

**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 travellers, are outlined:

Nature lovers on foot

Thrifty small-town explorers

Active travellers

Comfort-loving active tourists

Wellness lovers

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

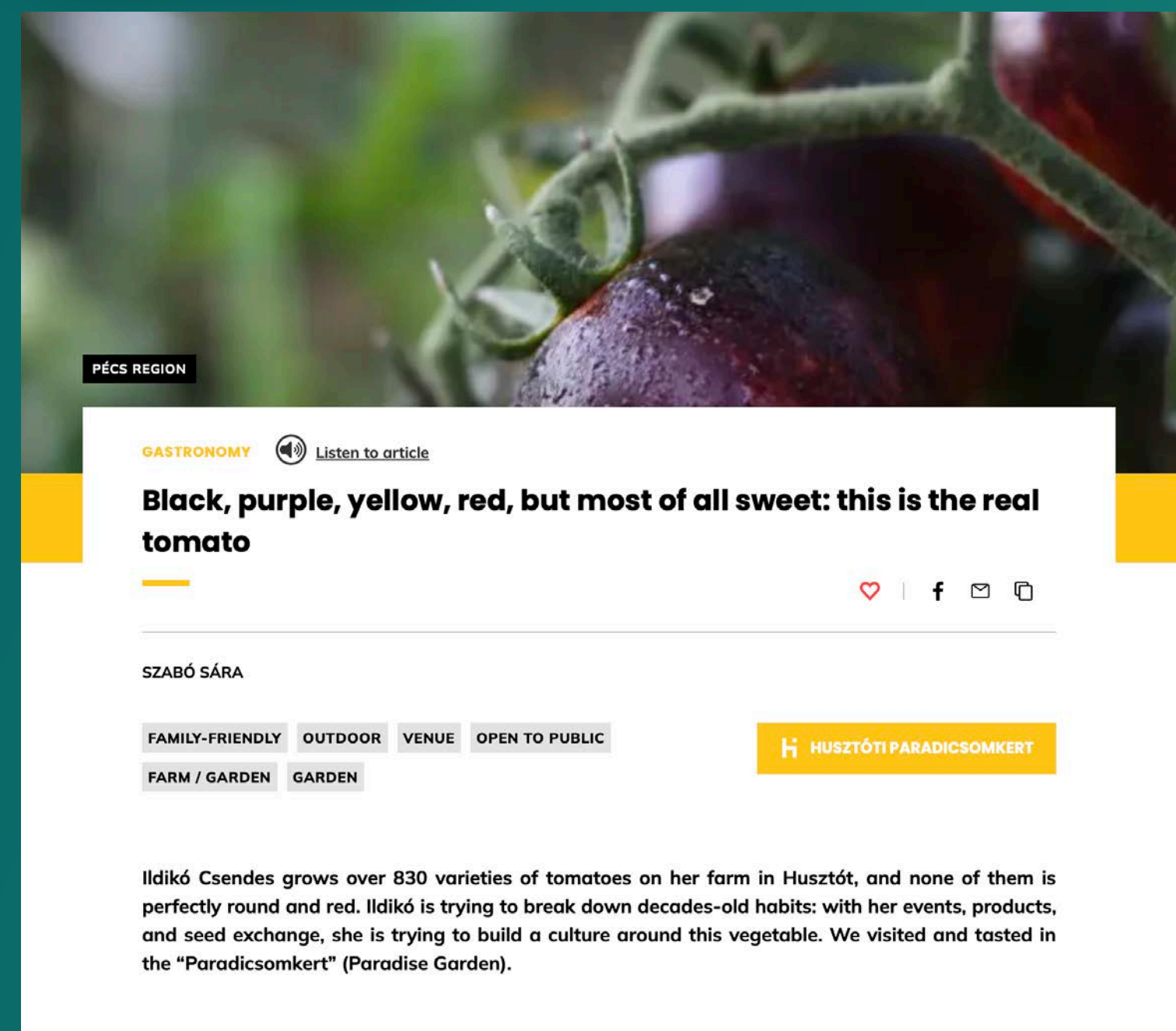
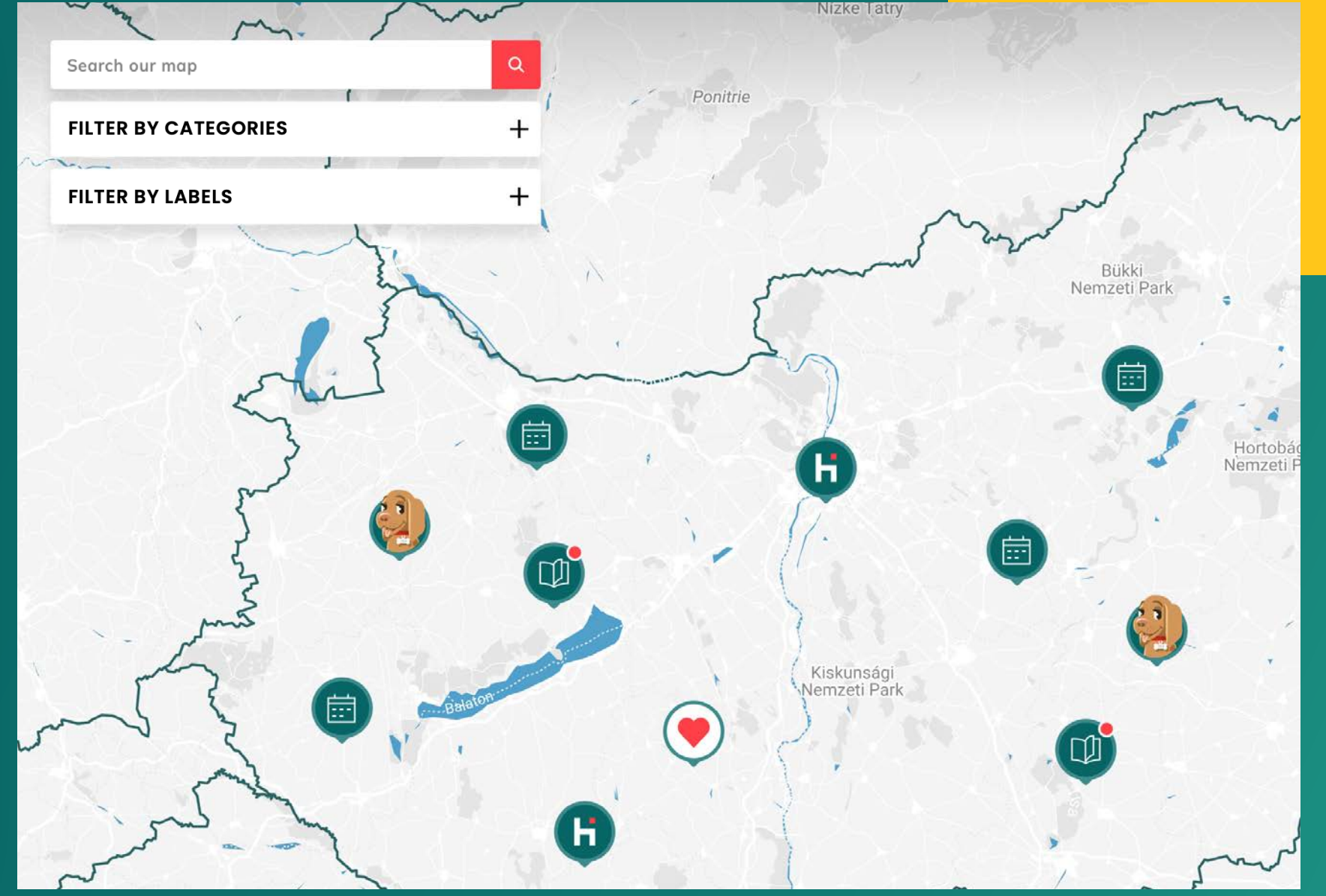
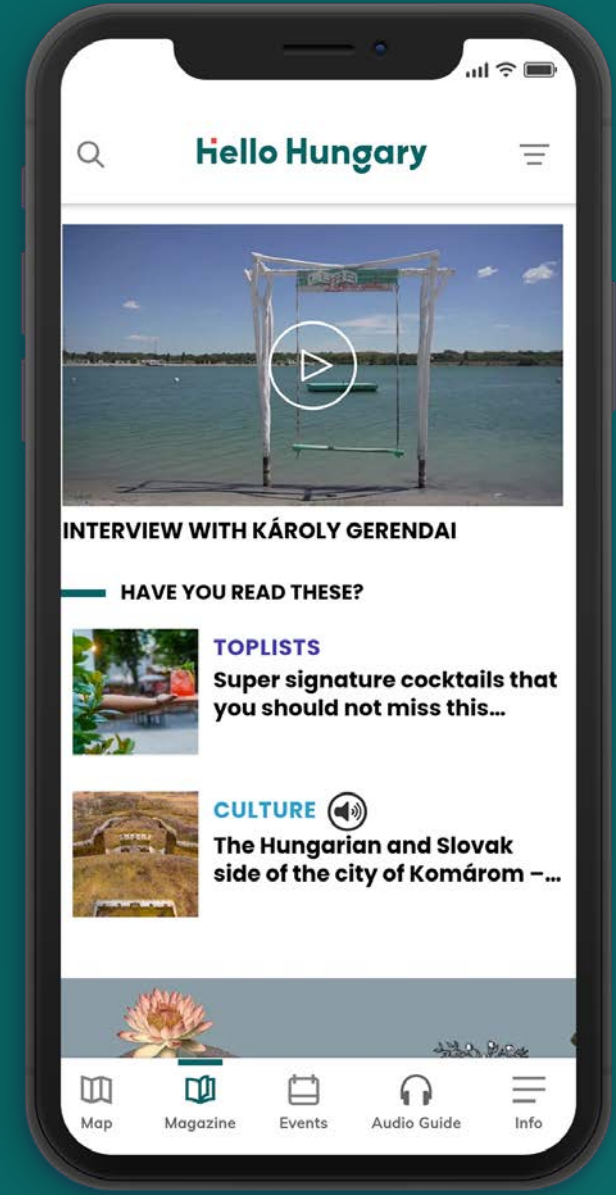
Culture

Accommodation

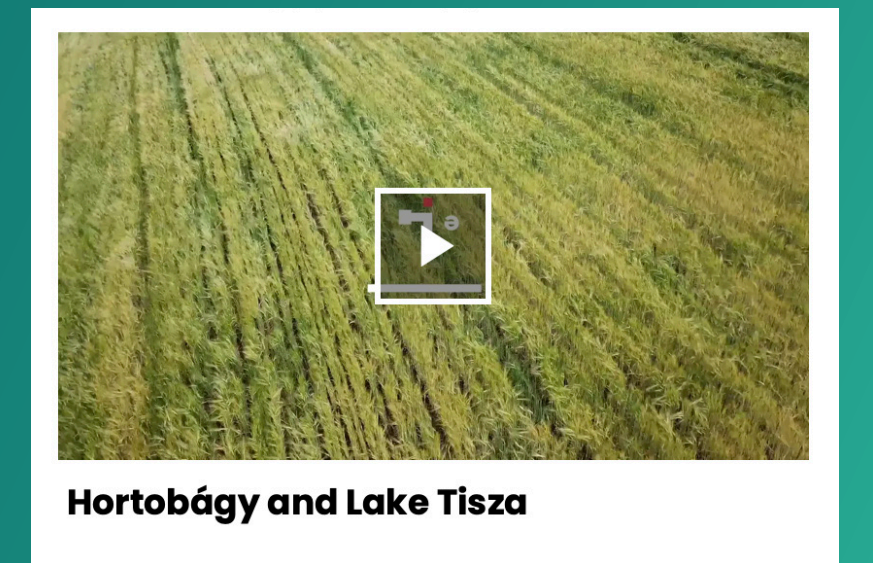
Top lists

Programmes

Did you know?



Interview with Károly Gerendai



Hortobágy and Lake Tisza

Hello Hungary in numbers



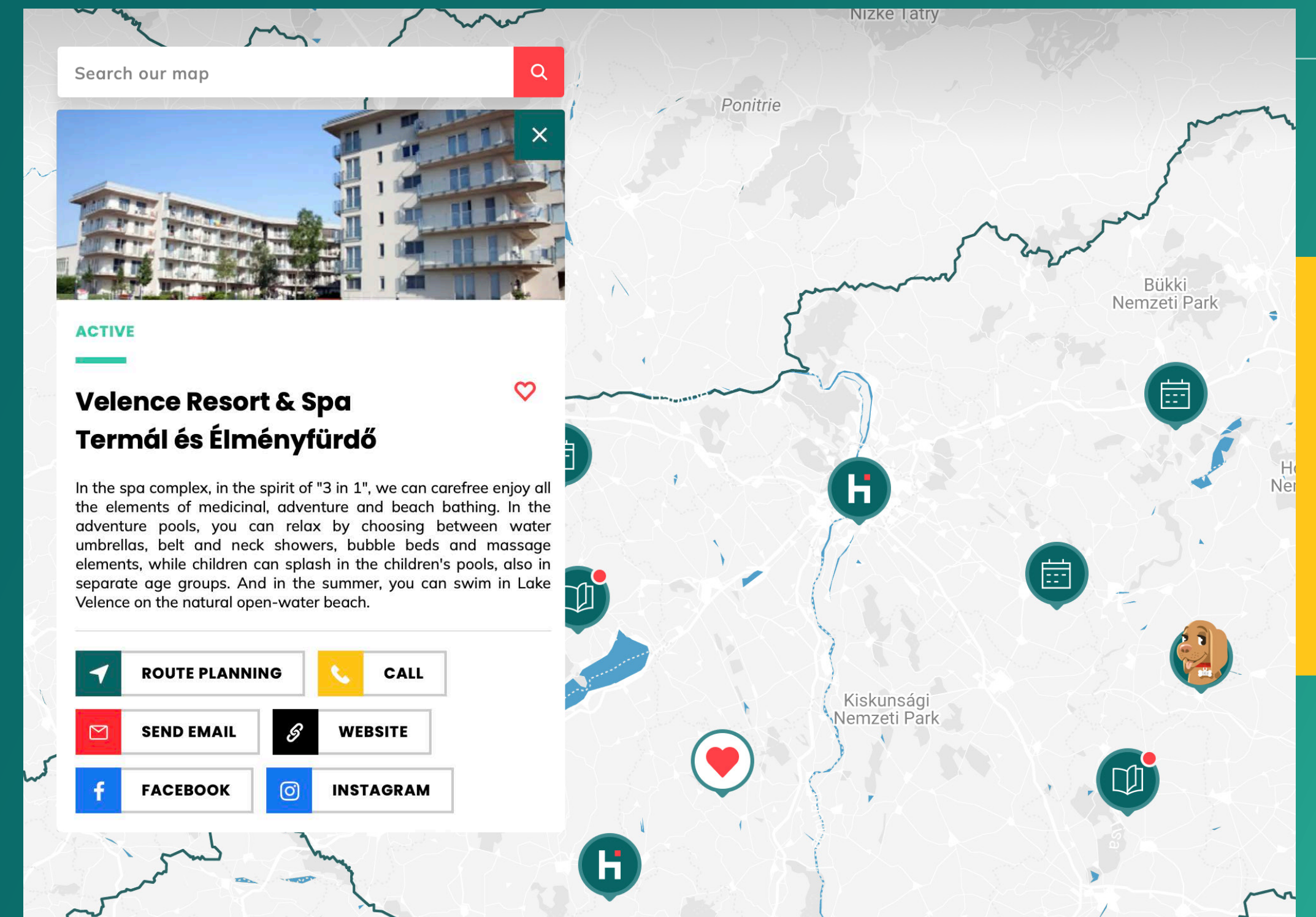
online			offline		
Individual visitors on the website:	Social media access (Facebook, Instagram):	Newsletter:	Printed magazine in 4,000 copies, number of readers:	Paperback in 6,000 copies, number of readers:	Partner collaborations:
Monthly	Yearly	B2C subscribers			Monthly radio access
>28 000	70 000	>13 000	35 000	20 000	>200 000
During campaign period	During campaign period	Average opening rate (B2C)			During campaign period
~120 000	~1,75 M	60%			Access by BAHART onboard monitors
		B2B subscribers			340 000*
		>1 600			BAHART onboard magazine reader number
		Average opening rate (B2B)			20 000
		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

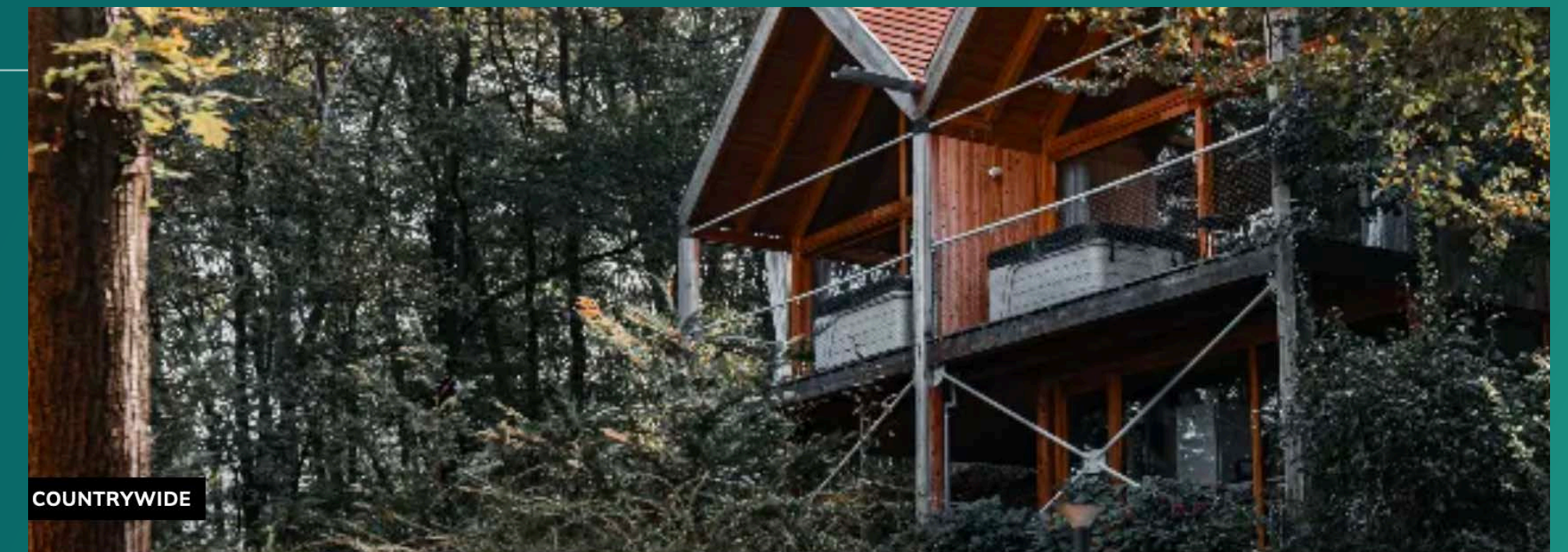


The Hello Hungary platform is a gap-filling initiative in the **online** space

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



COUNTRYWIDE

ACCOMMODATION  [Listen to article](#)

Behind God's back, yet carried in the palm of his hand – magical accommodation in remote locations



SZABÓ SÁRA

FAMILY-FRIENDLY PANORAMA ACCOMMODATION ROMANTIC

Trying to avoid the busy cities, the popular beach resorts and the most sought-after tourist destinations, and instead retreat to places where the birds rarely fly? Do you like to hide "behind God's back", move into the canopy of the trees or relax in high, hunter's perch-like apartments? If you are looking for the same kind of relaxation, here are some of the places to stay in your home country: you will find treasures that are sure to be free of crowds and bustle at the breakfast buffet.

The Hello Hungary platform 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 platform 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 6000 copies and a readership of around 20 000



The Hello Hungary platform 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 specialty

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



The Hello Hungary platform 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

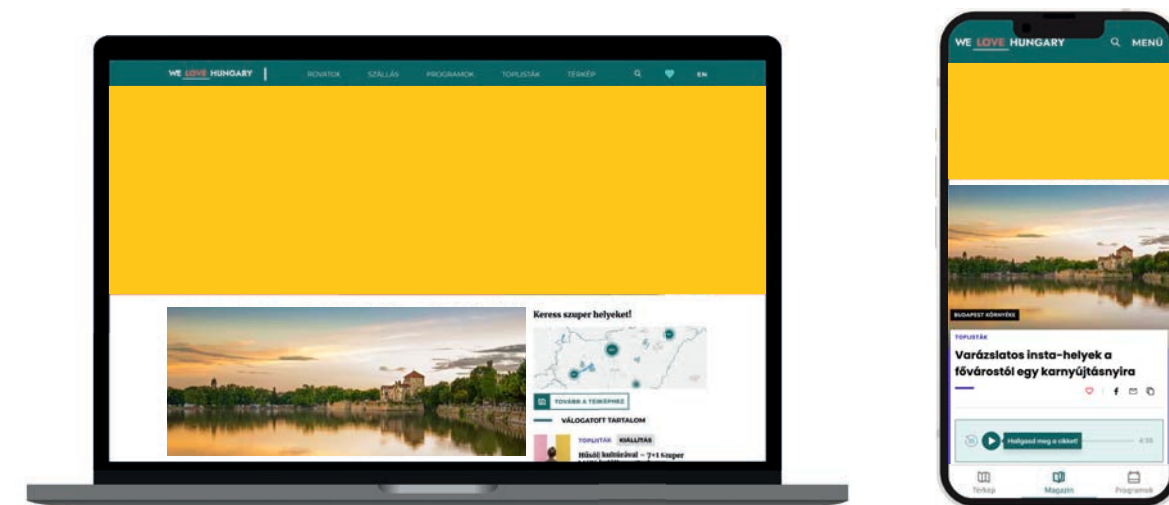
- An active audience that wants to travel and is open to constantly renewing offers

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

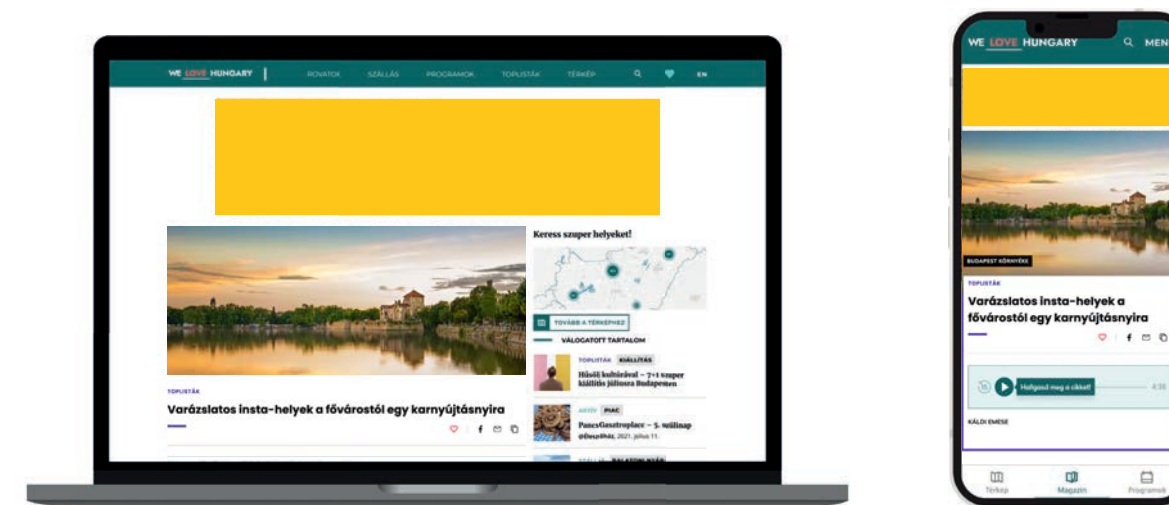
	Main sponsorship	Series of articles	Native co-operation	Branded content	Column sponsorship	Display interfaces
Presentation	Eponymous sponsorship, the partner's name and logo are constantly displayed on the portal, integrated banner appearances, with guaranteed ad view volume. If required, additional 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 90,000/ each (appearance on an English-language website + HUF 45,000)	From HUF 350,000 based on individual agreement	Article: HUF 90.000 Video: HUF 150.000	From HUF 800.000 depending on the requests	See Presentation of Display interfaces

Display interfaces

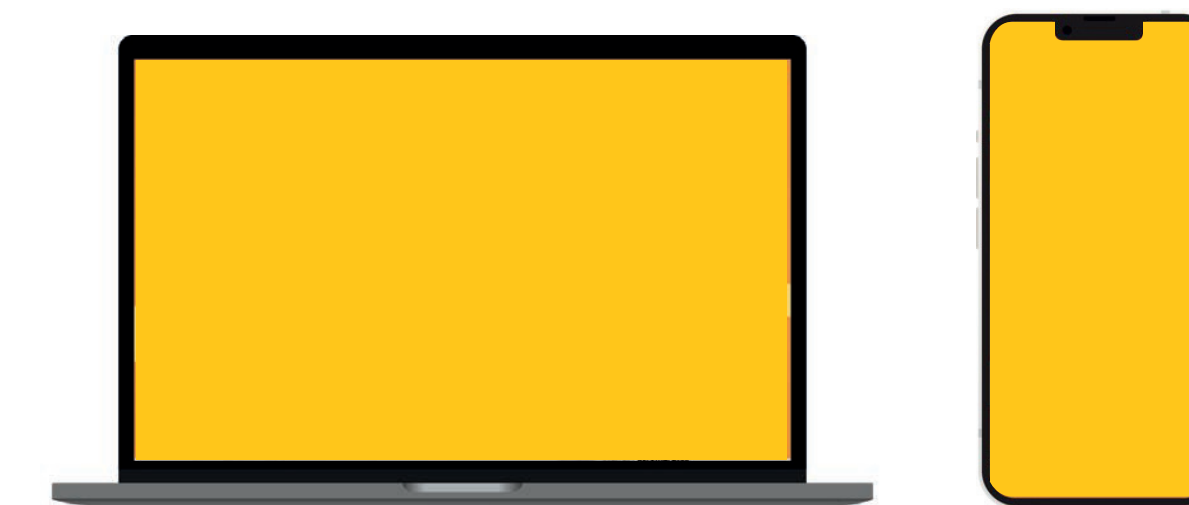
Full banner



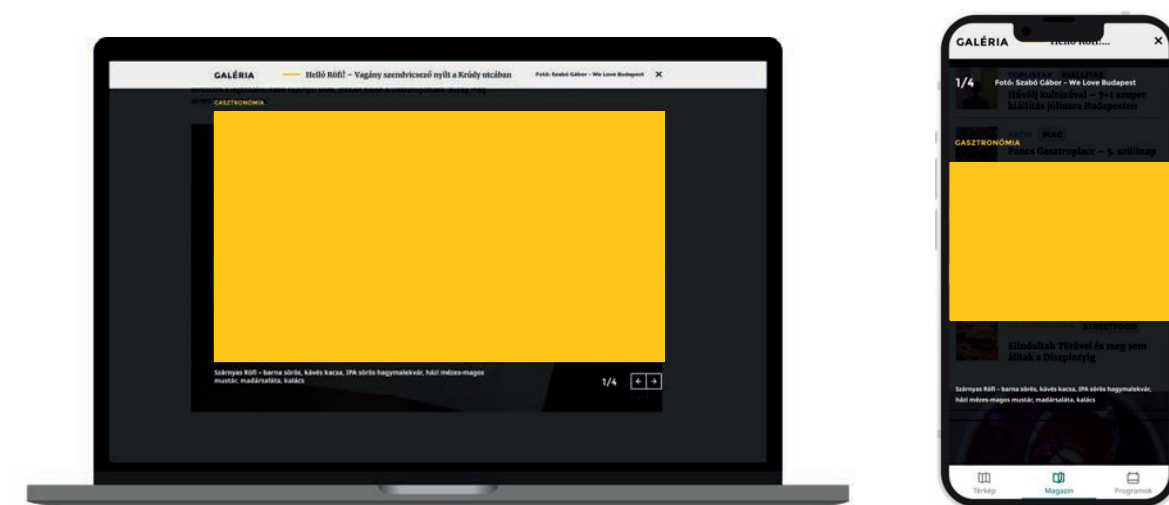
Basic banner



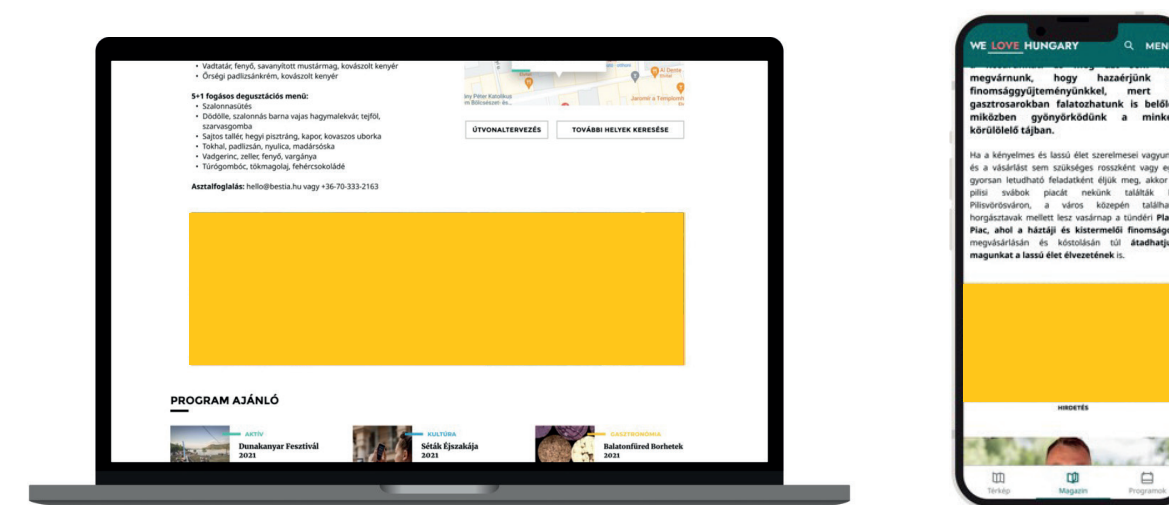
Full screen



Slideshow

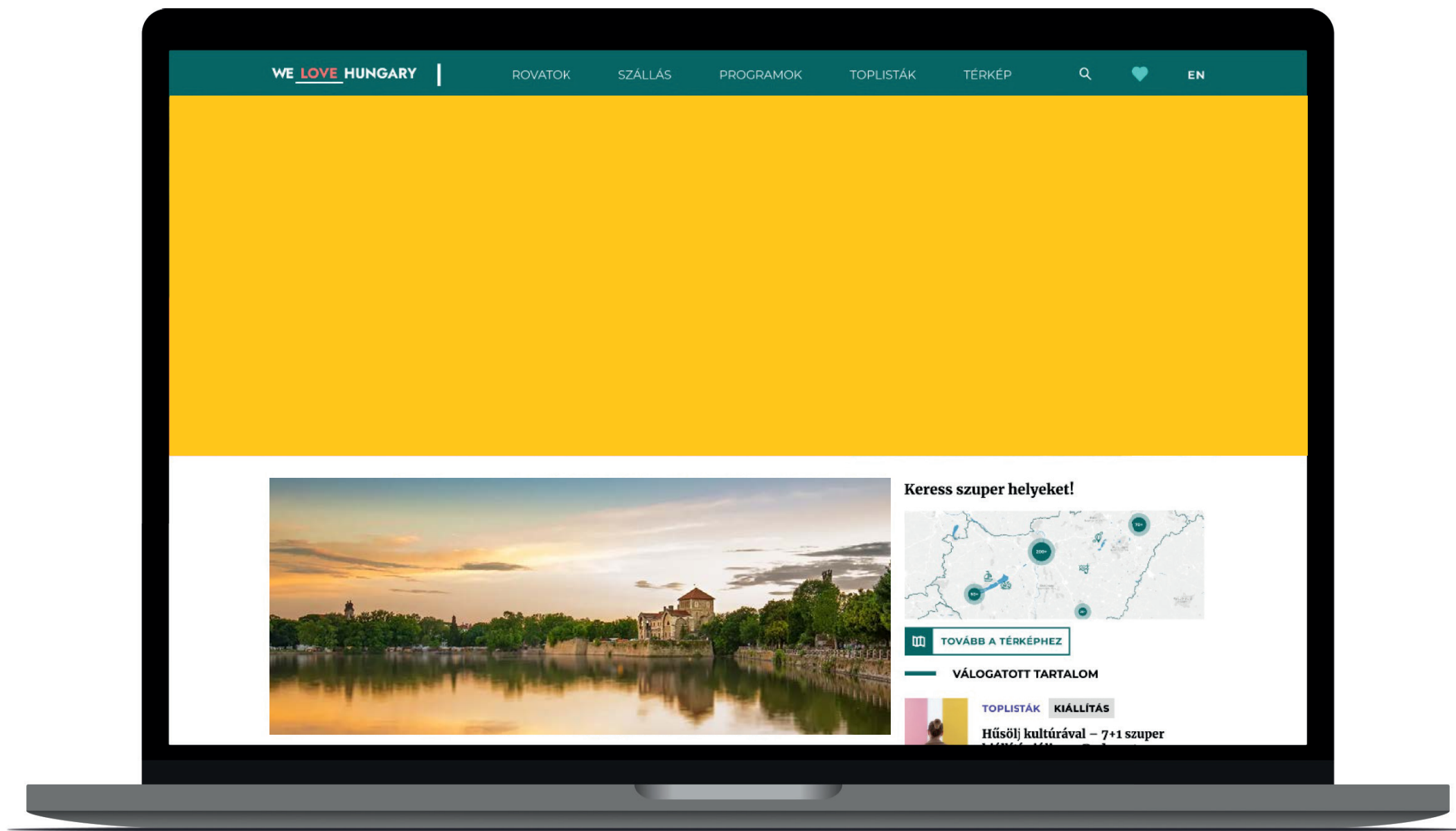


Billboard



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



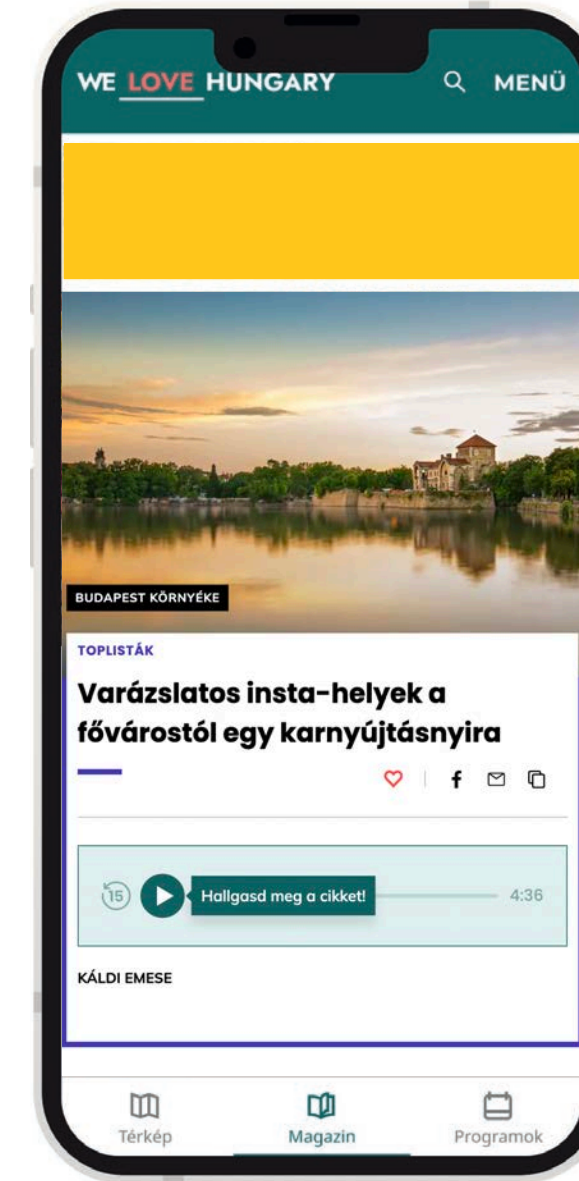
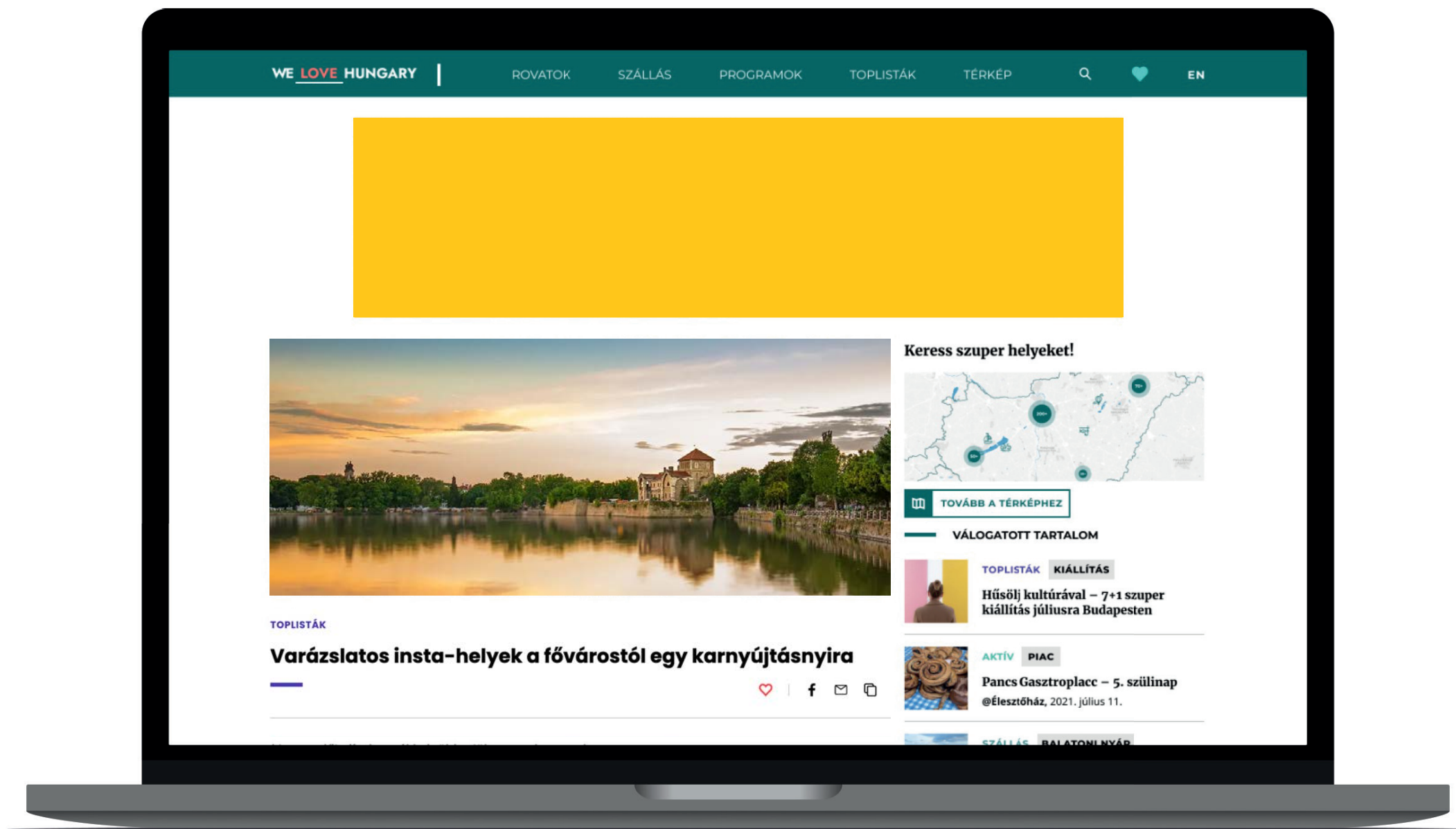
Characteristics

- Full screen wide placement
- Appearance in the header

Size

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

Basic banner



Characteristics

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

Size

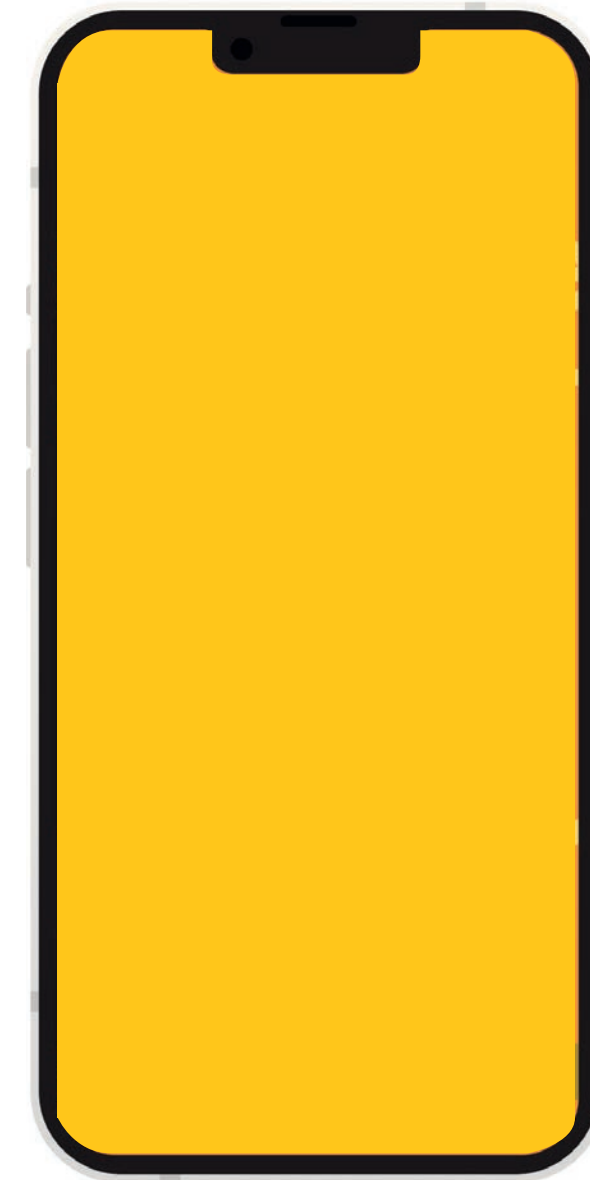
- Desktop: 1180 x 240px
- Mobile: 800 x 240px

Full screen image/video



Characteristics

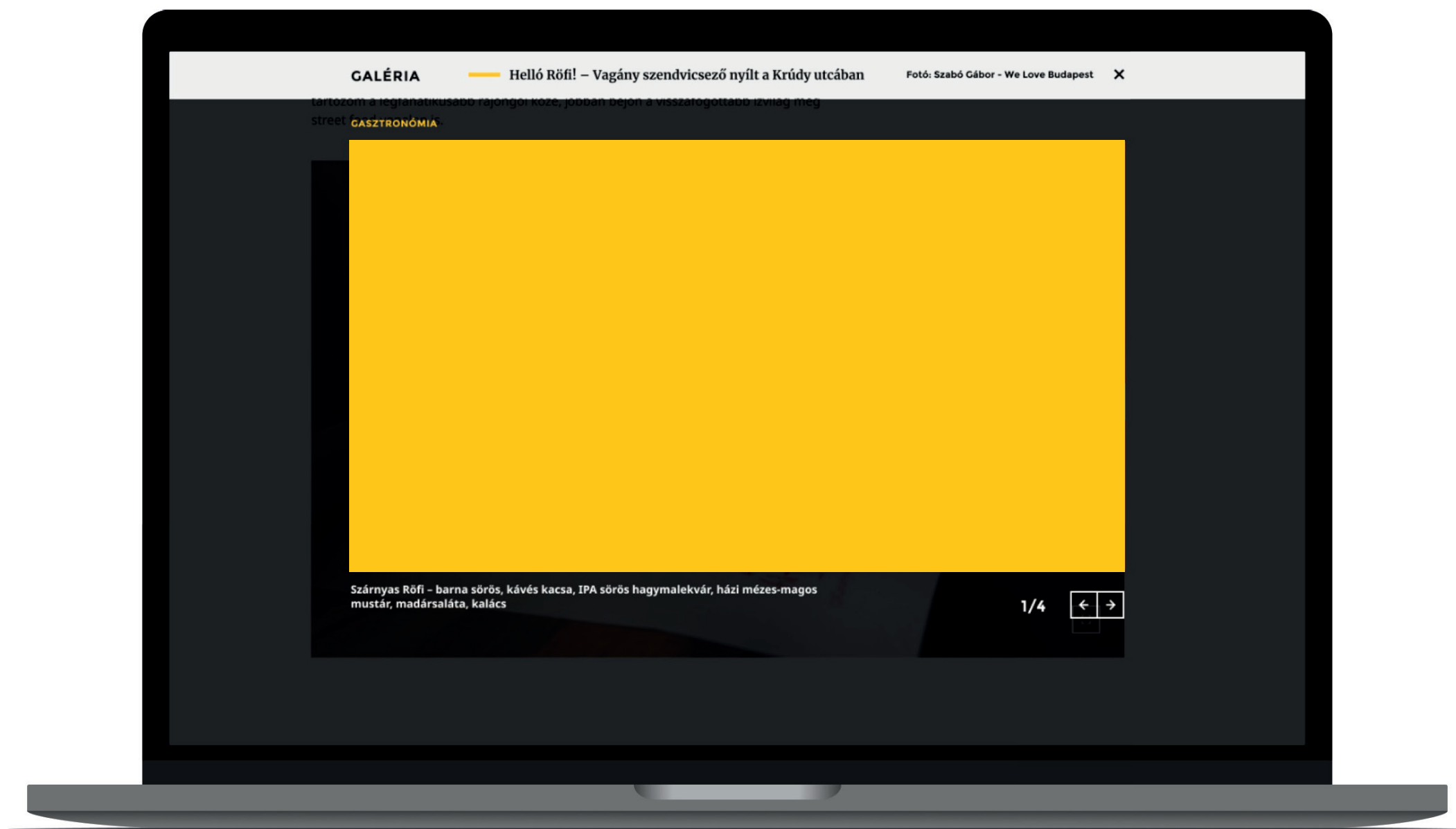
- Covers the entire screen
- Displayed once to the user
- It closes automatically after 5 seconds, but the user also can close it



Size

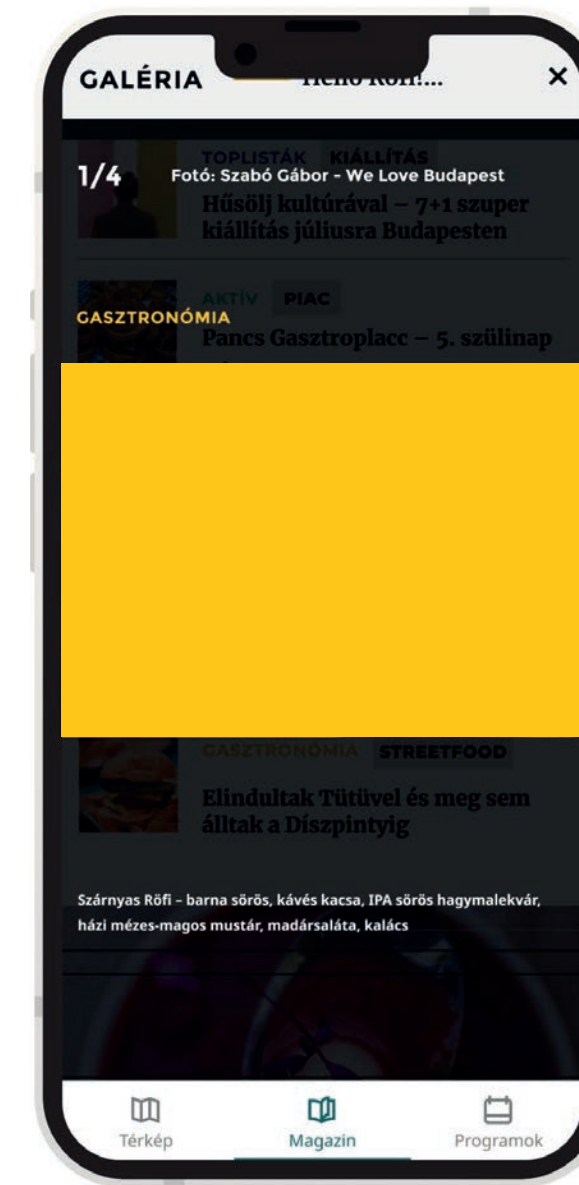
- Desktop: 1920(min.) x 1080px (16:9)
- Mobile: 1080(min.) x 1920px (9:16)

Slideshow



Characteristics

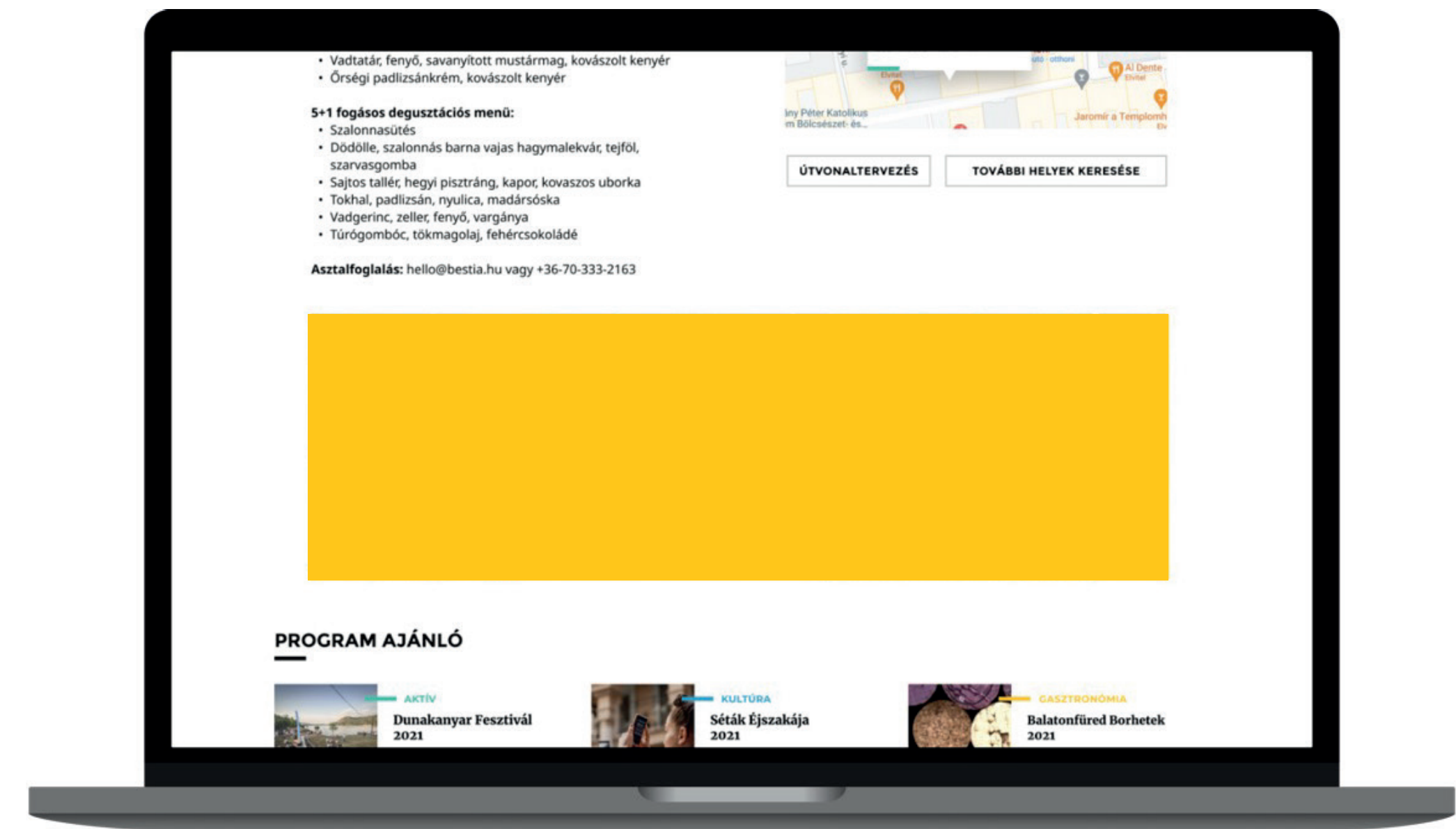
- Appears in image/video gallery



Size

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

Billboard



Characteristics

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



Size

- Desktop: 1180 x 240px
- Mobile: 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 the Hello Hungary's interfaces you have many opportunities to convey your messages through the magazine and the 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

- 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 very wide audience can be reached with brand presentation.

PR appearance options according to columns

Hello Hungary printed magazine

Business column

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

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 tourist guide

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	Price
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

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!