

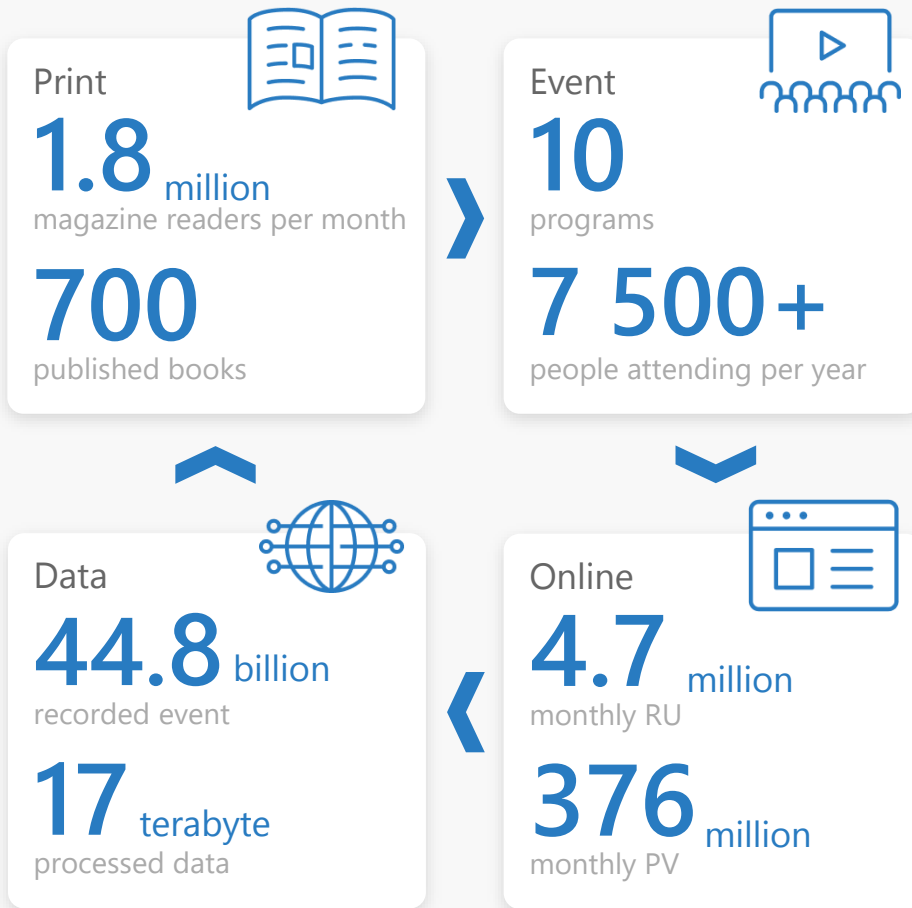
CentralMédiacsoport

media kit 2021

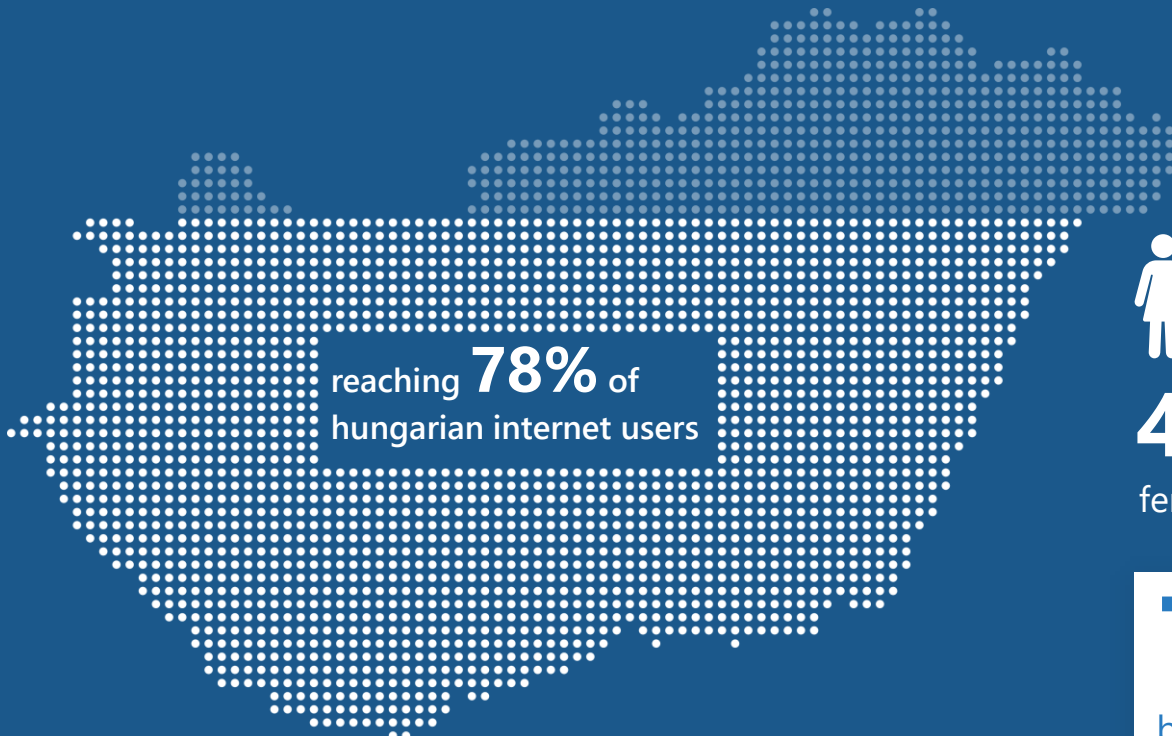
A traditional publisher transformed into an integrated media platform

a total reach of 6+ million with our portfolio

Hungary's only publisher
Big Data platform.



Online reach



reaching **78%** of
hungarian internet users



4 of 5

female internet users



3 of 4

male internet users

7677

billion HUF purchasing power

Select a category or **scroll** down

CentralMédiacsoport

[man](#)

[woman](#)

[lifestyle](#)

[database](#)

[ad solutions](#)

Man





One of the most visited news site of the country

More than a hundred journalists are working 24 hours a day to provide an objective picture of the world's and Hungary's events. Social media activity related to the site is very high.

928 000

daily RU

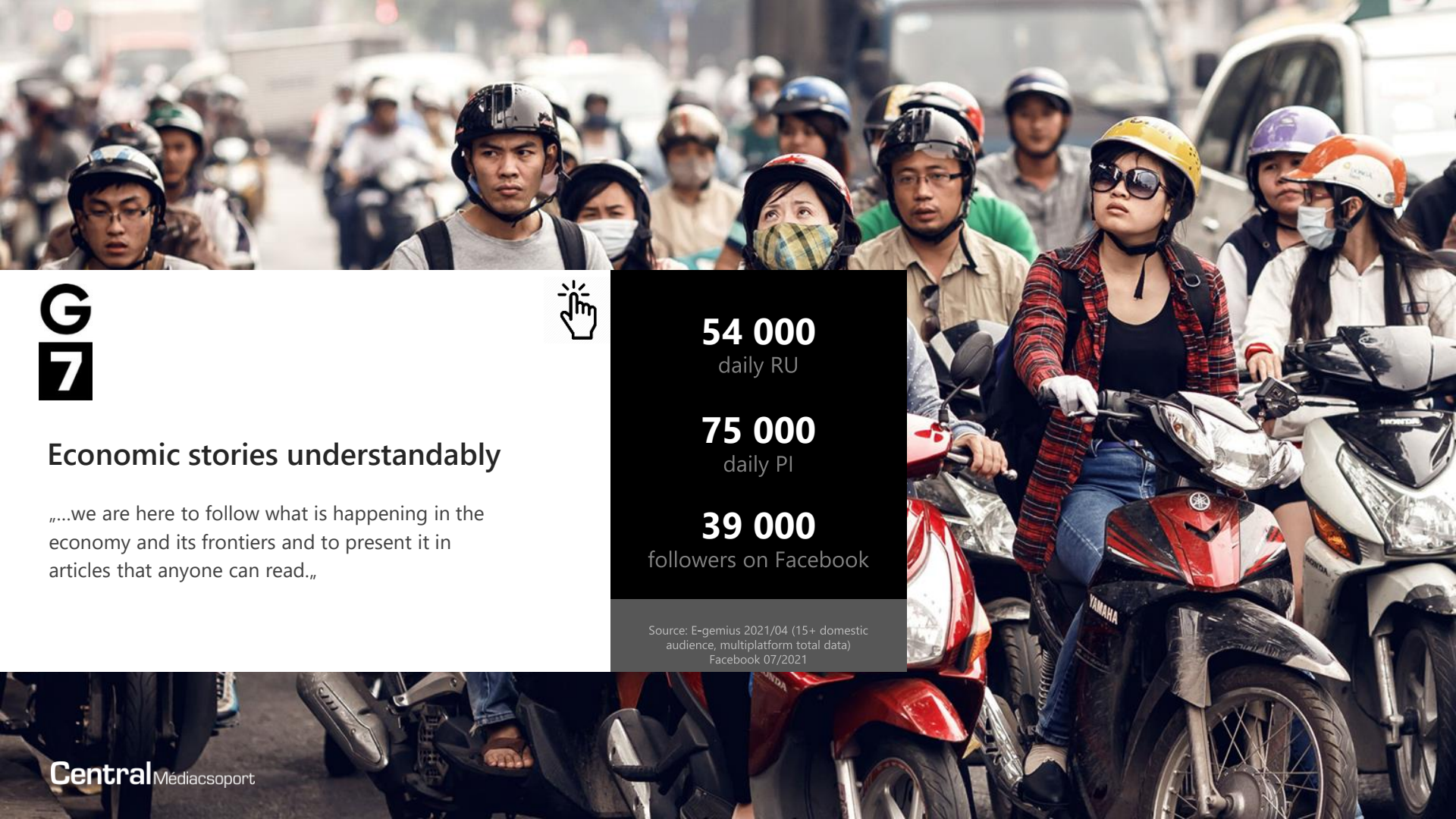
2 900 000

daily PI

895 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



**G
7**



Economic stories understandably

„...we are here to follow what is happening in the economy and its frontiers and to present it in articles that anyone can read..“

54 000

daily RU

75 000

daily PI

39 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



The leading online car magazine

The portal is for both car lovers and readers looking at the car as a utility tool. Objective tests, fresh news, fun and educational videos and easy magazine materials help you to navigate in the world of cars and transportation.

173 000

daily RU

279 000

daily PI

243 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



Hungarian website of the world's number one educational magazine

Breathtakingly spectacular and fascinating, exclusive images and articles about our Earth, the universe, nature, wildlife and humanity, and the technical innovations that affect our daily lives - from a true, iconic world brand.

121 000
monthly RU

278 000
monthly PI

363 000
followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

Woman



nlc.



Online magazine for women with one of the largest domestic audience

As one of the most visited and popular website for women in Hungary (both on desktop and mobile), nlc.hu is a reliable and strong brand that has built a loyal and active community. Always new and innovative editorial solutions and up-to-date content guarantee high user engagement.

482 000

daily RU

1 100 000

daily PI

781 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



COSMOPOLITAN



**Hungarian website of the world's
number one woman's magazine**

Cosmopolitan.hu is focused on relationships, sex, health, career, self development, celebrities, fashion and beauty care. It is targeted at young women interested in topical issues who want to keep up with the latest trends.

109 000

daily RU

172 000

daily PI

223 000

followers on Facebook

Source: E-gemius 2021/05 (15+ domestic
audience, multiplatform total data)
Facebook 07/2021



Beauty opinion leaders at one place

Krémmánia.hu is the largest online beauty care community in Hungary. The dynamically growing website is built around very active and regularly returning opinion leaders. Featuring valuable user reviews and editorial articles, the purpose of the website is to help users find the beauty care products that best suit them.

24 000

daily RU

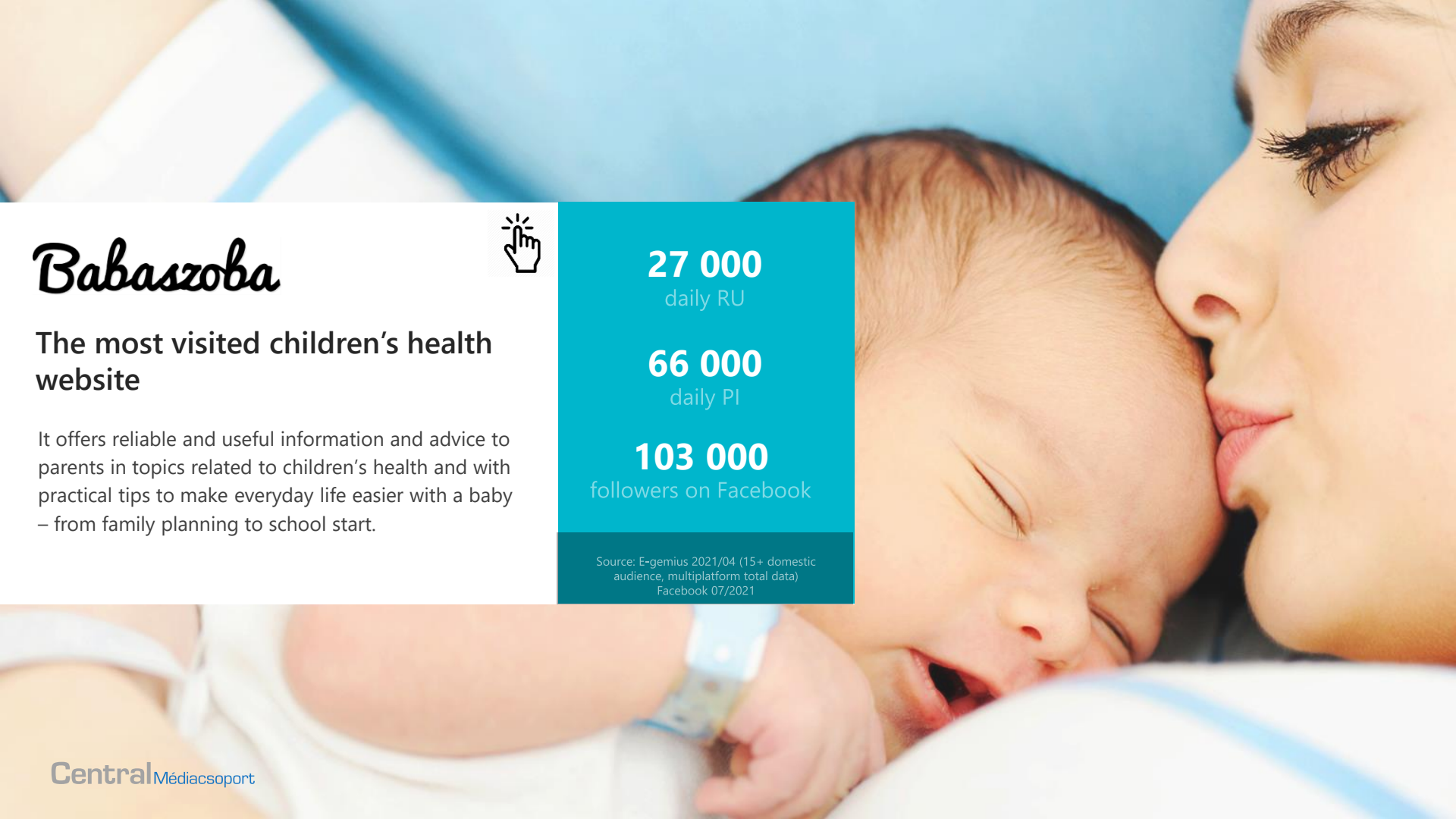
213 000

daily PI

87 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



Babaszoba



The most visited children's health website

It offers reliable and useful information and advice to parents in topics related to children's health and with practical tips to make everyday life easier with a baby – from family planning to school start.

27 000

daily RU

66 000

daily PI

103 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

marie claire

Inspiration for woman

Marieclaire.hu offers thoughtful, inspirational, relevant and entertaining content that focuses on modern, stylish, independent, open-minded women. Marie Claire deals with topics of interest to women who are susceptible to social issues and also committed to fashion and beauty.



31 000

daily RU

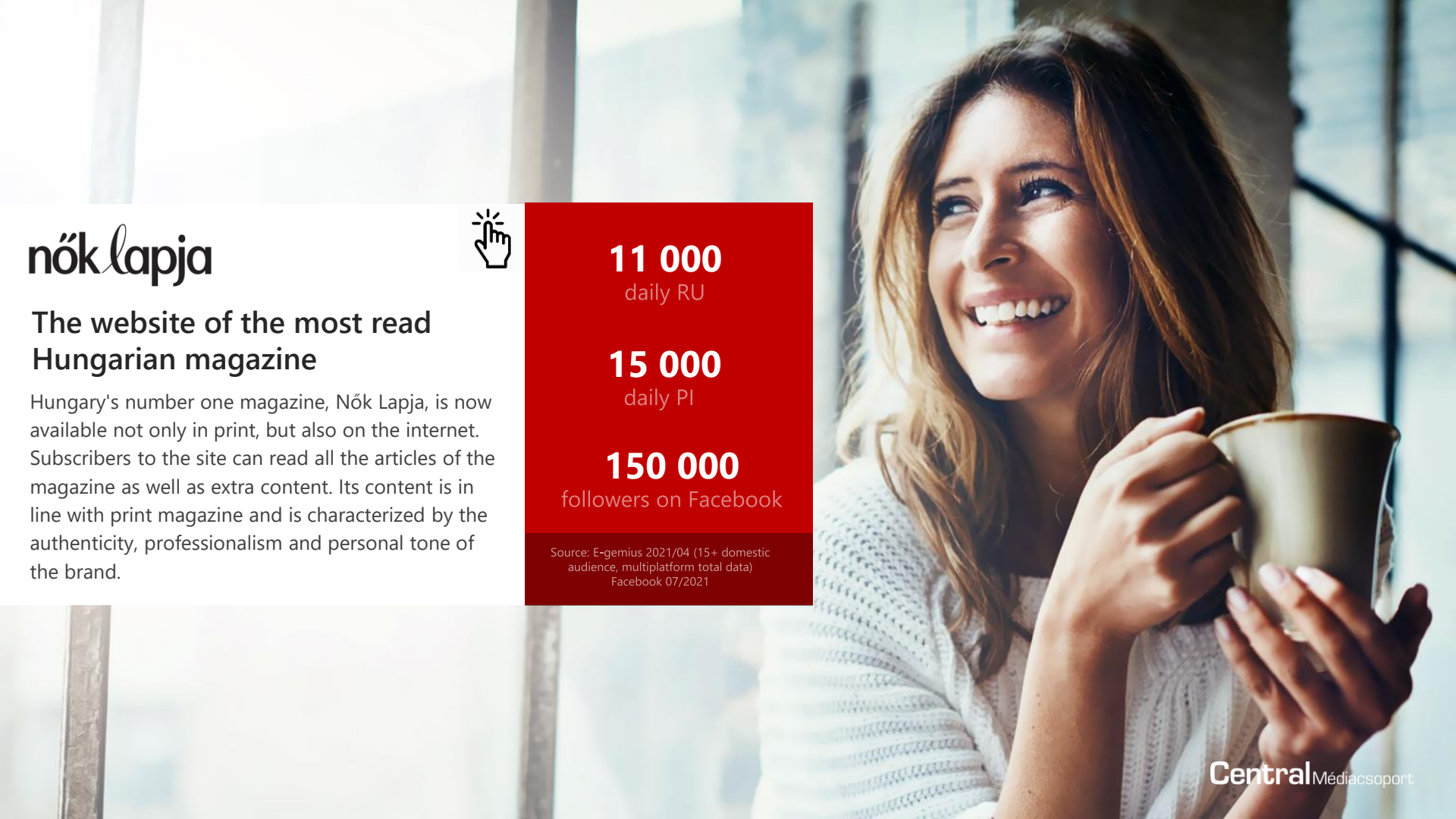
45 000

daily PI

101 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



nők lapja



The website of the most read Hungarian magazine

Hungary's number one magazine, Nők Lapja, is now available not only in print, but also on the internet. Subscribers to the site can read all the articles of the magazine as well as extra content. Its content is in line with print magazine and is characterized by the authenticity, professionalism and personal tone of the brand.

11 000

daily RU

15 000

daily PI

150 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

Lifestyle





Hungary's leading recipe website and online gastro magazine

With 63 000 quality recipes and photos, Nosalty.hu reaches almost 2 million users per month. The content is structured in a logical way that allows efficient targeting to various target groups.

338 000

daily RU

900 000

daily PI

1 180 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

HáziPatika.com



The leading health and lifestyle website

HáziPatika.com is the number one health and lifestyle portal for the general public in Hungary, providing credible information not only to those search about diseases but also to those interested in a healthy lifestyle.

206 000

daily RU

400 000

daily PI

344 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

The logo for Well&fit, with 'Well' in black and '&fit' in pink.

The lifestyle website

Well&fit.hu covers all areas related to healthy lifestyle and helps users choose the most suitable way to stay fit and healthy: go on a diet, select the most suitable form of exercise or simply switch to healthy nutrition.

231 000

monthly RU

490 000

monthly PI

49 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



GARDENISTA

Hobby gardening and householder site

Gardenista.hu deals with gardening, house and yard refurbishment, construction, urbanism, sustainability, environmental protection in textual and video content through landscape architects glasses.



39 000

monthly RU

92 000

monthly PI

150+

articles per month

Source: E-gemius 2021/04 (15+ domestic
audience, multiplatform total data)
Facebook 07/2021



Full of energy and health above 50

The purpose of 50plusz.hu is to provide reliable and useful information to health-conscious people above 50. This rarely targeted and often ignored age group is indeed a very valuable consumer group, and their ratio within society is growing.

11 000
monthly RU

36 000
monthly PI

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021

Database



Traditional home page

Startlap.hu reaches the digitally hard-to-reach, payable class exclusively and most effectively. Collects and presents interesting content and relevant services to them.

290 000

daily RU

1 600 000

daily PI

497 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



News aggregator site

Hístart.hu gathers the latest and most important news and articles from leading Hungarian news sites. It offers thematic reports, background information, news archives, and specific, temporary channels and coverage to ensure that visitors are properly informed. Hístart offers around 3 000 to 4 000 articles from hundreds of third party news websites every day.



91 000

daily RU

385 000

daily PI

52 000

followers on Facebook

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



The entertaining games portal

The website features a constantly updated selection of thousands of online games in 10 categories. Great fun and gaming experience!

70 000
monthly RU

471 000
monthly PI

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



jatekstart.com



The Z-generation games portal

Casual games for young people that can be played in browsers in one place. 10,000 flash games in 11 categories, updated every day.

15 000
monthly RU

22 000
monthly PL

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)
Facebook 07/2021



Your newsletters in a fresh mailbox

Self-developed virtual advertising letter, behaviorally, dynamically changing interest, special native solutions that can be adapted to the advertiser's brand, interest and demographically targeted banners. All this in a mail service where the acceptance of advertising letters is very high.

107 000
daily RU

1 600 000
daily PI

Source: E-gemius 2021/04 (15+ domestic audience, multiplatform total data)



Central EMAIL DB

With a database of 1 million + recipients, our advertisers' message can reach large masses cost-effectively. We help select the most appropriate users for the partner's campaign goal. We also support our partners in defining the subject field, compiling an efficient database mix and producing effective newsletter content.

Conversion focus

Efficiency

Measurability

Mobile applications

nlc.

nlc.

80 000
PI / day



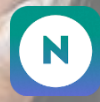
24.hu

385 000
PI / day



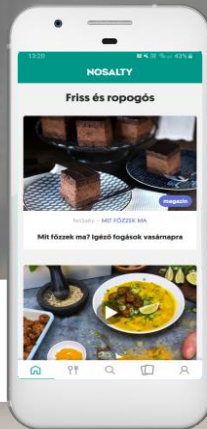
TV24

230 000
PI / day



Nosalty

93 000
PI / week



Advertising solutions



Standard display advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Medium rectangle
300x250



300x250

Medium rectangle takeover
300x250 < 600x600



300x250

Medium rectangle in article
300x250



480x120

Billboard
970x250



480x240 or 300x250

Double billboard
970x400



480x240 or 300x250

Billboard pushdown
970x250 < 970x500



480x240 or 300x250

Billboard takeover
970x250 < 970x500



480x240 or 300x250

Standard display advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Half page
300x600



300x250

Half page takeover
300x600 < 600x600



300x250

Roadblock
640x360



640x360 or 300x250

Double roadblock
640x600



640x360 or 300x250

Super leaderboard
970x90



480x120

Super leaderboard pushdown
970x90 < 970x180



480x120

Super leaderboard takeover
970x90 < 970x180

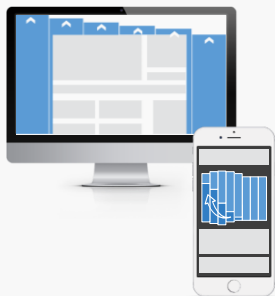


480x120

Special display advertising formats

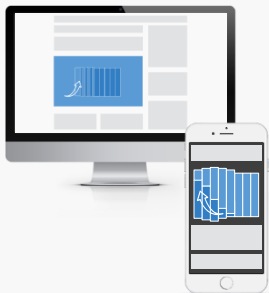
Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Rollpaper



Mobile roller

Invert



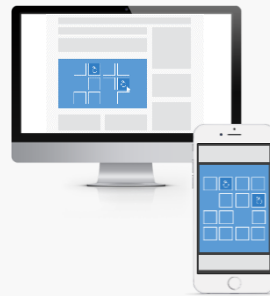
Mobile roller

Interactive carbook



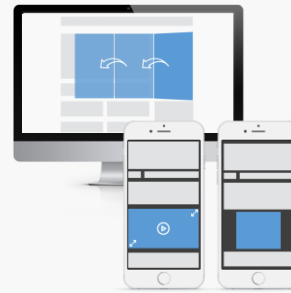
mobile video banner or
300x250

Memoblock



MeMobile

Half accordion



mobile video banner or
300x250

Roadcards



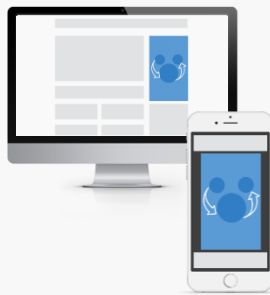
Mobile roadcards

Cards



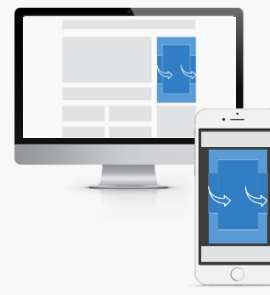
Mobile roadcards

Swipe



Mobile swipe

Swipecards



Mobile swipecards

Accordion



300x250

Special display advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

[Insight](#)



Not available on mobile device

[Magnum](#)



Not available on mobile device

[Goliath](#)



[480x480](#) or [300x250](#)

[Supernova seethru](#)



[300x250](#)

[Seethru](#)



[480x480](#) or [300x250](#)

[Interstitial](#)



Not available on mobile device

[Branded background](#)



[300x250](#)

[Dynamic wallpaper](#)



[300x250](#)

[Roadblock cross slider](#)



[300x250](#)

[Billboard cross slider](#)



[300x250](#)

Special display advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Scale



300x250

Panorama



Mobile panorama
640x360

Carousel



Mobile carousel

Side kick



300x250

Scratch



300x250

Seeblock



300x250

Roadblock cube



Mobile cube

Billboard cube



Mobile cube

Half page cube



Mobile cube

Catalogue



Mobile slider
300x450

Special video advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

[Video billboard](#)



[mobile video banner](#) or
[300x250](#)

[Video roadblock](#)



[mobile video banner](#) or
[300x250](#)

[Dynamic video billboard](#)



[mobile video banner](#) or
[300x250](#)

[Dynamic video roadblock](#)



[mobile video banner](#) or
[300x250](#)

[Video board](#)



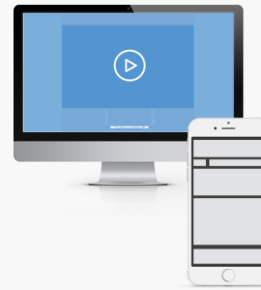
[mobile video banner](#) or
[300x250](#)

[Video wallpaper](#)



[mobile video banner](#) or
[300x250](#)

[Videostitial](#)



Not available on
mobile device

[Bumper ad](#)

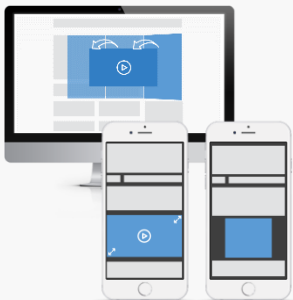


[mobile video banner](#) or
[300x250](#)

Special video advertising formats

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Film accordion



mobile video banner or
300x250

Visions



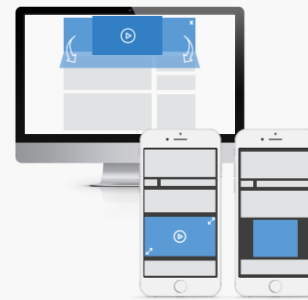
mobile video banner or
300x250

Secrets



mobile video banner or
300x250

Leporello



mobile video banner or
300x250

Flip



mobile video banner or
300x250

Dynamic double roadblock video
640x600 + YT



mobile video banner or
300x250

Double roadblock video
640x600 + YT



mobile video banner or
300x250

Double billboard video
970x400 + YT



mobile video banner or
480x240

Különleges videós hirdetési felületek

Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

[Roadblock Secrets](#)



[Mobile video banner or
300x250](#)

[Octa-BigRoadblockCube](#)



[Mobile cube](#)

[Octa-RoadblockCube](#)



[Mobile cube](#)

[Roadblock VideoCube](#)



[Mobile cube](#)

[OctaCube](#)



[Mobile cube](#)

[Big billboard cube](#)



[Mobile cube](#)

[Big roadblock cube](#)



[Mobile cube](#)

Sponsoring

Products in the Central Media portfolio have different content, different users, different structure and different technical background – therefore content sponsoring opportunities are also different for each product.

Besides standard and extra section sponsoring, we offer a large variety of unique and customized solutions, including but not limited to: **tests, recommendations, use of custom colors, highlighting, article series, block sponsoring, topic sponsoring, infographics and animated infographics, calculators, prize games, label sponsoring.**

Contact your Central Media sales representative
for further details

Standard section
sponsoring



640x100

Extra
section sponsoring



640x100

Content marketing solutions



**Editorial block
sponsorship**



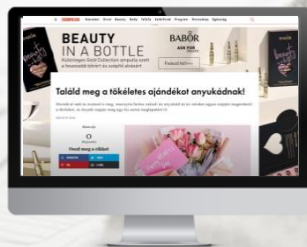
Educational article series



Test / quiz



Product testing article



**Bazaar
article**



Sponsored video



Podcast

Special content marketing solutions

The Central Media portfolio includes well-known leading websites with high brand value such as nlc.hu or 24.hu. These sites have high added value and can measurably contribute to the success of a campaign, ensuring that the advertiser's message is delivered to the right audience.

We recently had several successful content marketing projects, some of them were granted the Content Marketing Award by Kreatív.hu

Read more about our content marketing solutions by [clicking here](#) or on the images below.

Contact your Central Media sales representative
for further information



Letölthető a 24.hu Jövő megmentői esettanulmány

2021. 01. 20. | 24.hu, Online esettanulmányok, Online hírek
A 24.hu minden évben igyekszik egy-két olyan fontos projektet indítani, amik az adott évben kulturális, technológiai szempontból fontos tematikákat dolgoznak fel. Ilyen szerkesztőségi ötlet nyomán indult 2020-ban a Jövő megmentői kampány is.

BŐVEBBEN



nlc. Otthon vagyunk rajzpályázat – Esettanulmány

2020. 06. 15. | nlc., Online esettanulmányok
Több mint 2400 alkotás érkezett az nlc és Office Depot közös gyermekrajz pályázatára. A beérkezett munkák közül egy 3 fős szakmai zsűri választotta ki a korosztályonként 12-12 döntős rajtot, amikre szavazhattak az olvasók.

BŐVEBBEN



Nosalty Gasztró Utazás – Esettanulmány

2019. 12. 15. | Online esettanulmányok
A Négykeréken című videós sorozatban Magyarország legjobb és legnépszerűbb éttermeit, csárdáit, cukrászdáit és street foodosait mutatta be a Nosalty csapata a Suzuki támogatásával.

BŐVEBBEN

Experience. Value. Reach.

CentralMédiacsoport