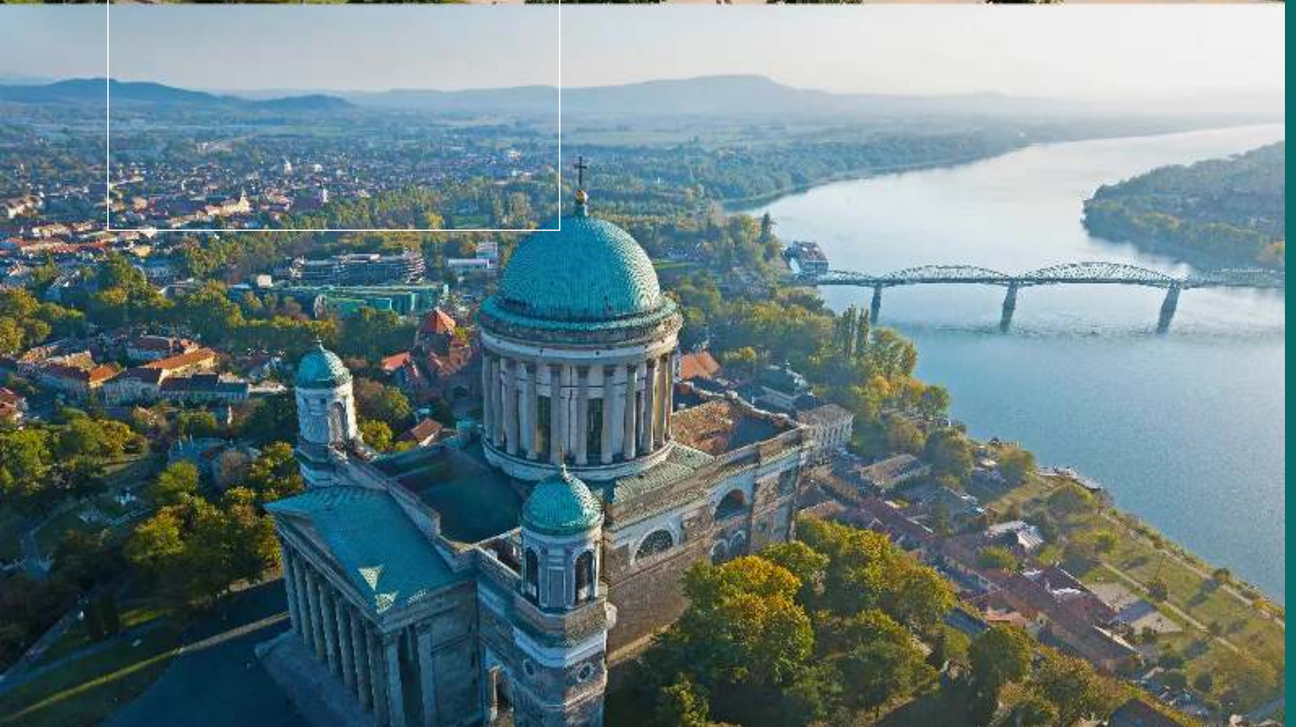
Hello Hungary

hello hung

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?

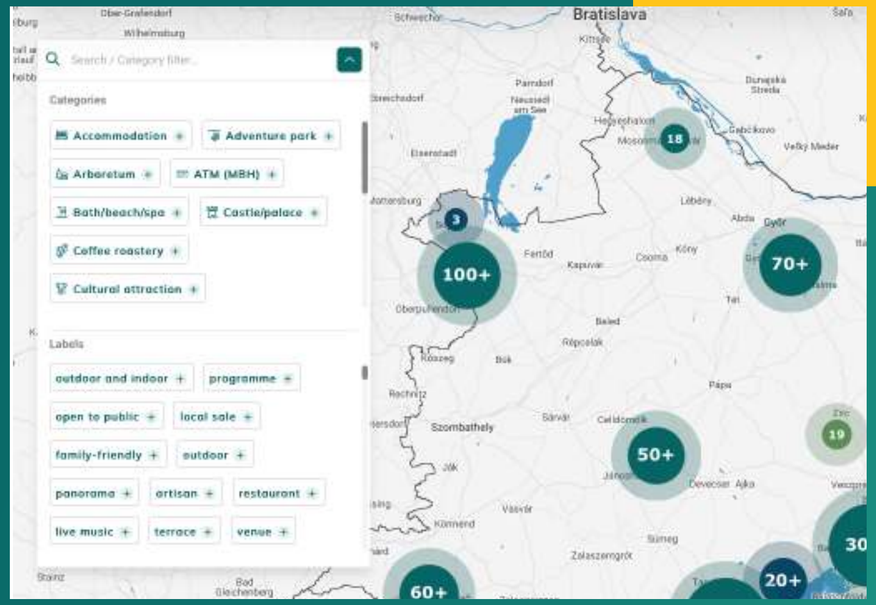
Based on our general public research, the following target groups, comprising a total of several million potential travellers, are outlined:

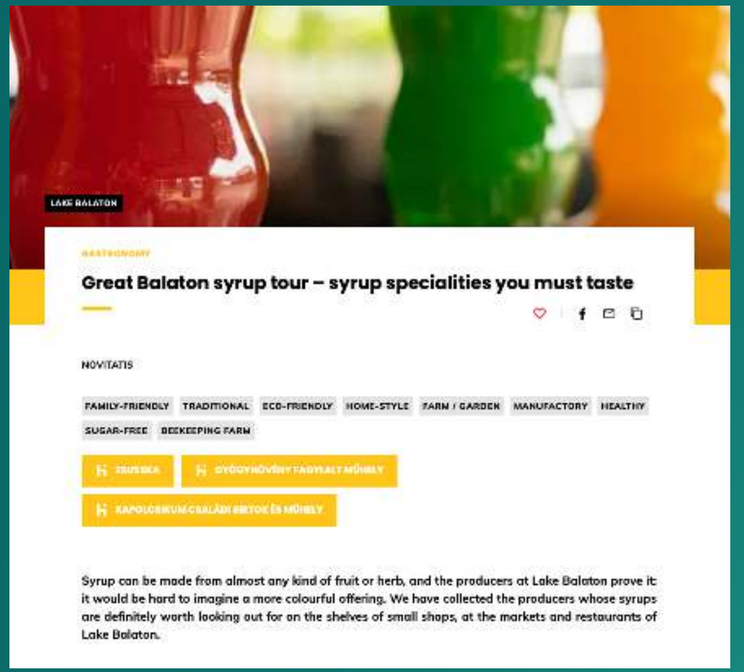
- Nature lovers on foot
- Wellness lovers
- Active travellers
- Thrifty small-town explorers
- Comfort-loving active tourists
- Travellers who are open to everything

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

Hello Hungary

online

Individual visitors on the website:

Monthly

> 100 000

Social media access (Facebook, Instagram):

Number of followers

~ 50 000

Individual access

even 2.5M

Newsletter:

B2C subscribers

26 000

Average opening rate (B2C)

~ 30%*

B2B subscribers

2 000

Average opening rate (B2B)

~ 28%*

*in 2025

offline

Printed magazine in 8 000 copies, number of readers:

70 000

Paperback in 12 000 copies, number of readers:

40 000

Partner collaborations:

Daily radio access

~ 100 000

Access by BAHART onboard monitors

340 000*

BAHART onboard magazine reader number

20 000

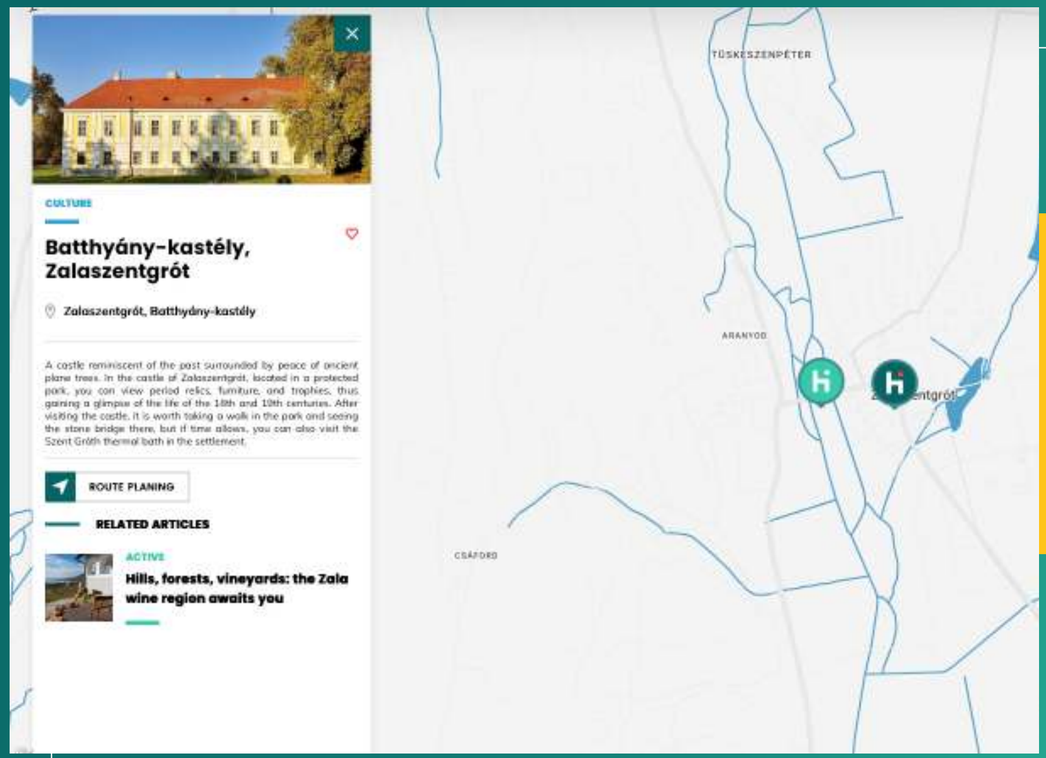
*50% of total monthly passengers

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

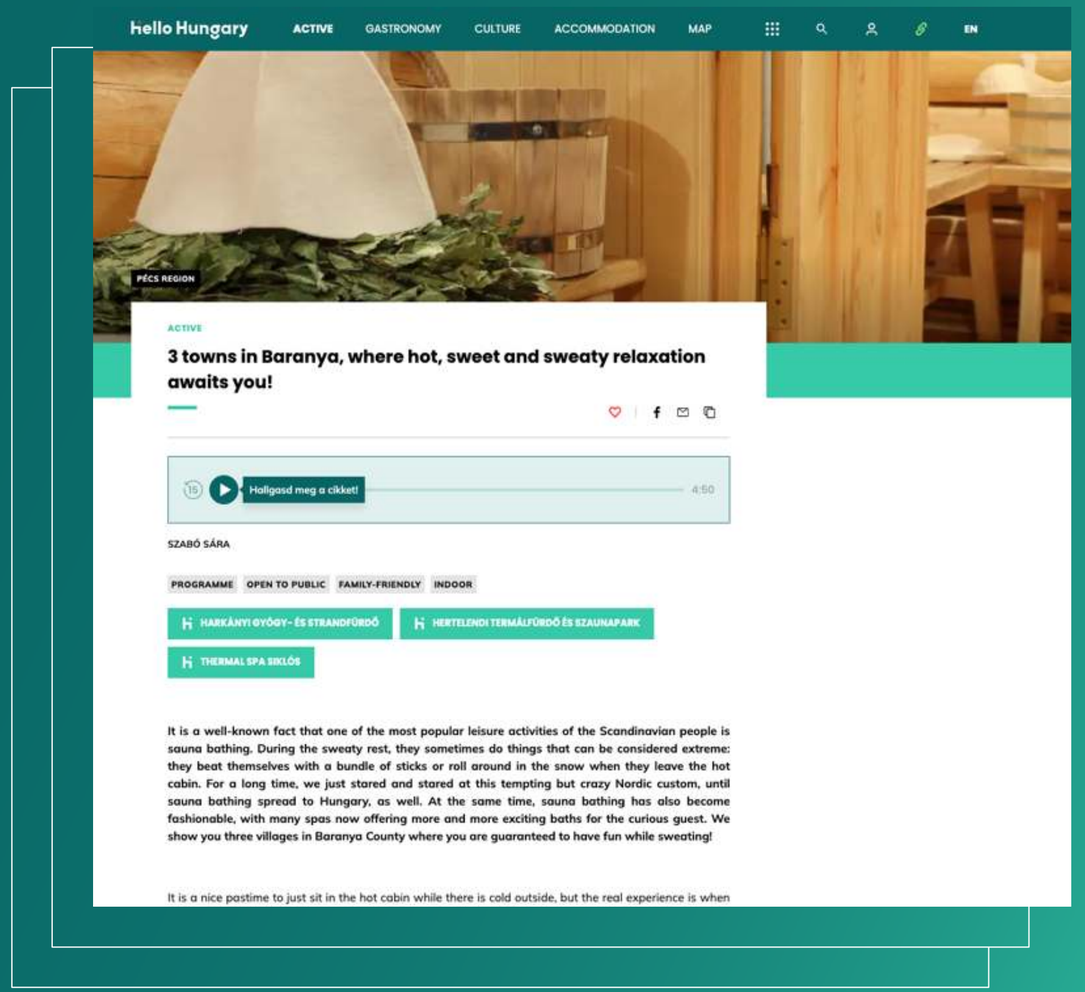


The Hello Hungary platform is a gap-filling initiative in the online space

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

Flexibility

- Varied advertising formats and options

Authenticity

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

A committed audience

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

Our complex media packages

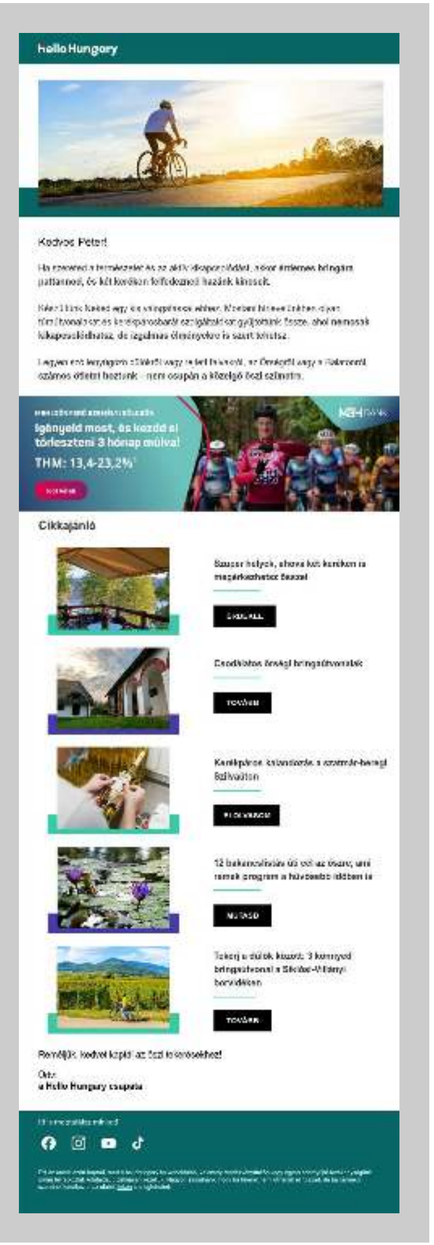
Basic Package HUF 200,000	Optimum Package HUF 500,000	Premium Package HUF 1,500,000
Estimated access: 28,000 people	Estimated access: 112,000 people	Estimated access: 156,000 people
Newsletter publication (1 time)	Newsletter publication (1 time)	Newsletter publication (3 times)
Adding a programme to 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)	Editorial content (2 times, native type appearance)
	Social media presence (Facebook/Instagram – 2 times)	Social media presence (Facebook/Instagram – 4 times)
	Partner Facebook post (1 time)	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 Appearance in event calendar, with homepage highlight Appearance in event calendar, with related guest video	HUF 30,000 HUF 50,000 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 / PR	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.	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.
List price	Based on individual agreement	Article: HUF 150,000/piece (appearance on English-language website + HUF 50,000) Related videos: Guest HUF 50,000	Article: HUF 250,000 (appearance on an English-language website + HUF 50,000)	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

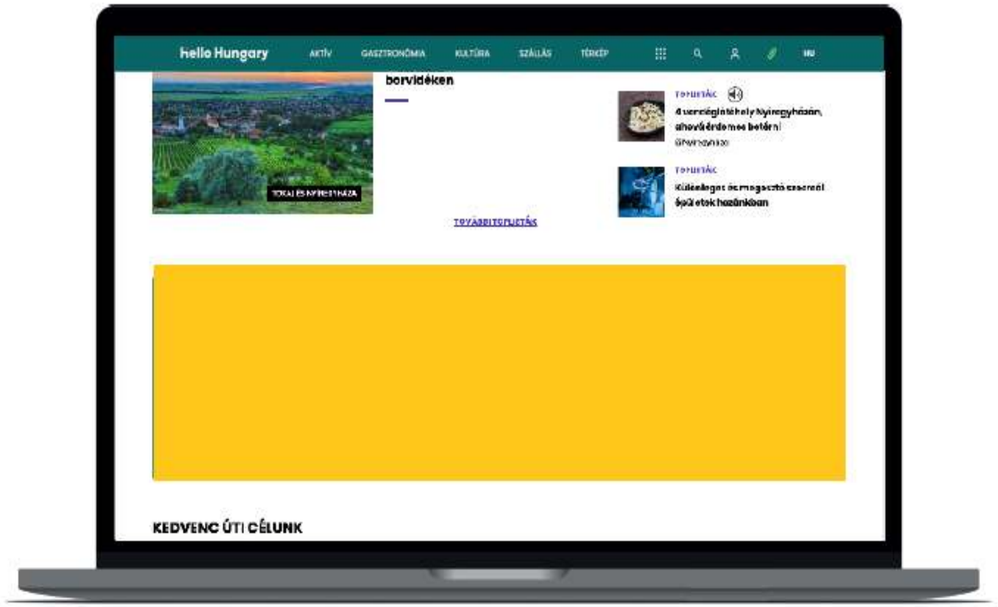


Video box



Place of appearance	Landing centre banner	Basic banner	Full screen banner image / video	Billboard banner	Video box
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 banner



Characteristics

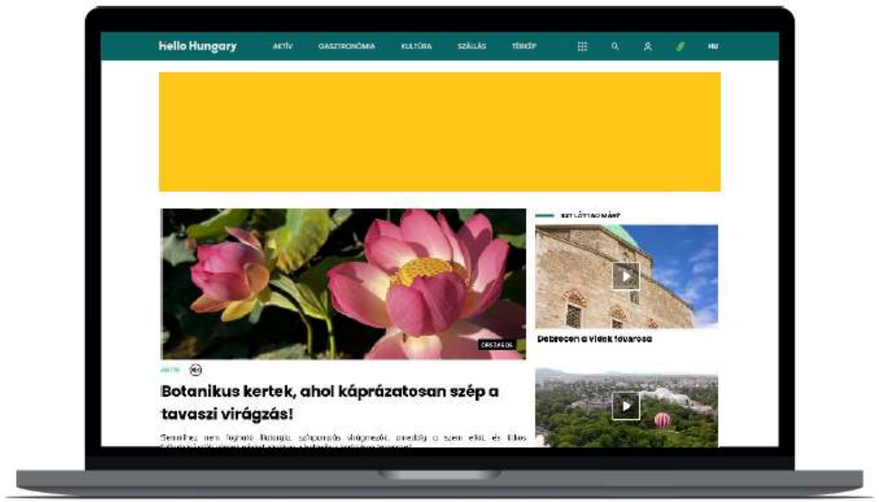
- Maximum width equals the width of the content of the page
- Display in the middle of the home page



Size

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

Basic banner





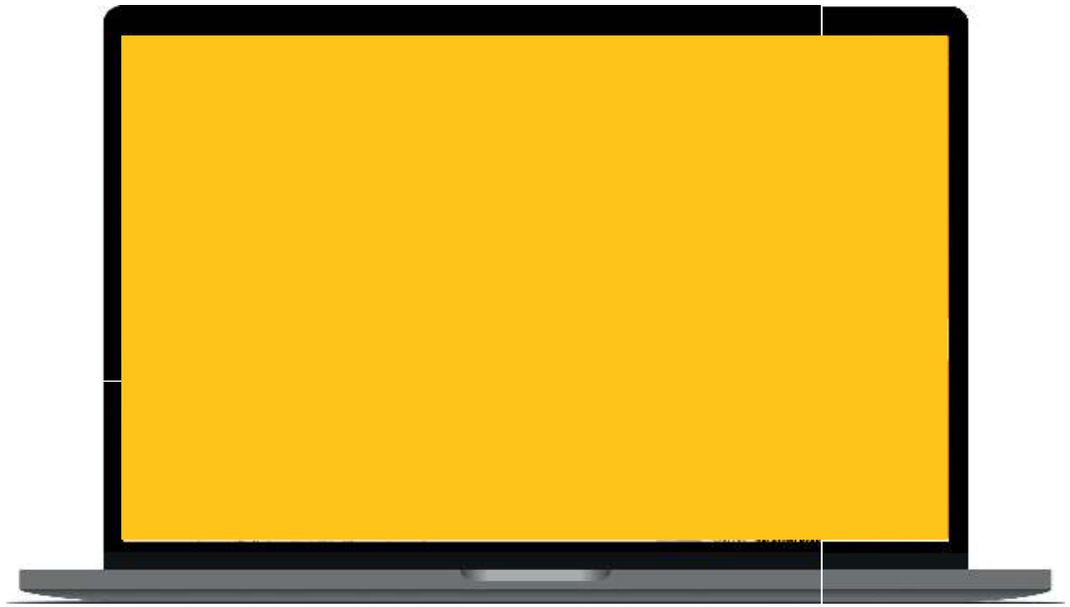
Characteristics

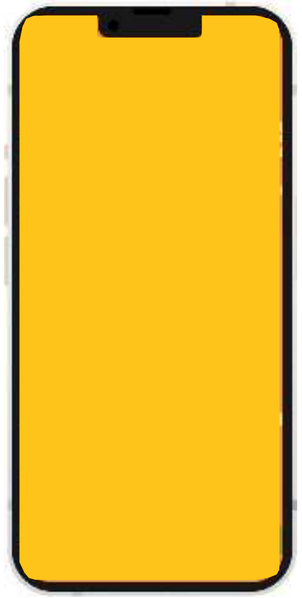
- Maximum width equals the width of the content of the page
- Appearance in the header on the home page

Size

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

Full screen banner (image/video)





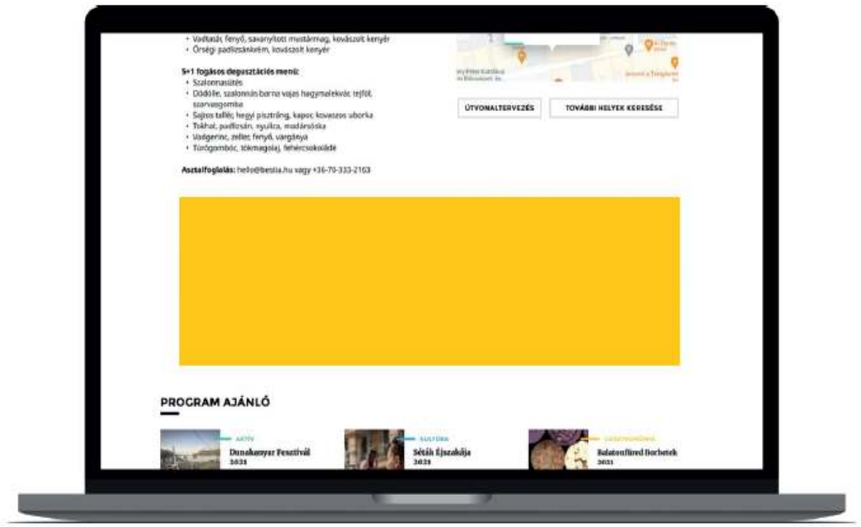
Characteristics

- 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





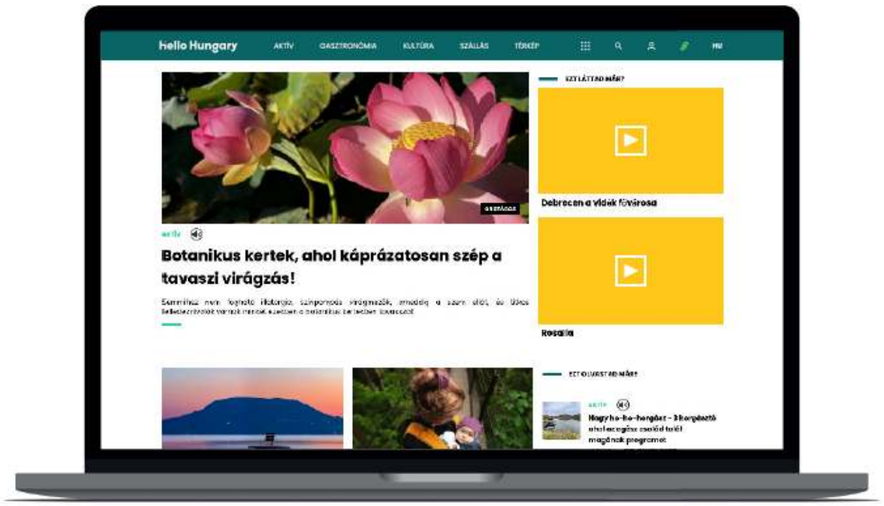
Characteristics

- 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

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 – seising 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
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
Look for experiences with Hungary's colourful tourism magazine!