

## Overview

Since its foundation in 1957, Vendéglátás has remained the leading journal of the profession promoting the traditions and reputation, and enhancing the standard, of Hungarian catering and hospitality. In order to achieve this, a staff of specialist journalists was established who are renowned in their own particular fields, and whose articles provide a special and unique brand of journalism not available anywhere else.

Thanks to the brand name and issues published in 2015 that won the acknowledgement of professional bodies, Vendéglátás magazine has once again become the most authoritative catering industry trade journal in Hungary and the number one source of information for players in the catering industry

It remains our chief aim to report on the most important happenings in the profession, events, competitions and conferences of the various professional associations. We present the latest domestic and international catering industry trends and the principal figures behind these. We cover catering marketing, the latest kitchen technologies, creative cooking and baking ideas,

the new public catering market and personalities from the world of gastronomy.

In partnership with the profession, we believe that constant education is an essential element of quality catering.

The magazine's publisher is specialized on tourism professional media, offering an integrated range of services in communication serving domestic and foreign guests on this market. The publication of Vendéglátás magazine totally covers the tourism-catering profession in the broader sense.

## Columns

News • Business companion • Creative kitchen • Local cuisines • Public catering • F&B • Discoverer • Dolce vita • Wine • Drinks card • Travel destination/Travel companion • Extreme cuisine • Made in Hungary

## Readership composition by sector

• leading experts, decision-makers in the catering and hotel industry 30% • managers and members of trade organizations 10% • chefs, confectioners 25% • owners of commercial and public catering restaurants, business managers, hotel and F&B managers 20% • market suppliers 15%

## Distribution

• subscriptions (publisher and post office) • gastronomy festivals, events • Turizmus Kft. professional events • membership of professional associations, events of professional associations

## Online publication

www.vendeglatasmagazin.hu portal and weekly free online newsletter are the only domestic sources of news for hospitality professionals. They contain constantly updated domestic and international news stories, reports on professional events, background material, personnel moves in the industry and job vacancies.

## Editorial office

1074 Budapest, Munkás utca 9.

Telefon: (1) 492 0455, fax: (1) 338 4293

E-mail: [sales@turizmus.com](mailto:sales@turizmus.com), [info@vendeglatasmagazin.hu](mailto:info@vendeglatasmagazin.hu)

Web: [www.vendeglatasmagazin.hu](http://www.vendeglatasmagazin.hu)



## Advertising tariffs and sizes

POSITION	RATE (+VAT)	TRIM BOX / ART BOX
Cover 4	HUF 510.000	208 × 275 mm
Cover 2, 3	HUF 480.000	208 × 275 mm
1/1	HUF 440.000	208 × 275 mm / 184 × 239 mm
2/3 page portrait	HUF 330.000	121 × 239 mm
1/2 page landscape	HUF 240.000	184 × 120 mm
1/2 page portrait	HUF 240.000	89,5 × 239 mm
1/3 page portrait	HUF 195.000	58 × 239 mm
1/3 page landscape	HUF 195.000	184 × 80 mm
1/4 page portrait	HUF 145.000	90 × 120 mm
1/4 page landscape	HUF 145.000	184 × 60 mm

### TECHNICAL DATA:

**Copies:** 5000-8000  
(depending on professional event, season)  
**Pages:** minimum 48+4 pages  
**Publication:** monthly  
(10 times a year), combined  
December-January and  
July-August editions  
**Printing:** sheetfed offset  
Paper (inner sheet):  
90g coated paper  
Paper (cover):  
150g, with coated foil  
Raster: 60°

## Publication schedule for 2018

EDITION/MONTH	AD DEADLINE	PUBLICATION
1   February	15 January	31 January
2   March	15 February	1 March
3   April	22 March	5 April
4   May	23 April	4 May
5   June	24 May	4 June
6   July-August	6 July	20 July
7   September	24 August	7 September
8   October	24 September	5 October
9   November	24 October	2 November
10   December-January	23 November	3 December

### ADVERTISING

#### MATERIAL FORMAT:

we accept electronic-format material sent by e-mail. Picture resolution (at 100% size): 300 pixels/inch, \*.jpg or \*.zip compression. Only text is accepted in Microsoft Word; pictures embedded in Word cannot be used. .tif, .jpg, .eps, .pdf and .ai formats in 300 pixel/inch resolution can be processed on condition that the text is wrapped for Illustrator files. We will not accept CorelDraw or PowerPoint files. Bleed advertisements must have a 5 mm bleed space around the perimeter. A 10% surcharge is added for advertisements prepared by the publisher.

## Online advertising tariffs and sizes

### VENDEGLATASMAGAZIN.HU WEBSITE

POSITION	RATE (+VAT) / MONTH	BANNER SIZE
Header banner	HUF 190.000	468 × 60 px
Skyscraper (left)	HUF 150.000	160 × 600 px
Banner (right)	HUF 120.000	300 × 250 px
PR article (for 1 week on front page)	HUF 79.000	Up to 1500 characters with spaces, with picture

### VENDÉGLÁTÁS ONLINE NEWSLETTER

POSITION	RATE (+VAT) / ISSUE	SIZE
Banner (between news)	HUF 19.900	600 × 300 px
Text advertisement	HUF 14.900	Up to 1500 characters with spaces, with picture
Special edition	HUF 99.000	Up to 2500 characters with spaces, with picture

## Strategic partners



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