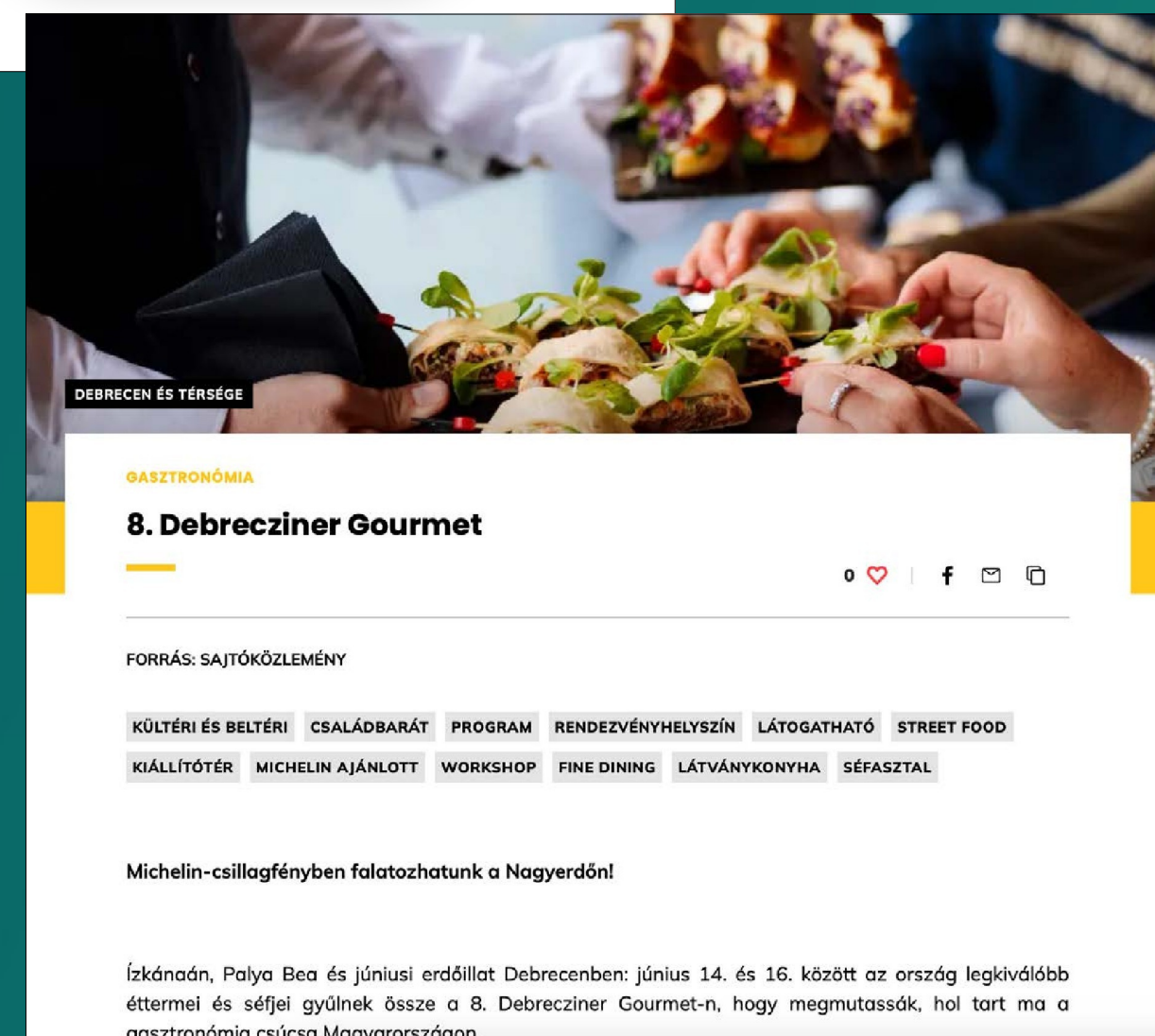
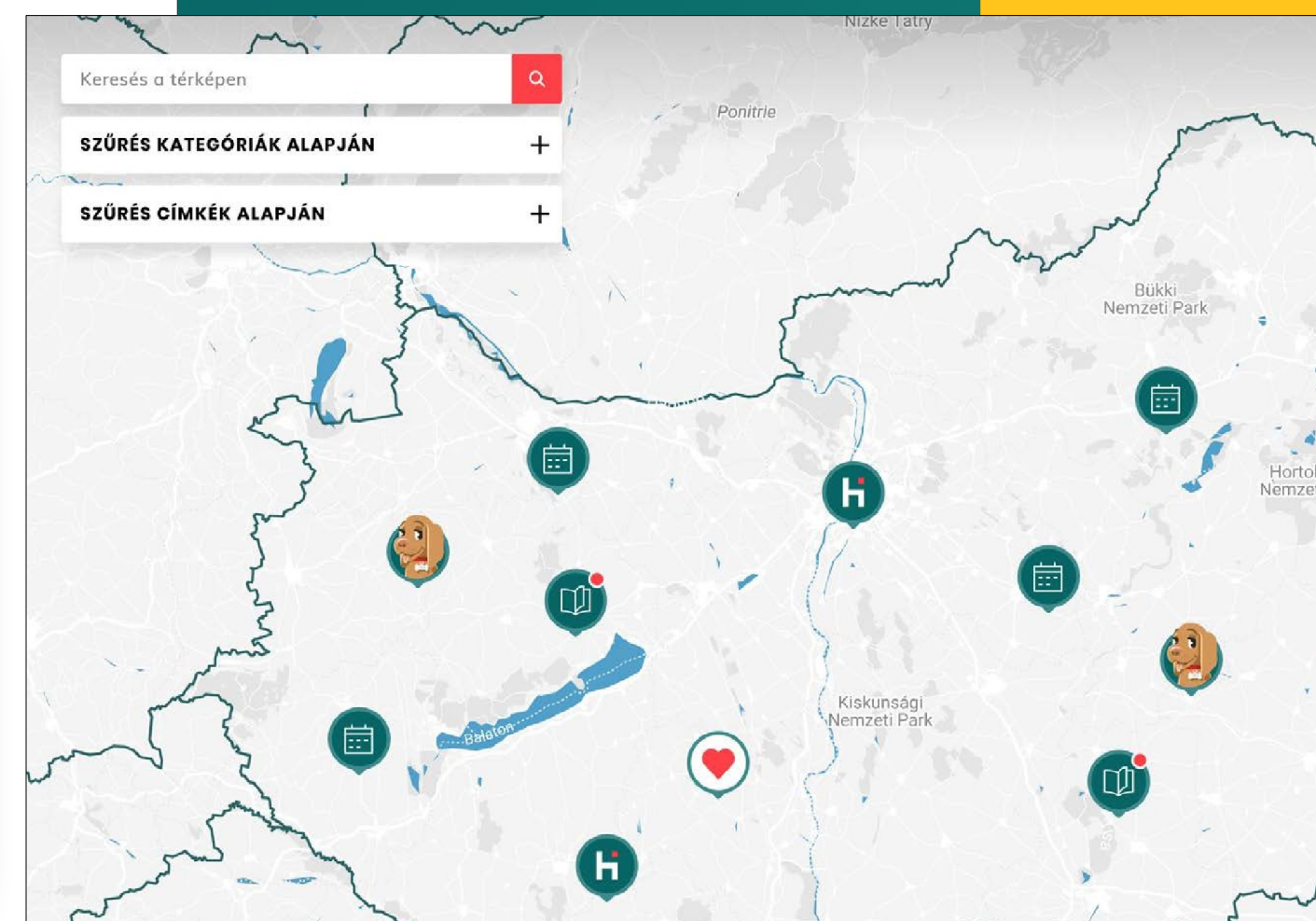
Culture

Programmes

Accommodation

Top lists

Did you know?



# Hello Hungary in numbers



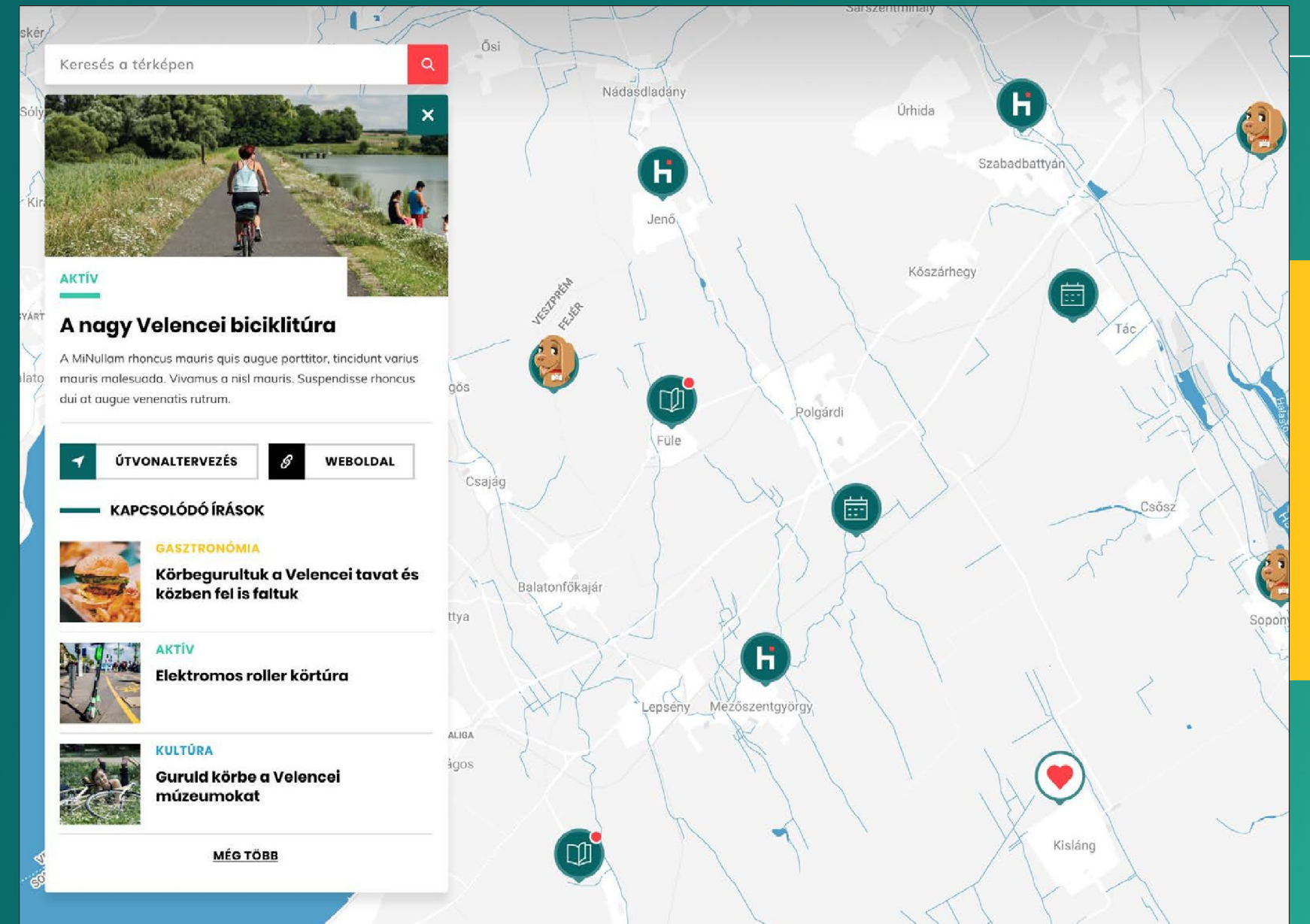
online			offline		
Individual visitors on the website:	Social media access (Facebook, Instagram):	Newsletter:	Printed magazine in 8 000 copies, number of readers:	Paperback in 12 000 copies, number of readers:	Partner collaborations:
Monthly	Monthly	B2C subscribers	<b>70 000</b>	<b>40 000</b>	Monthly radio access
<b>&gt;45 000</b>	<b>30 000</b>	<b>&gt;15 500*</b>			<b>&gt;300 000</b>
During campaign period	During campaign period	Average opening rate (B2C)			Access by BAHART onboard monitors
<b>even 120 000</b>	<b>even 1.75 M</b>	<b>32%</b>			<b>340 000*</b>
		B2B subscribers			BAHART onboard magazine reader number
		<b>&gt;1 600</b>			<b>20 000</b>
		Average opening rate (B2B)			
		<b>33%</b>			
		*Monthly cumulative			*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

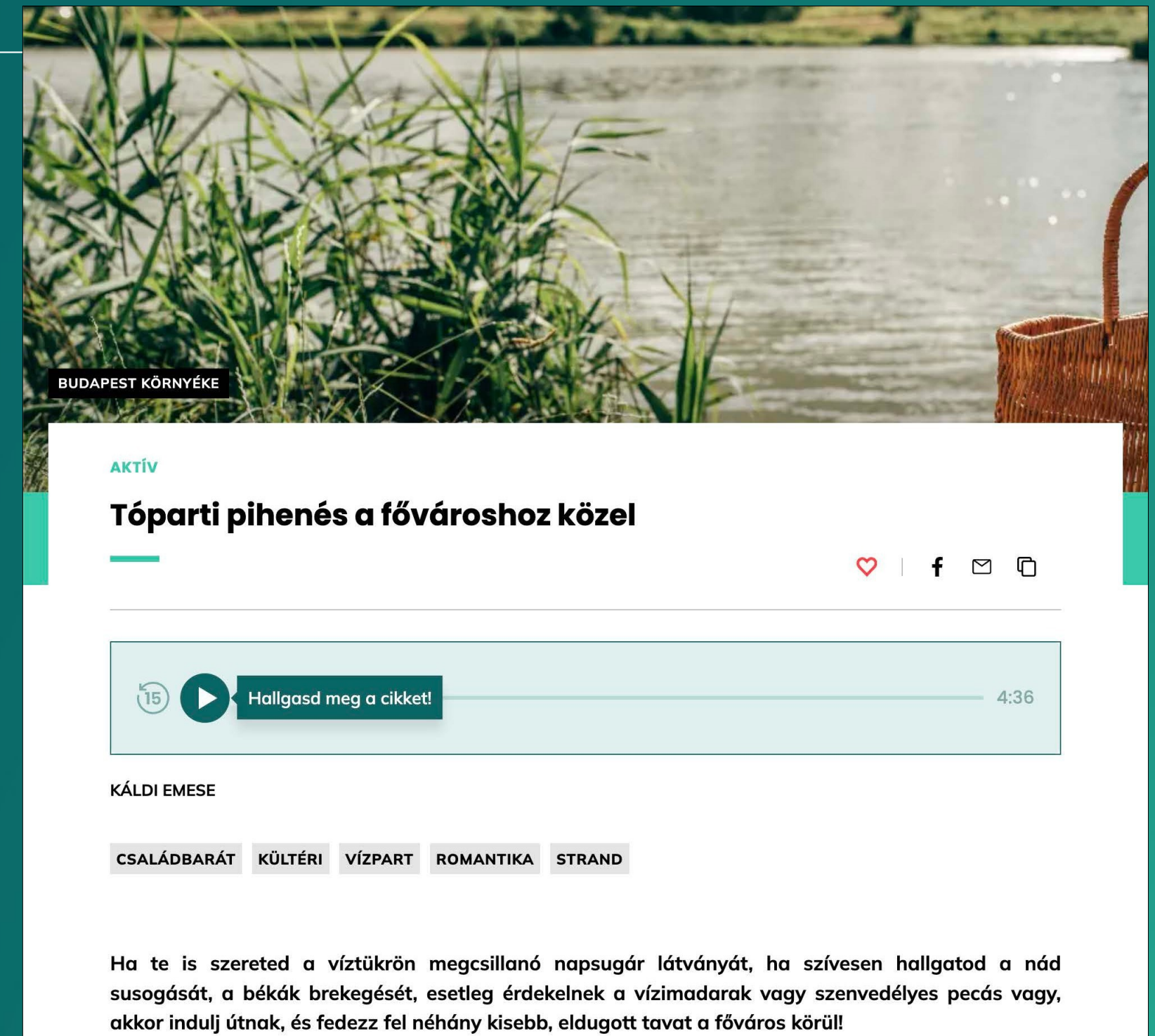


# The Hello Hungary platform is a gap-filling initiative in the **online** space

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 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

<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>
<p>Estimated access: 28,000 people</p> <p>Newsletter publication (1 time)</p> <p>Adding a programme to the calendar of events</p> <p>Facebook post (1 time)</p>	<p>Estimated access: 112,000 people</p> <p>Newsletter publication (1 time)</p> <p>Adding a programme to the calendar of events with 1x home page display</p> <p>Editorial content (1 time, native type appearance)</p> <p>Social media presence (Facebook/Instagram – 2 times)</p> <p>Partner Facebook post (1 time)</p>	<p>Estimated access: 156,000 people</p> <p>Newsletter publication (3 times)</p> <p>Adding several programmes to the calendar of events with 2x homepage displays (subject to partner agreement)</p> <p>Editorial content (2 times, native type appearance)</p> <p>Social media presence (Facebook/Instagram – 4 times)</p> <p>Partner Facebook post (1 time)</p> <p>Dedicated branded content</p> <p>Banner advertisement (subject to partner agreement, at least 2 weeks)</p>

*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)	HUF 50,000

**HelloHungary**  
2024. Nov 19. · 🌐

Merj bátran útnak indulni! ✈️

Gondoskodj otthonod biztonságáról az MBH... See more

**CIG PANNÓNIA** **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 pattanod, 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 KÖLCSON  
Igényeld most, és kezd el törleszteni 3 hónap múlva!  
THM: 13,4-23,2%<sup>1</sup>

Itt kérlek

**Cikkajánló**

- Szuper helyek, ahová két keréken is megerkezhetsz ősszel **ÉRDEKEL**
- Csodálatos Őrségi bringaútvonalak **TOVÁBB**
- Kerékpáros kalandozás a szatmár-beregi Szilvaúton **ELOLVASOM**
- 12 bakancslistás úti cél az őszre, 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!

Üdy:  
**a Hello Hungary csapata**

Itt is megtalálsz minket!

[f](#) [i](#) [v](#) [d](#)

Ezt az emailt azért kaptad, mert a hellohungary.hu weboldalon, valamely rendezvényünknél vagy egyéb adatgyűjtő tevékenységünk során feliratkoztál. Adataidat bizalmasan kezeljük. Nagyon sajnálnánk, hogy ha híreink nem jutnának el hozzád, de ha bármikor szeretnél leiratkozni, az alábbi [linkre](#) kattints!

# 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>	<p>Display of partner content in a native article generated by the editorial team in a length of approximately 800–1000 characters.</p>	<p>Display of a thematic editorial that matches the partner's brand message.</p>	<p>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.</p>	<p>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.</p>
<b>List price</b>	<p>Based on individual agreement</p>	<p>Article: HUF 150,000/piece (appearance on English-language website + HUF 50,000)</p>	<p>Article: HUF 210,000 (appearance on an English-language website + HUF 50,000) Video: HUF 175,000/day</p>	<p>From HUF 900,000 depending on the requests</p>	<p>See Presentation of display interfaces</p>



# Display interfaces

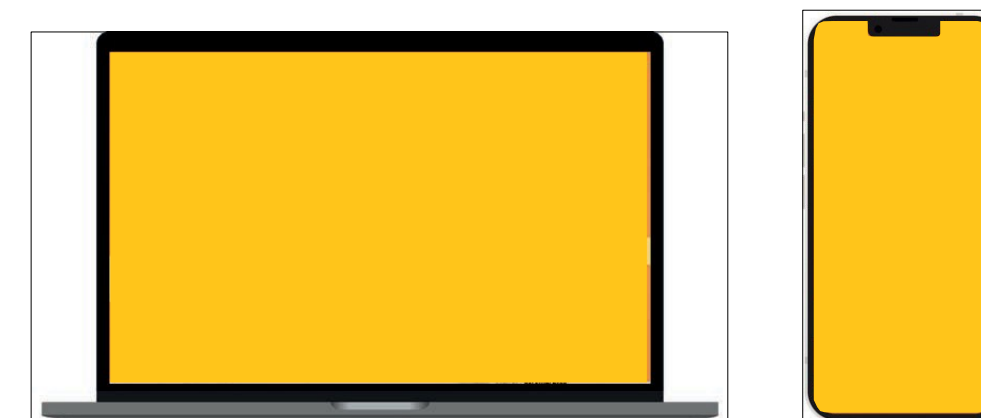
**Landing centre**



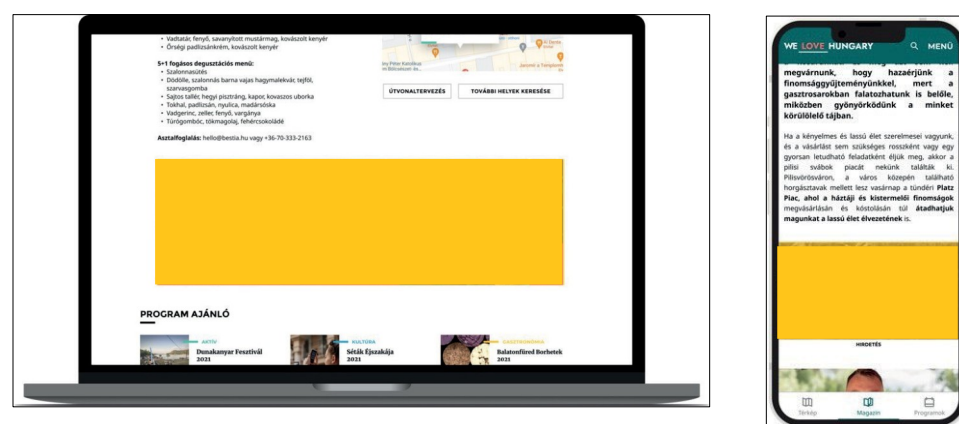
**Basic banner**



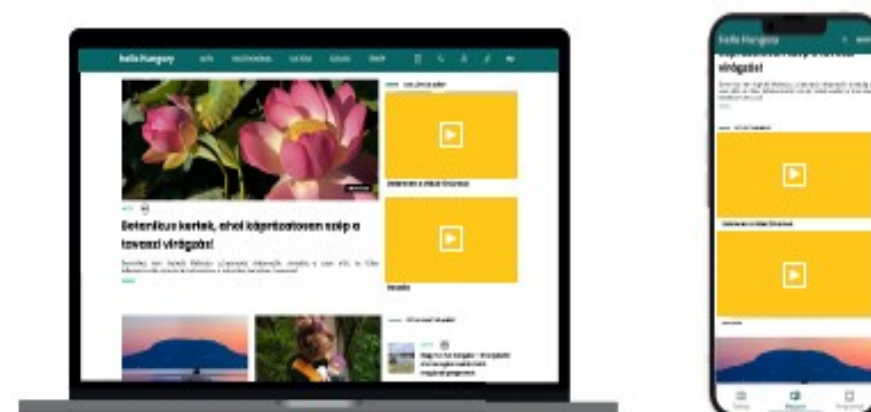
**Full screen**



**Billboard**

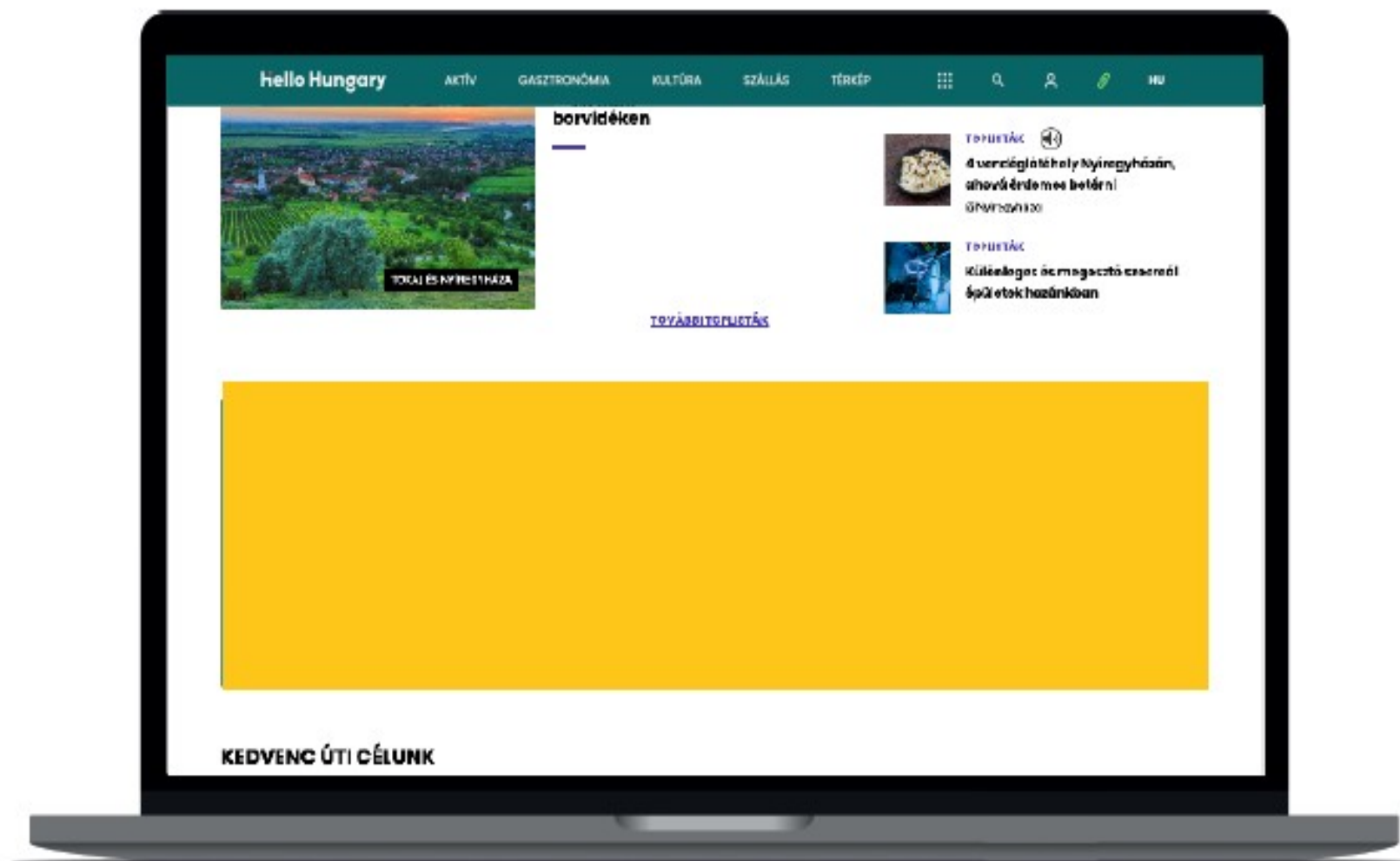


**Video box**



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

# Landing centre



## Characteristics

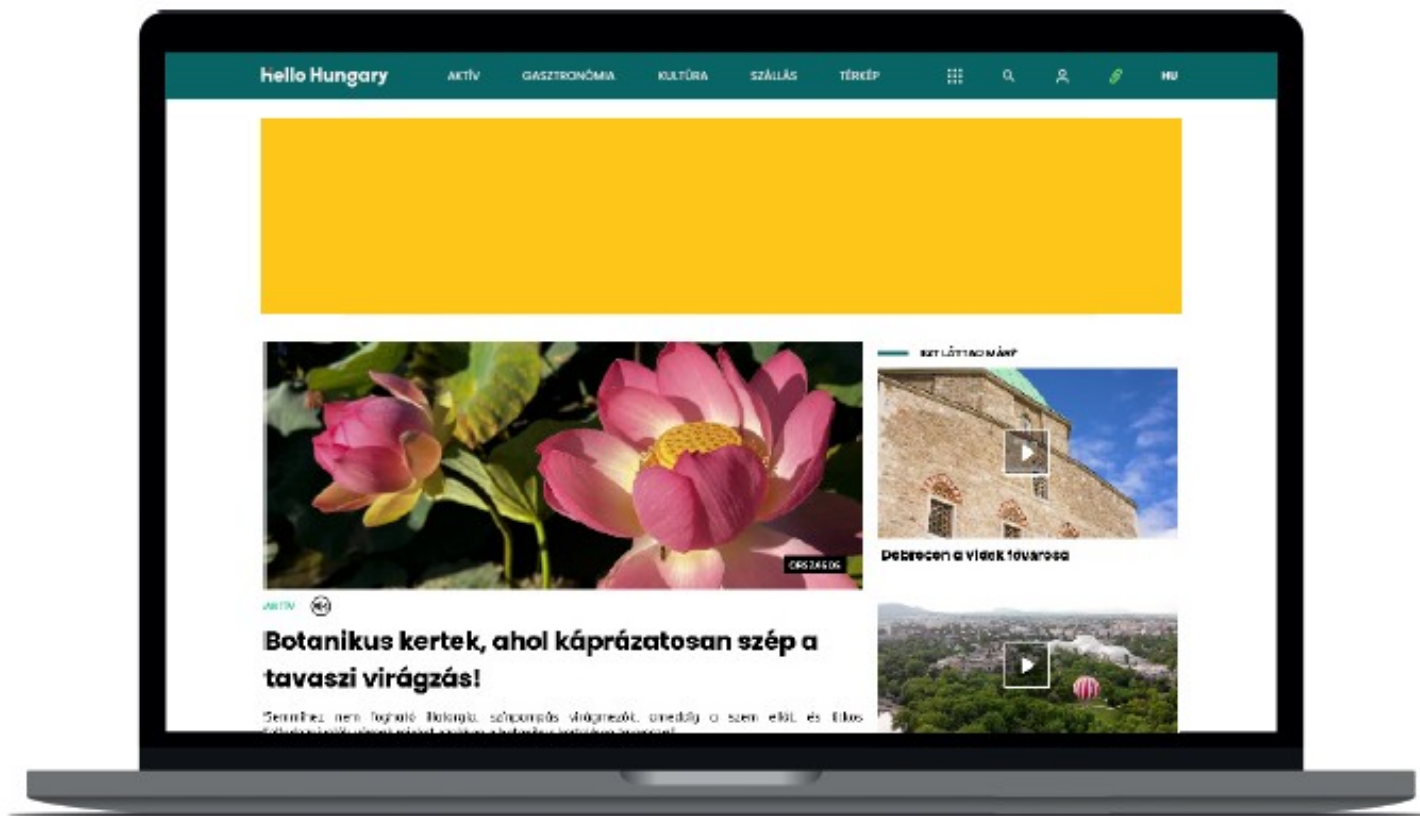
- Maximum width equals the width of the content of the page
- Display in the middle of the home page



## Size

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

# Basic banner



## Characteristics

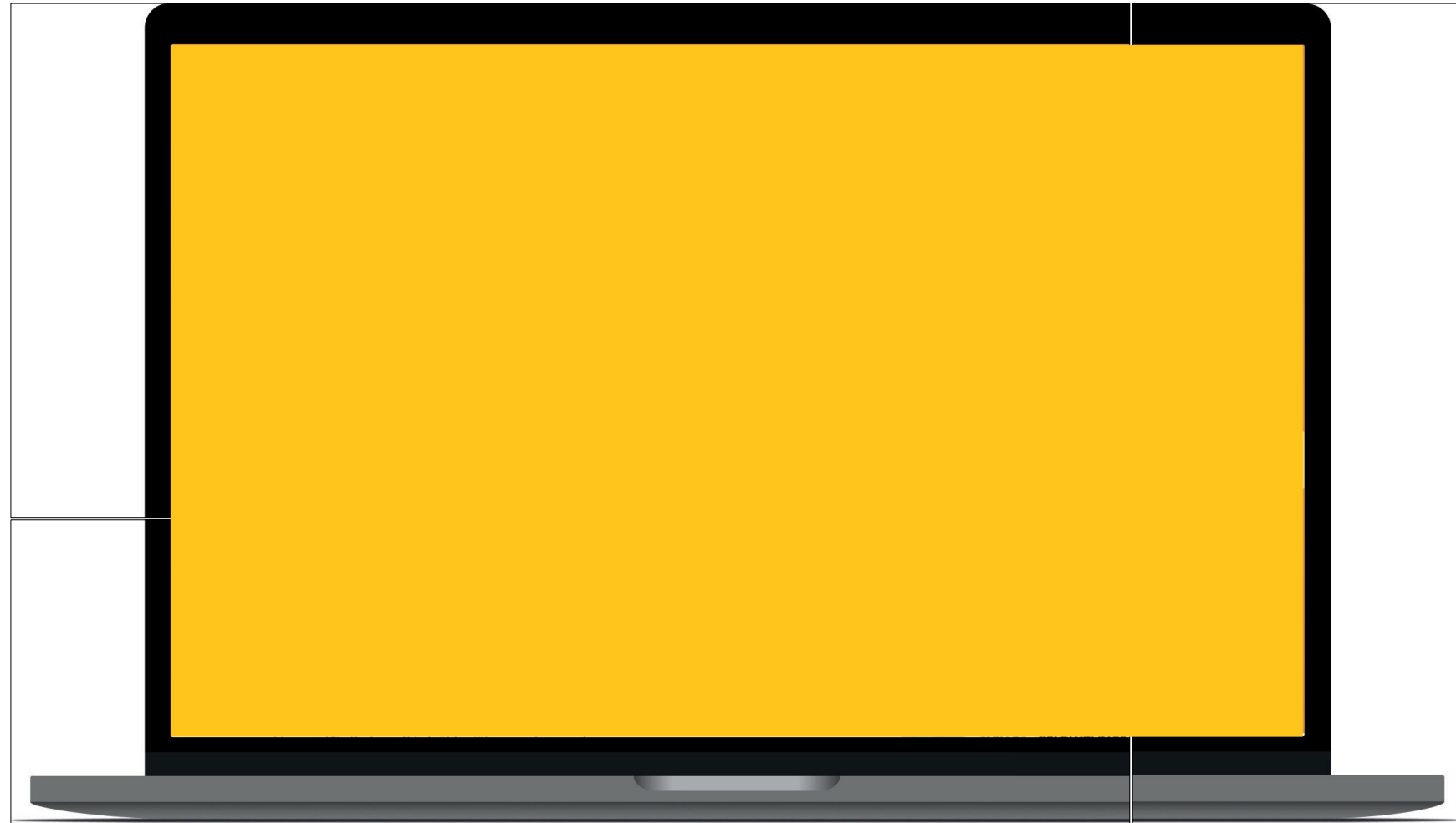
- Maximum width equals the width of the content of the page
- Appearance in the header on the home page



## Size

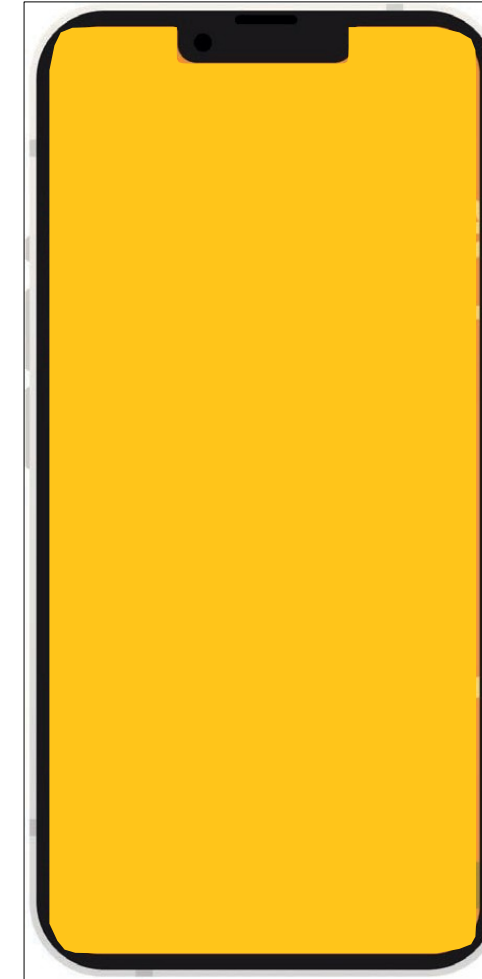
- Desktop: 1180 x 240px
- Mobil: 800 x 240px

# Full screen image/video



## Characteristics

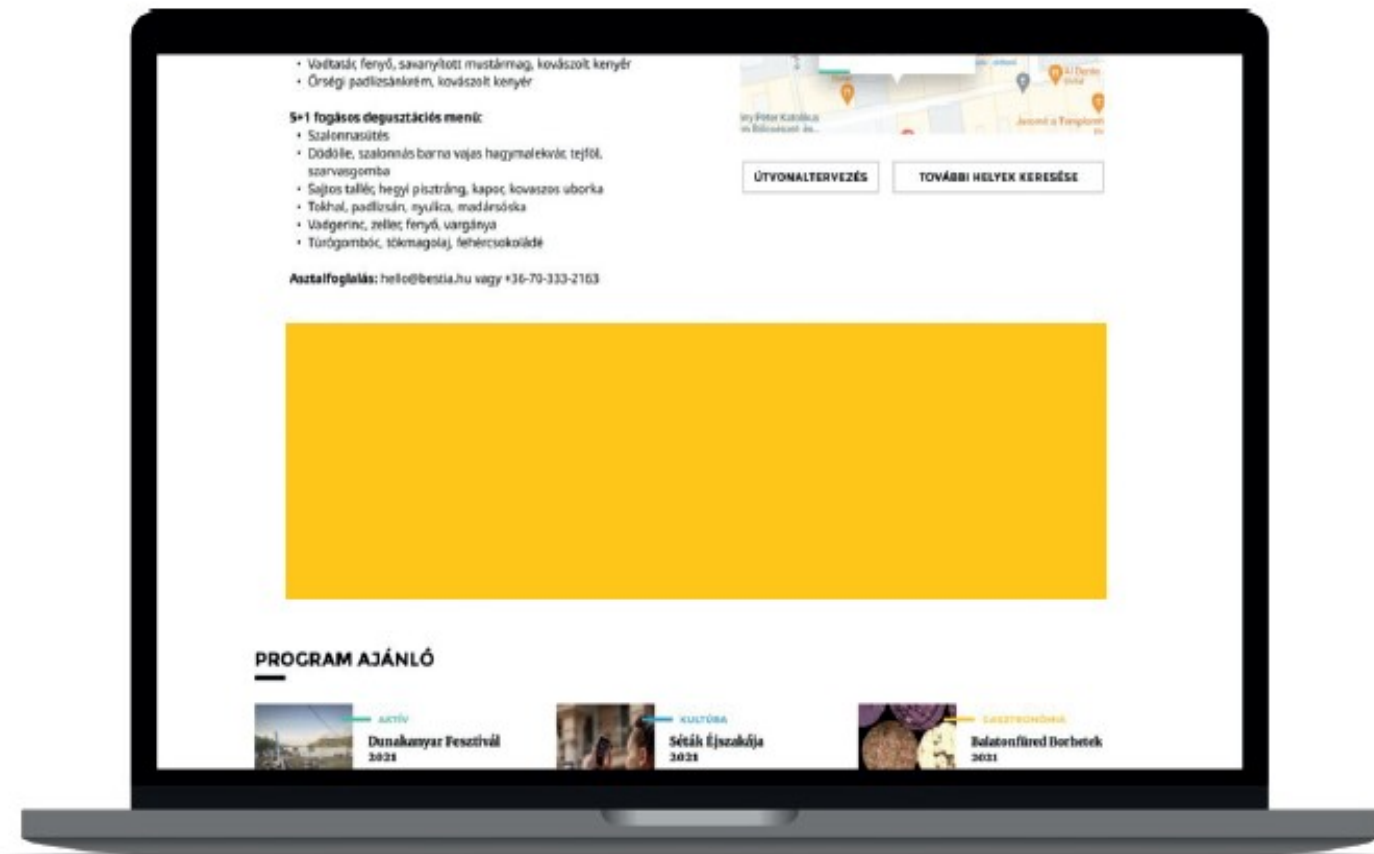
- Covers the entire screen
- Displayed once to the user
- It closes automatically after 5 seconds, but the user also can close it



## Size

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

# Billboard



## Characteristics

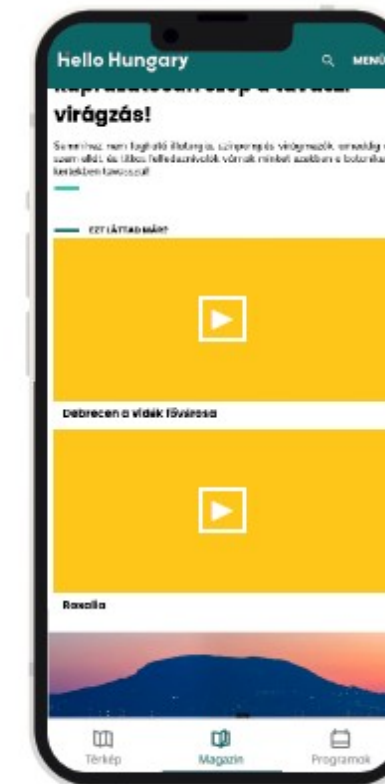
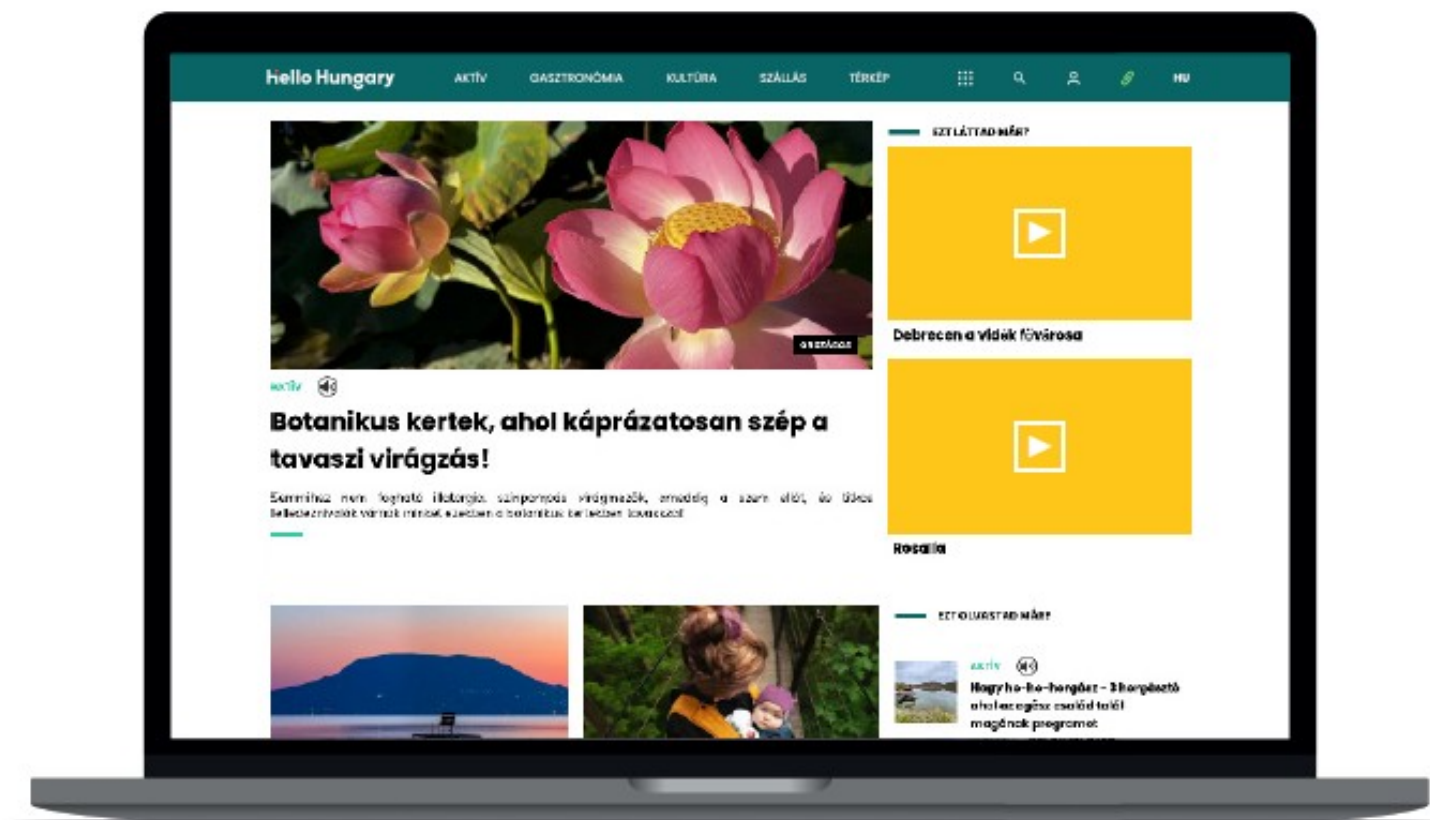
- Banner with fixed width and height
- Display embedded in content



## Size

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

# Video box



## Characteristics

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

# Hello Hungary

# OFFLINE

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.

### 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 gastronomic 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

## 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  
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!