



The website of the tourism industry
gastro / accomodation / travel

Media offer 2024



The **Turizmus Online website** is geared towards those in the industry, but to a lesser extent, also the members of the general public.

It offers up-to-date information and services, a constantly updated professional database, forums and columns on current issues and topics, and a searchable archive. The website awaits professionals and those interested in tourism, the HoReCa sector and gastronomy.

The portal offers a selection of videos, blogs and professional databases.

- 100 000 page views monthly (average)
- 50 000 unique visitors monthly (average)

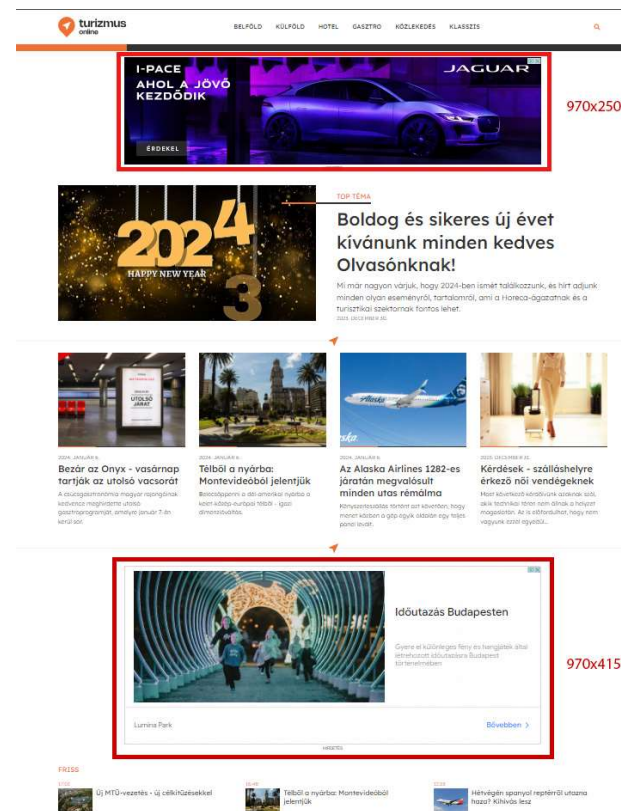
Share of our main traffic sources (annual average):

- Organic search traffic: 42%
- Direct traffic: 22%
- Traffic from social media: 21%
- Other traffic: 15%

Turizmus Online's Facebook page is a constantly updated forum of news and job offers from tourism and hospitality companies, airlines, travel agencies, hotels and restaurants, with on-the-spot reports:

25 000 followers

3 500 average post reach



Ad dimension and prices

Double decker positioned under header and/or under the latest news on the main page

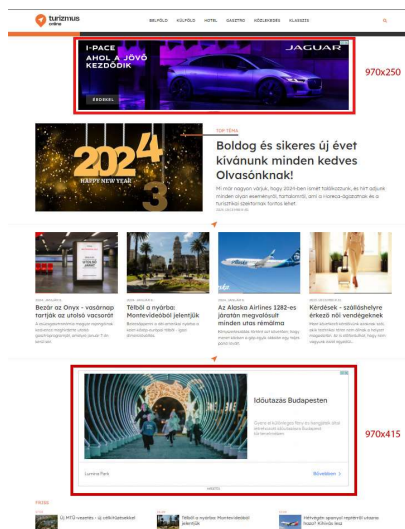
Desktop: 970 × 415 px
Mobile: 300 × 250 px

412 000 HUF / week

Top banner positioned under header, all pages

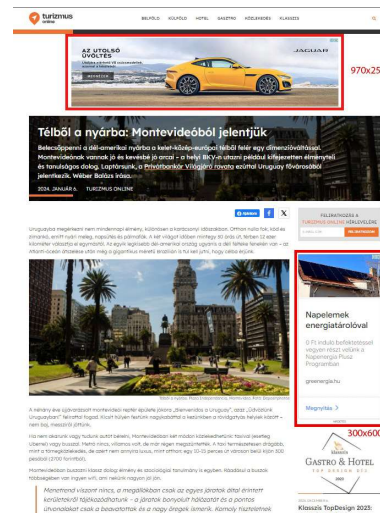
Desktop: 970 × 250 px
Mobile: 300 × 250 px

360 000 HUF / week



Banner positioned under the lead every pages
Desktop: 640 × 360 px
Mobil: 300 × 250 px

300 000 HUF/week



banner right bar, all pages (except main page)

Desktop: 300 × 250 px
vagy 300 * 600 px
Mobile: 300 × 250 px

240 000 HUF / week

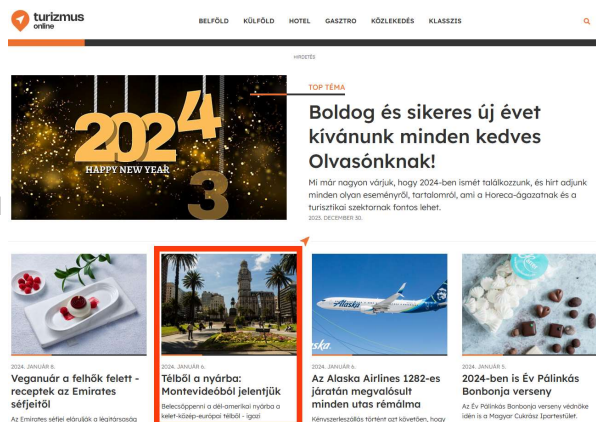


Ad dimension and prices

PR article

Article title, headline, image - highlighted on home page and article pages for 1 week

240 000 HUF / week

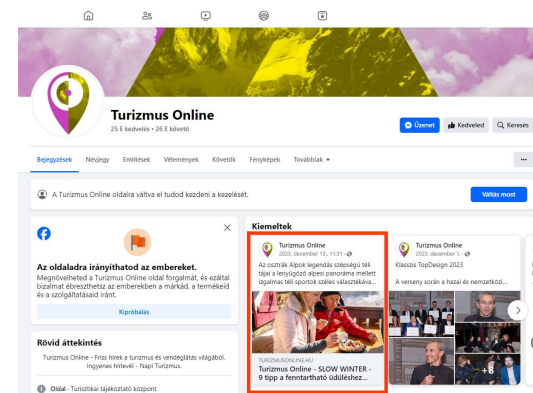


Fixed Facebook post

at the top of the news feed, with image and text:

In combination with appearance in Turizmus Online:
72 000 HUF / week + the price of the PR article on the website

Without appearing in Turizmus Online:
216 000 HUF / week



Opportunities for content collaboration

PR articles - Sponsored content - Sponsored (native) content - Column sponsorship

Please contact our sales team for custom solutions!

Recommended character count for PR articles:

7 - 8000 characters
+ 2-3 images

An additional technical fee of HUF 48 000 + VAT will be charged if the PR article is prepared by our editorial team.



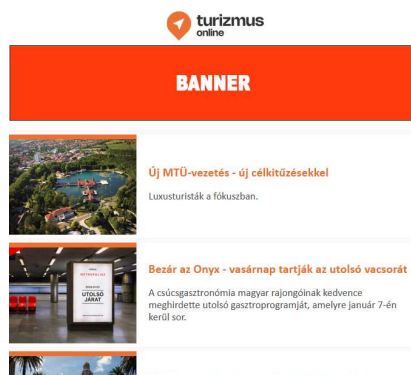
Newsletter

The daily **Napi Turizmus Online newsletter** is the fastest way to communicate with companies in the tourism and hospitality industry as well as with consumers who are interested in the subject. Our subscribed readers receive a summary of the latest news every working morning via e-mail.

Weekdays: sent to 15 000 e-mail addresses

Opening ratio: 30%

Banner above/below the header:



Desktop: 728 x 90 px

Mobile: 300 x 250 px

180 000 HUF / week – 5 times a week

PR article with image*:

60 000 HUF / occasion

216 000 HUF / week – 5 times a week

*this price is in addition to the website price if you wish to appear on the website.



Banner between news:

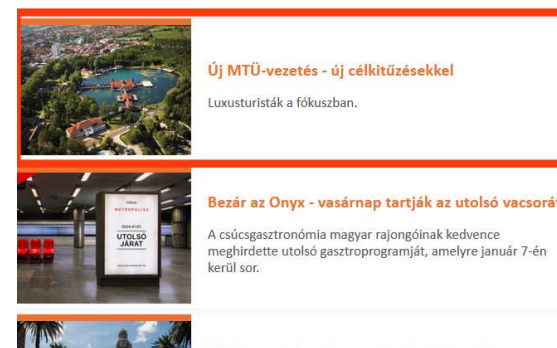
Desktop: 728 x 90 px

Mobile: 300 x 250 px

120 000 HUF / week – 5 times a week



Kedves Olvasónk! Mai hírlevelünkben az elmúlt hétvége legfontosabb eseményeit, híreit foglaljuk össze. Jó böngészést kívánunk!



Our prices are valid from date of publication to date of withdrawal and are exclusive of value added tax. Anjou Magyarország Ltd. reserves the right to make changes. The images used in this offer are illustrations.

Events:

Our publication targetedly reaches the entire HoReCa sector in Hungary. Therefore, we are planning to organise the following professional events in 2024:

TopDesign competition and awards gala - The editorial team of Turizmus Online and the Klasszis Group (privatbankar.hu, mfor.hu, placesprofit.hu) together announced the Klasszis TopDesign professional competition in 2022 and 2023, which is unique in the Hungarian HoReCa sector and will be continued in 2024.

HoReCa Klub - a professional half-day event for the participants of the sector, where we always discuss a specific topic of current interest with the participation of the opinion leaders and influencers of the sector. This is an opportunity for networking, professional introductions and tastings that is rarely available to suppliers elsewhere. We plan to hold 2-3 meetings yearly.

Blind tasting - for professionals – we extend an invitation to the key actors and opinion makers of the HoReCa segment and the financial sector. During the event guests can taste the products of local wineries, beverage producers and distributors in the form of a tasting around a common table. It's also an excellent way to network.



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