



43

million digital visitors



percentage reach among
Hungarian online users

16

million print readers

OUR CORE VALUES:

PROFESSIONALISM

Central Media Group demands professional excellence in all its activities.

Upholding high professional standards, continuous development, and responsiveness to market expectations are fundamental requirements.

INDEPENDENCE

We operate on market principles, and our editorial content is shaped by the professional competence of our content creators.

We respect facts and follow journalistic ethical guidelines in all our operations.

OPENNESS

We approach people and the world with openness.

We support diversity, reject prejudice, and embrace a people-focused, tolerant mindset.

SUSTAINABILITY

We are committed to sustainable corporate and business operations.

This includes environmental responsibility and a strategic mindset. Respect for human values and ethical operations are vital to us, along with monitoring environmental and societal impacts.

Love brands,
that live with us.



Pető Péter
editor-in-chief



486 000 RU/DAY
average number of distinct
visitors



2 014 000 PI/DAY
average daily page impressions



268 000 RU/MONTH
exclusive visitor count*

#independent #authentic #quality #objective

#comprehensive #cuttingedge #multicolored

#24 extra

Current updates, genuine content.

One of Hungary's leading independent news platforms.

A pioneer in traditional journalistic forms. High-quality interviews, reports, and commentaries.

Authentic information across all formats—articles, photographs, and videos. Over one hundred journalists operate around the clock, every day of the week, to deliver an objective portrayal of events both globally and within Hungary. This initiative is marked by robust community engagement.

social media



1 000 000



83 000



36 000



199 000

valued target groups

73% URBAN

65% ABC STATUS

57% CHIEF PURCHASER



Kánya Andrea
editor-in-chief

nlc.



216 000 RU/DAY
average count of distinct visitors



662 000 PI/DAY
average daily page impressions



486 000 RU/MONTH
exclusive visitor count*

#supporter

#reference base

#entertaining

#inspirational

Everything that matters to women.

nlc. provides women with content that empowers them to make informed decisions while delivering value and entertainment.

Moreover, leveraging its robust market position, it consistently adjusts to shifts in competition and consumer expectations.

social media



888 000



54 000



22 000



9 000



9 000

valued target groups

57% FEMALE

64% PRIMARY PURCHASER

4% OF INDIVIDUALS AGED

18 TO 49



Tóth-Szántó Krisztina
editor-in-chief

marie claire

#fashion #premium #commitment
#credibility #women's rights #brandloyalty
#equalopportunity

 **214 000** RU/WEEK
average count of distinct visitors

 **806 000** PI/WEEK
average daily page impressions

 **215 000** RU/MONTH
exclusive visitor count*

"We engage in discussions about women, we attentively listen to them, we admire them, and we inspire and support one another."

The values embedded in the brand's DNA are openness, freedom, and awareness.

social media

 **120 000**  **38 000**  **12 000**

valued target groups

65% FEMALE

33% AB STATUS

69% PRIMARY

PURCHASER



Bauer Évi
editor-in-chief

krém©mánia

 **88 000** RU/WEEK
average count of distinct visitors

 **448 000** PI/WEEK
average daily page impressions

#unique

#Krémmania Favorites Award

#toplists

#renewed

#engaged community

#producttests

Authenticity is the source of true beauty.

Krémmánia is the largest beauty community in Hungary. We attract the largest community of active beauty-conscious women in Hungary.

social media

 **89 000**  **62 000**  **77 000**  **13 000**

valued target groups

71% URBAN

67% 18-49 YEARS OLD

63% PRIMARY

PURCHASER



Kempf Zita
editor-in-chief

GYEREKSZ  BA



167 000 RU/WEEK
average count of distinct visitors



1 157 132 PI/WEEK
average weekly page impressions



394 400 RU/MONTH
exclusive visitor count*

#supporter

#empathetic

#entertaining

Gyerekszoba welcomes all individuals who are expecting or nurturing a child—be it an infant, a toddler, or a teenager. Each stage of parenting raises countless questions, and we serve as a repository of answers. We share the joys and challenges of infant care and child-rearing, offer insights from experts, and provide practical information relevant to all families.

Most readers in this subject area [click here](#).

social media



213 000

valued target groups

67% WOMEN

68% PRIMARY PURCHASER

42% 18-49 YEARS OF AGE



Kempf Zita
editor-in-chief



#reliable

#professional

#stable

#authentic

#informative



85 000 RU/DAY
average number of distinct
visitors



165 000 PI/NAP
average daily page impressions



595 000 RU/MONTH
exclusive visitor count*

Genuine information - free from side effects, for 25 years!

We define health in a comprehensive manner: alongside scientific discoveries and matters pertaining to physical and mental wellness, we also engage with lifestyle topics. Our writing encompasses human relationships, social trends, daily habits and passions, as well as our environment. Whether you are reading to prevent illness, navigate a challenging phase in your life, or are simply curious about the workings of the human body and spirit – you have arrived at the right destination.

social media



368 000



10 800



42 000



11 300

valued target groups

63% FEMALE

73% URBAN

67% OF INDIVIDUALS

AGED 18 TO 59



Hering Andris
editor-in-chief

Nosalty



314 000 RU/DAY
average count of distinct visitors



1 045 000 PI/DAY
average daily page impressions



555 000 RU/MONTH
exclusive visitor count*

#proactive content

#We consistently present new recipes.

#exceptional social reach

#renowned video series

Over 1.6 million social media followers and nearly 200,000 unique daily visitors.

Nosalty is more than a mere collection of recipes; it is a genuine online gastronomy magazine that educates and engages our visitors through the art of baking and cooking. Our cutting-edge video solutions excel in the Hungarian market, effectively engaging all age demographics across social media platforms.

social media

1 200 000 **250 000** **194 000** **115 000**

valued target groups

64% FEMALE

72% URBAN

62% PRIMARY

PURCHASER



Hering Andris
editor-in-chief



 **44 000** RU/WEEK
average count of distinct visitors

 **91 000** PI/WEEK
average daily page impressions

#brave

#humorous

#trending

#multicolored

#fast

#creative

We are Refresher, the voice of a modern generation.

An online lifestyle magazine that inspires, educates, and entertains its audience.

We embody the modern generation in Hungary.

Through our values, we strive to cultivate a society that, with an open perspective, perceives the world beyond mere black and white.

social media

 **68 000**

 **79 000**

 **72 000**

valued target groups

76% URBAN

47% OF INDIVIDUALS AGED 18-24 (TIKTOK)

43% CAPITAL / COUNTY



Horváth Zsolt
editor-in-chief



 **79 000** RU/DAY
average number of distinct visitors

 **272 000** PI/DAY
average daily page impressions

 **293 624** RU/MONTH
exclusive visitor count*

#car news

#expertise

#motor racing

#driving proficiency

#industry leader

#tests

The most widely read domestic online automotive magazine offers fresh content daily, featuring 120 to 140 articles each week.

We assist automotive enthusiasts and prospective buyers by providing valuable information. Our objective assessments, up-to-date news, videos, and magazine articles illuminate the landscape of automobiles and transportation. We engage our audience through an expanding array of channels and various formats.

social media

 **307 000**

 **19 000**

 **33 000**

 **95 000**

valued target groups

74% URBAN

70% ABC STATUS

75% OWN A

VEHICLE



Horváth Zsolt
editor-in-chief



 **26 000** RU/WEEK
average count of distinct visitors

 **342 000** PI/WEEK
average daily page impressions

#exclusivity

#interactivity

#professional

insight

#innovation

#premium

#pertinent and engaging

INTERESTED MEN'S SECTION

We provide coverage of the latest and most intriguing news in technology, sports, gastronomy, and fashion, while also addressing travel, finance, and film.

Our objective is for First Class to serve as a premier lifestyle magazine that rejuvenates and soothes, making it a daily destination for modern men.

social media

 **35 000**

valued target groups

76% URBAN

62% PRIMARY PURCHASER

76% POSSESS A VEHICLE



Lugosi Péter
editor-in-chief



#awareness

#nature

#science

#travel

#culture

#environment



61 000 RU/WEEK
average number of distinct visitors



117 000 PI/WEEK
average daily page impressions



242 000 RU/ MONTH
exclusive visitor count*

ng.hu showcases the natural and scientific treasures of our nation and the globe through exclusive content, endorsed by the prestigious National Geographic brand guarantee. The online edition of National Geographic, which has been successfully operating in Hungary for two decades, provides an authentic account of the most significant developments impacting nature, the environment, science, and humanity. It presents the values and challenges of our nation and the world through exclusive content. Additionally, it offers a glimpse of the printed magazine on a monthly basis.

social media

 **421 000**  **55 000**  **45 000**

valued target groups

75% URBAN

71% ABC STATUS

61% PRIMARY PURCHASER



Vaskor István
editor-in-chief



302 000 RU/WEEK
average number of distinct
visitors



1 364 000 PI/WEEK
average daily page impressions

#genuine material

#sustainability

#Home and Garden

#mindful consumers

#gastronomy

#environmental preservation

Market-leading lifestyle magazine - The destination for a life well-lived.

It integrates the principles of rural living with the complexities of contemporary life.

It brings nature closer, emphasizing the significance of communal living and sustainability.

It illustrates the significance of preserving traditions and integrating them into daily life in a manner that addresses the challenges of contemporary society and the pace of modern living.

social media



504 000



38 000

valued target groups

75% URBAN

71% ABC STATUS

**76% AT LEAST
INTERMEDIATE
GRADUATION**



Szükösdi Judit
editor-in-chief



 **180 000** RU/DAY
average count of distinct visitors

 **926 000** PI/DAY
average daily page impressions

#news aggregation platform

#current updates

#homepage

#information

#independent

#full-fledged

The strength of Startlap resides in its capacity to deliver readers a diverse array of information alongside timely news. As a "SafeSpace" homepage, it provides users with consistently high-quality, curated, and authentic content, as well as advertisements, creating a secure environment for advertisers. It keeps them informed about significant events through push notifications.

social media

 **562 000**

 **6 700**

 **9 200**

 **16 000**

valued target groups

74% URBAN

64% CHIEF BUYER

68% ABC STATUS



Kovács Ádám
termékmenedzser



Akciós-Újság.hu



218 000 RU/WEEK
average number of distinct visitors



998 000 PI/WEEK
average daily page impressions

#mindful consumers

#current promotions

#price comparison

#online catalog

As a premier aggregator platform, the site offers access to digital discount newspapers. In addition to online flyers featuring the latest promotions from Hungarian retailers, the mapping of grocery stores in neighboring countries and the publication of their sales brochures have commenced, with the Slovak Kaufland chain being the first to broaden the selection.

The website, which ranks highly in search results, enjoys consistent organic traffic, comprising both returning and new visitors. The product is undergoing renewal, development, and the introduction of new features.

social media



33 000

valued target groups

73% URBAN

67% ABC STATUS

67% PRIMARY PURCHASER



Virág Attila
Senior Innovation
Manager



 **318 000** RU/WEEK
average count of distinct visitors

 **4 090 000** PI/WEEK
average daily page impressions

#current updates

#news

#newsarchive

#toplists

#news aggregation platform

#independent

The strength of hirstart.hu lies in its prompt news reporting, current and comprehensive thematic exploration of global events, and the generation of visitor traffic. It enables Conscious media consumption involves acquiring knowledge on a specific topic from diverse sources. Its customizable interface facilitates convenient news reading, while push notifications provide users with essential information directly.

social media

 **103 000**

valued target groups

75% URBAN

72% ABC STATUS

63% CHIEF BUYER



#innovative

#educational

#effective

#entertaining

#creative

Central Content is a creative agency offering full-service solutions from design to execution.

FROM IDEA TO MEDIA: creativity and strategy, combined with media support.

IDEA - Creative concepts, ideas, brand building, PR

TO - Strategic planning, development, implementation

MEDIA - Targeted reach through digital and traditional media platforms

EVENT

Creative press events

Press brunch - a media event combined with a product launch, held at the Central headquarters, with the participation of our journalists and guaranteed media coverage, including video. Thanks to in-person attendance and hands-on product experience, the press can provide more authentic and enthusiastic coverage, which strengthens brand awareness and credibility.



ROSSMANN

Shaveology
press event



Marionnaud
magazine



MaxCity magazine



CUSTOM PUBLISHING

Brand magazines

We create company-specific digital and print magazines, and social media content, tailored to a brand, product category, or service, all fitting within the desired visual identity.

Formats: print, online, or interactive digital

Target groups: B2C, B2B, B2E

Suzuki brand
magazine





#measurable

#bigdata

#entertaining

#creative

RESEARCH

Insights & representative studies

Central Insight research: measuring brand awareness, campaign effectiveness, consumer habits, attitudes, and collecting insights.

In our nationwide representative research, we use a large-sample proprietary online panel to conduct surveys measuring consumer behavior and brand preferences. We compile a summary report based on results from samples of 500 or 1,000 respondents.

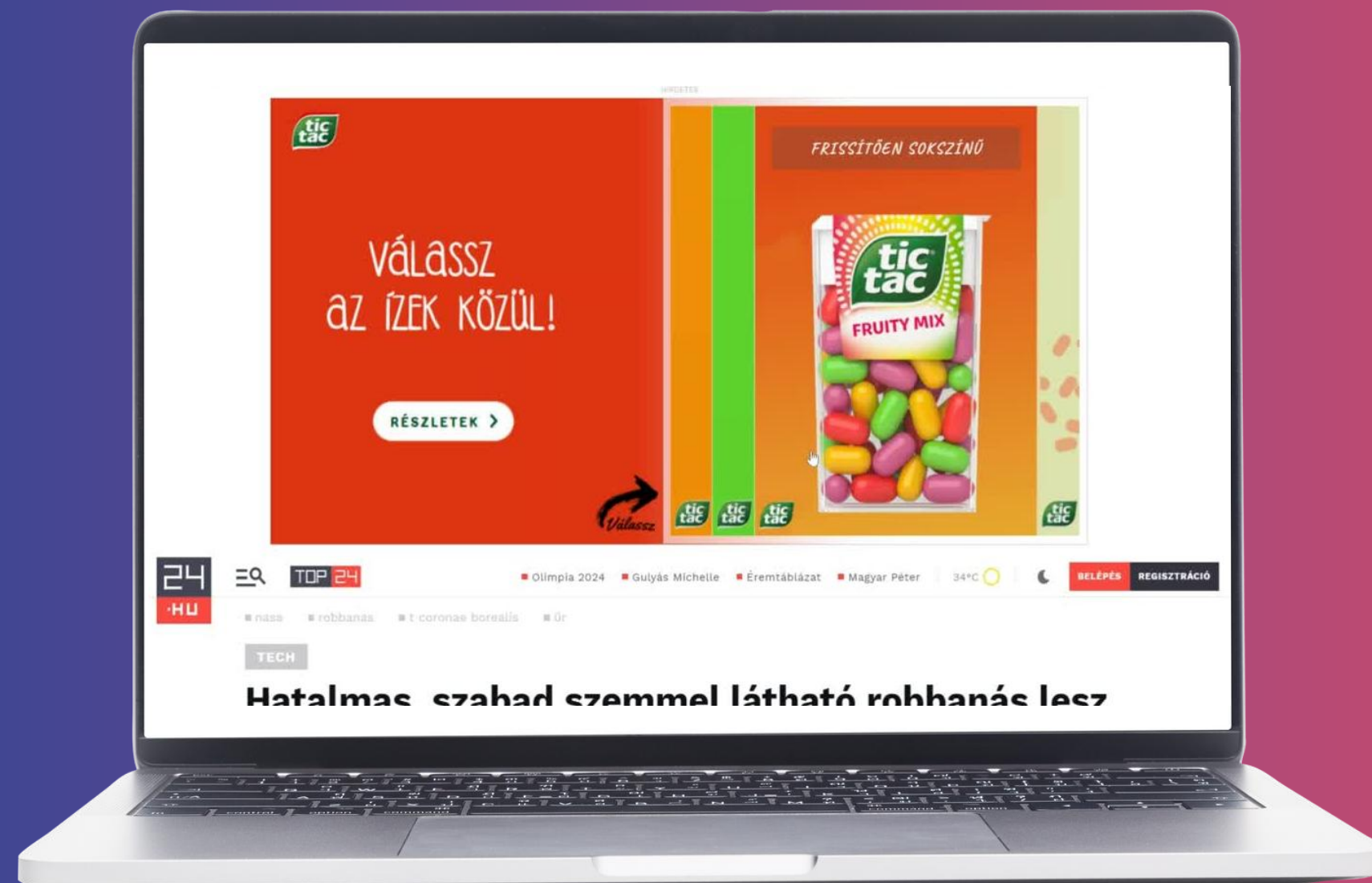
VIDEO – VODCAST – PODCAST

We produce films with a professional in-house crew and equipment, either in our Central studios or on external locations. We co-develop the script with the partner and edit shorter versions of the videos for social platforms upon request. Our productions typically include educational, entertaining, PR, and image videos, but we also handle live streaming of events or even create recipe videos.

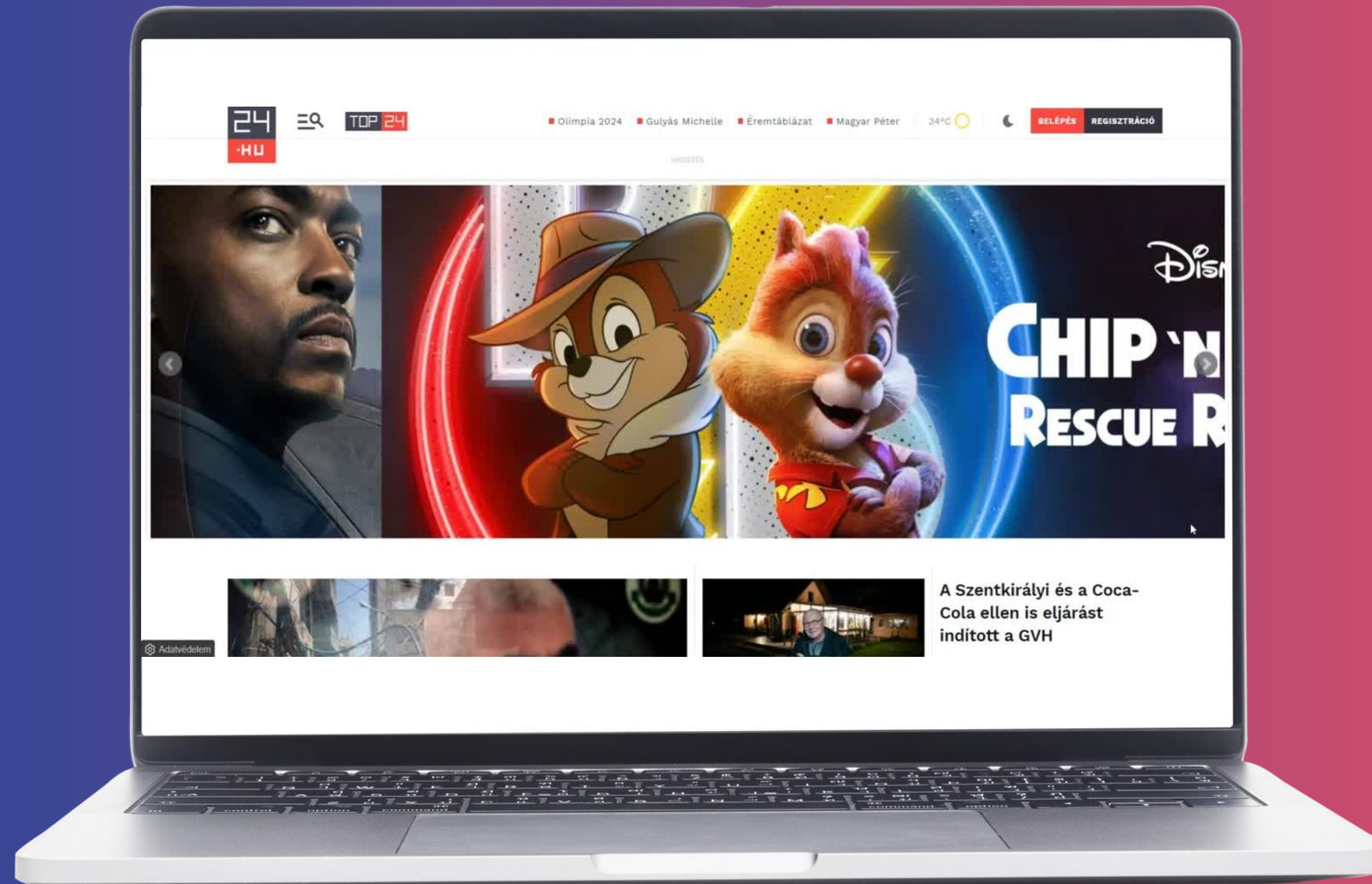


ADVERTISING SOLUTIONS

ProductBook



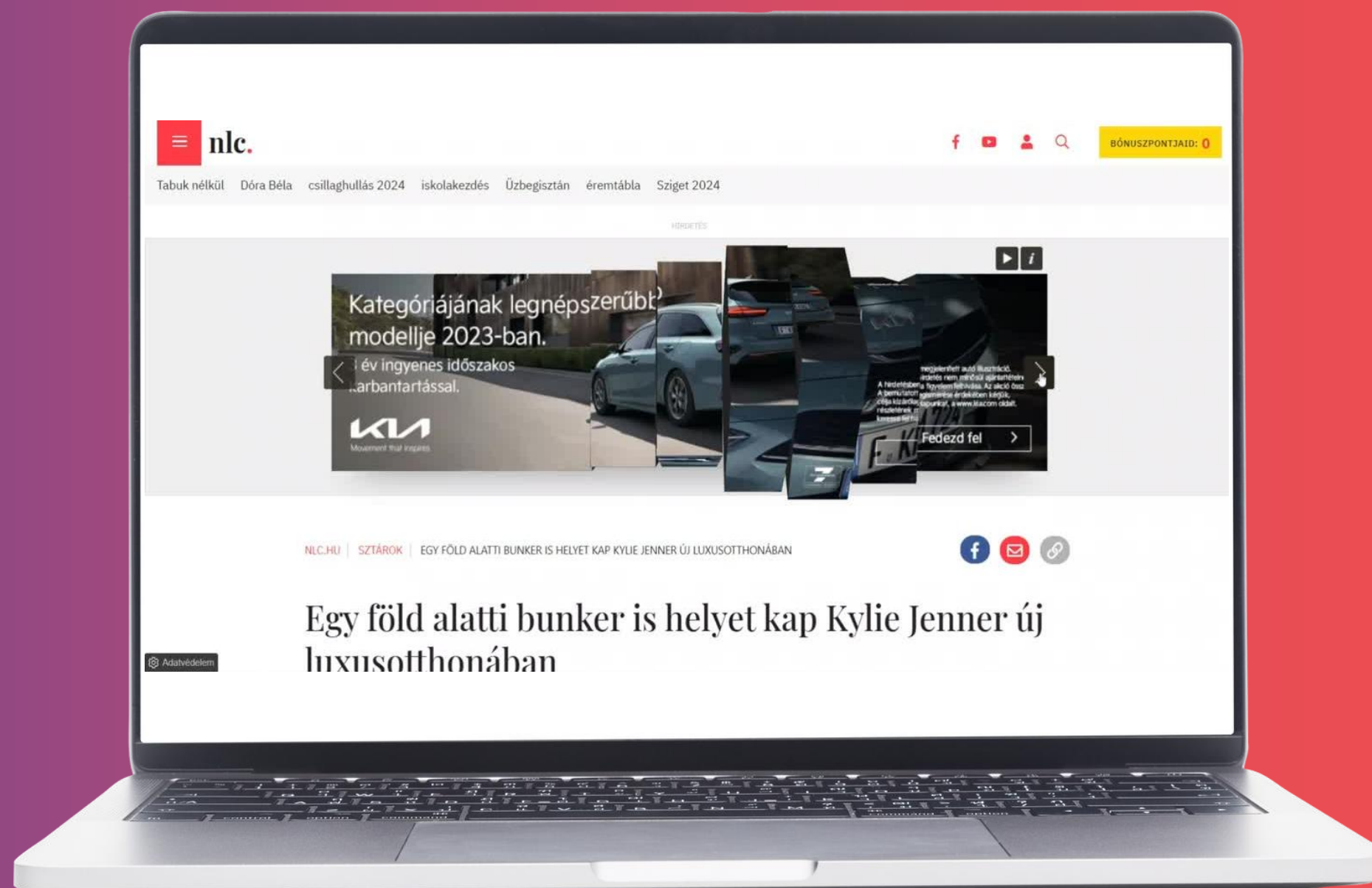
ADVERTISING SOLUTIONS



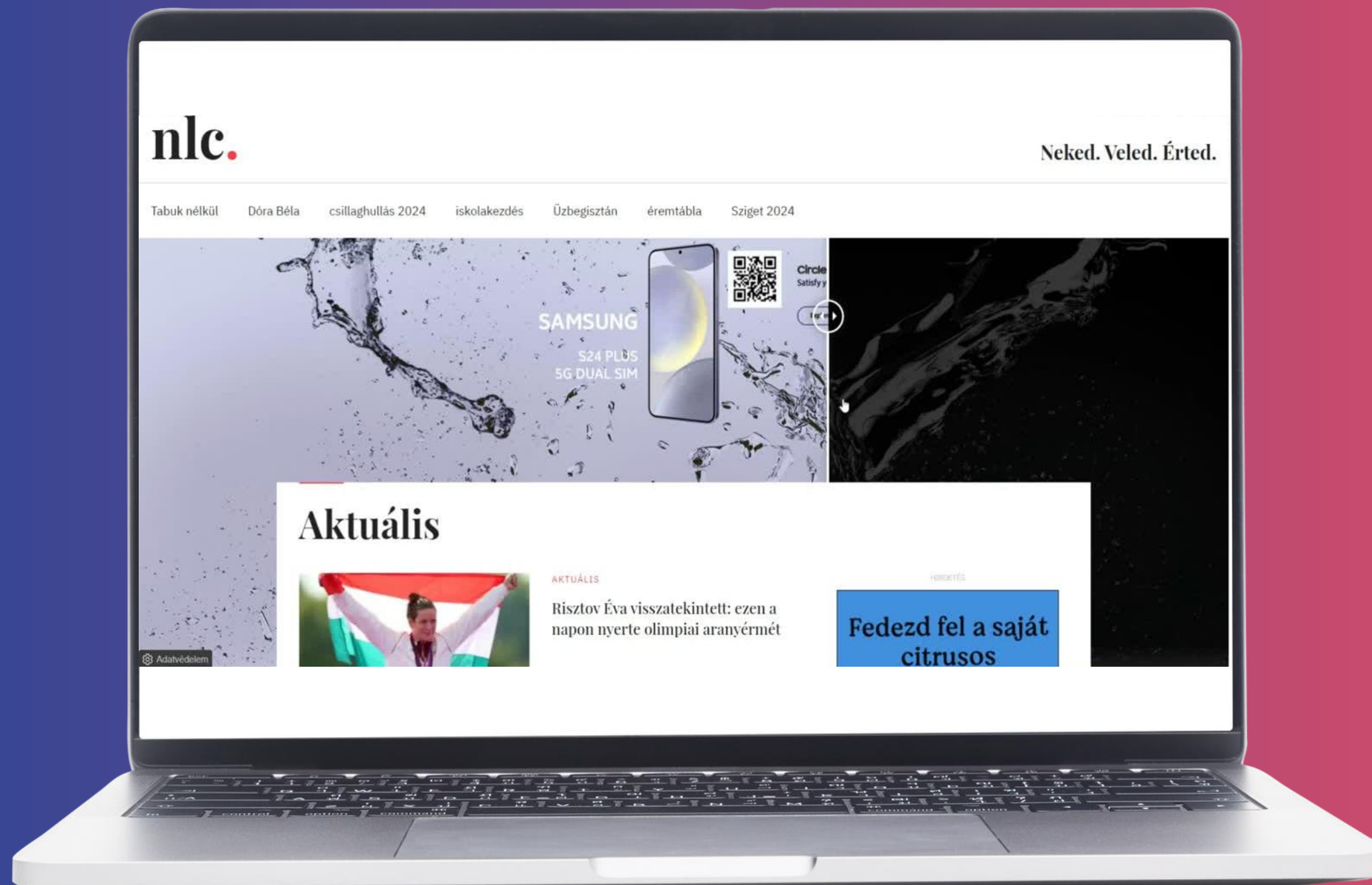
Magnum Slider

ADVERTISING SOLUTIONS

Slice Banner



ADVERTISING SOLUTIONS



CrossPaper

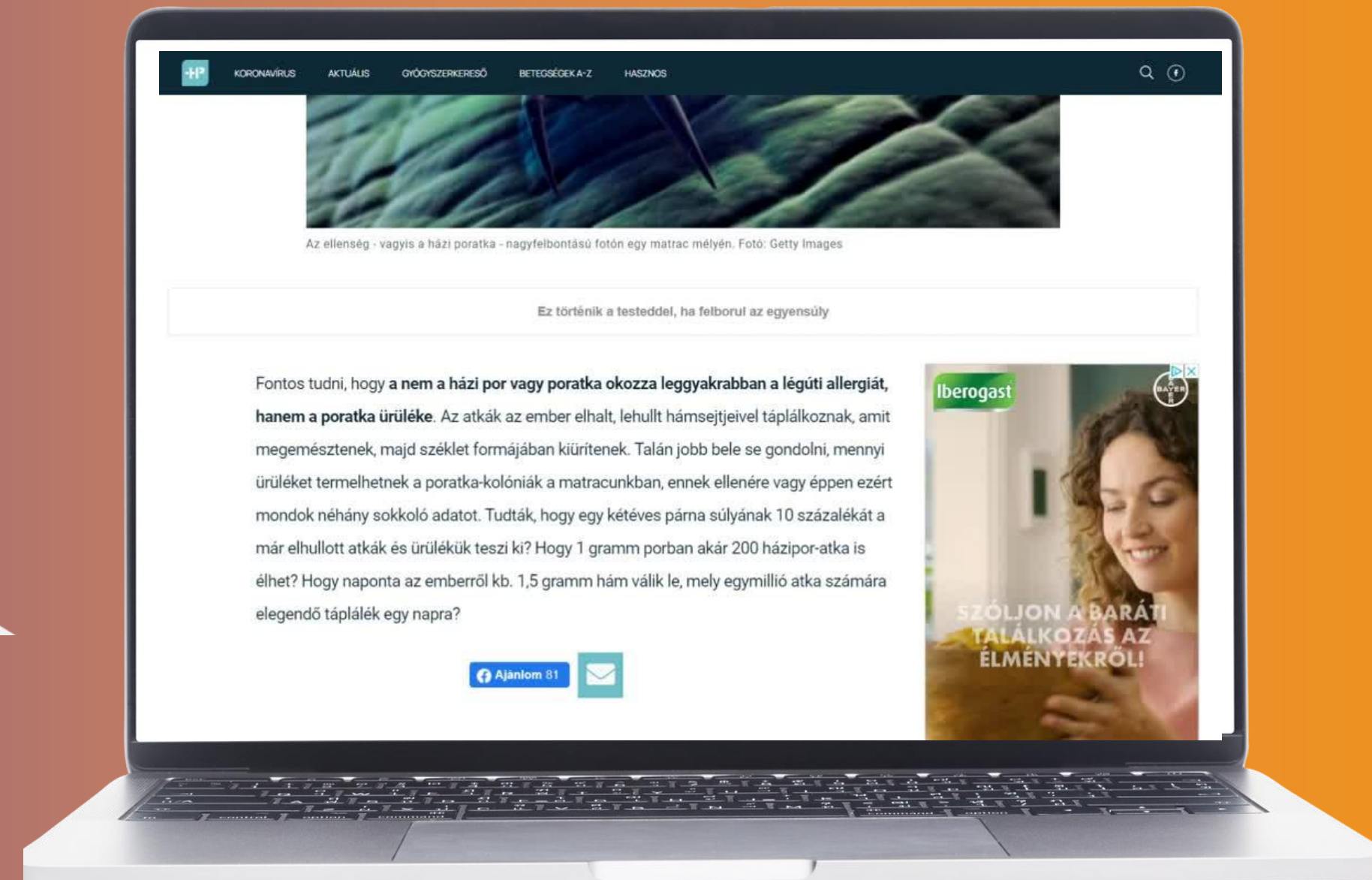
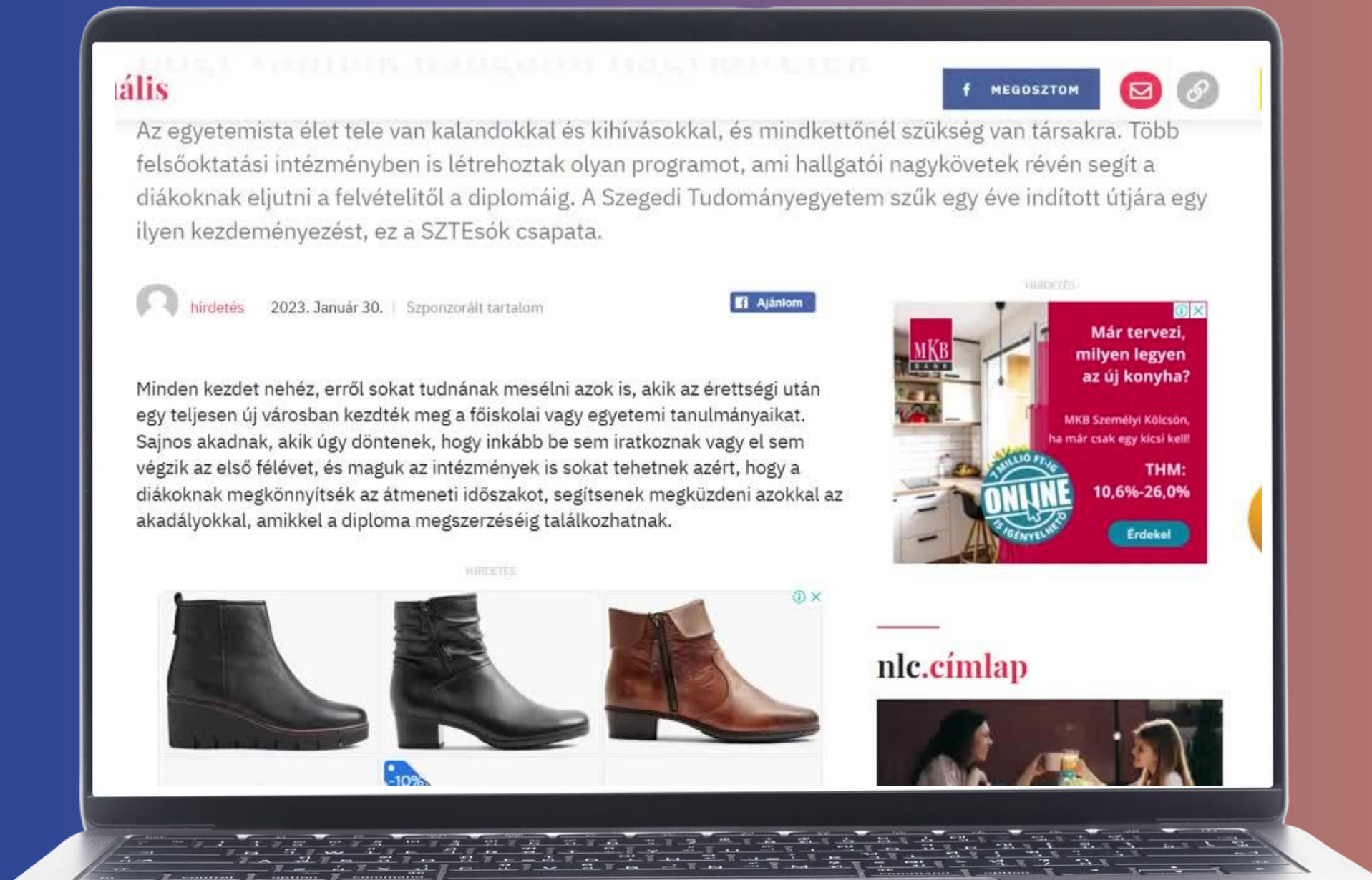
[MORE SPECIAL ADVERTISING SPACE](#)

[MORE EXAMPLE APPEARANCES](#)

CONTENT ADVERTISEMENTS

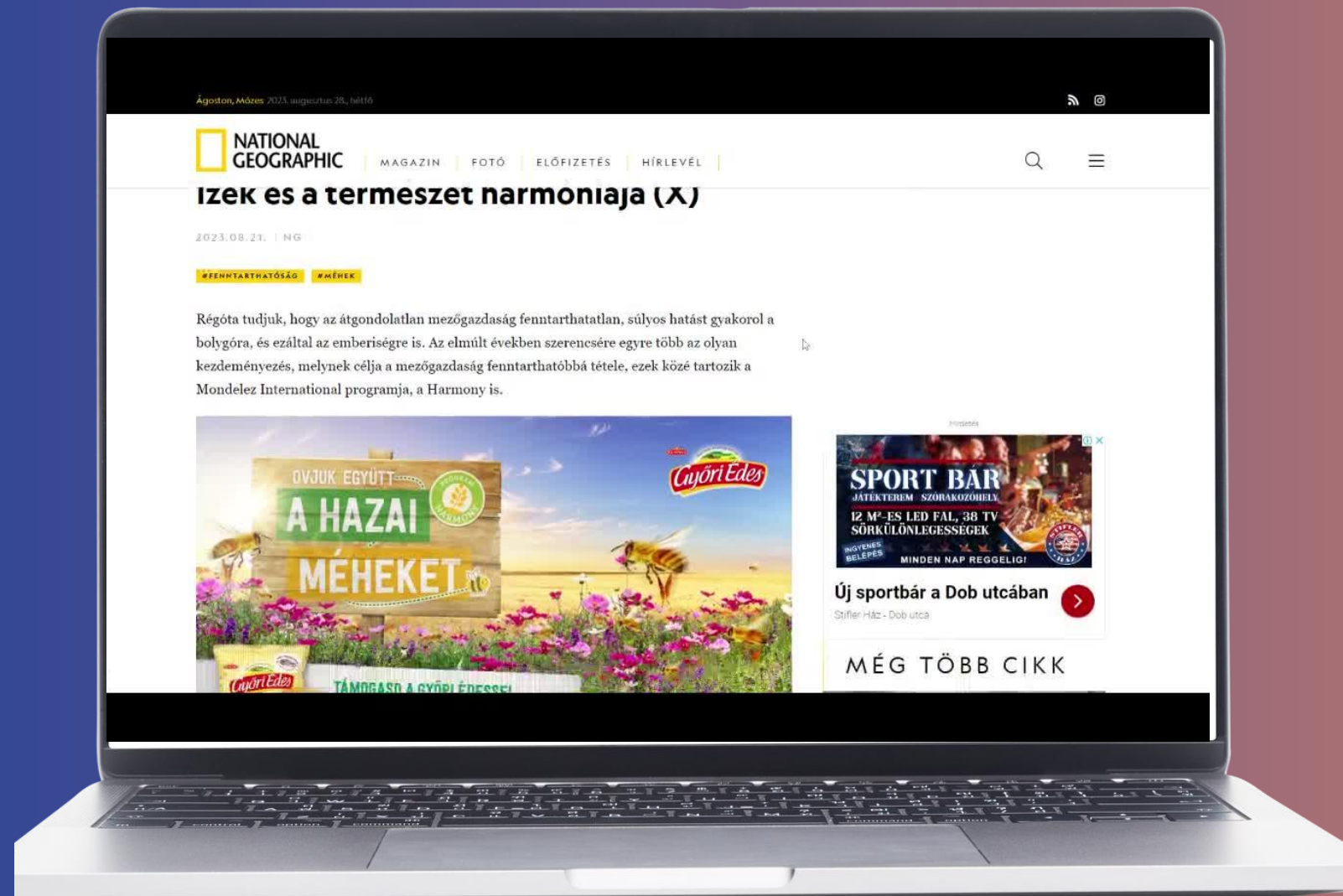
“We tested..” article

Branded Content

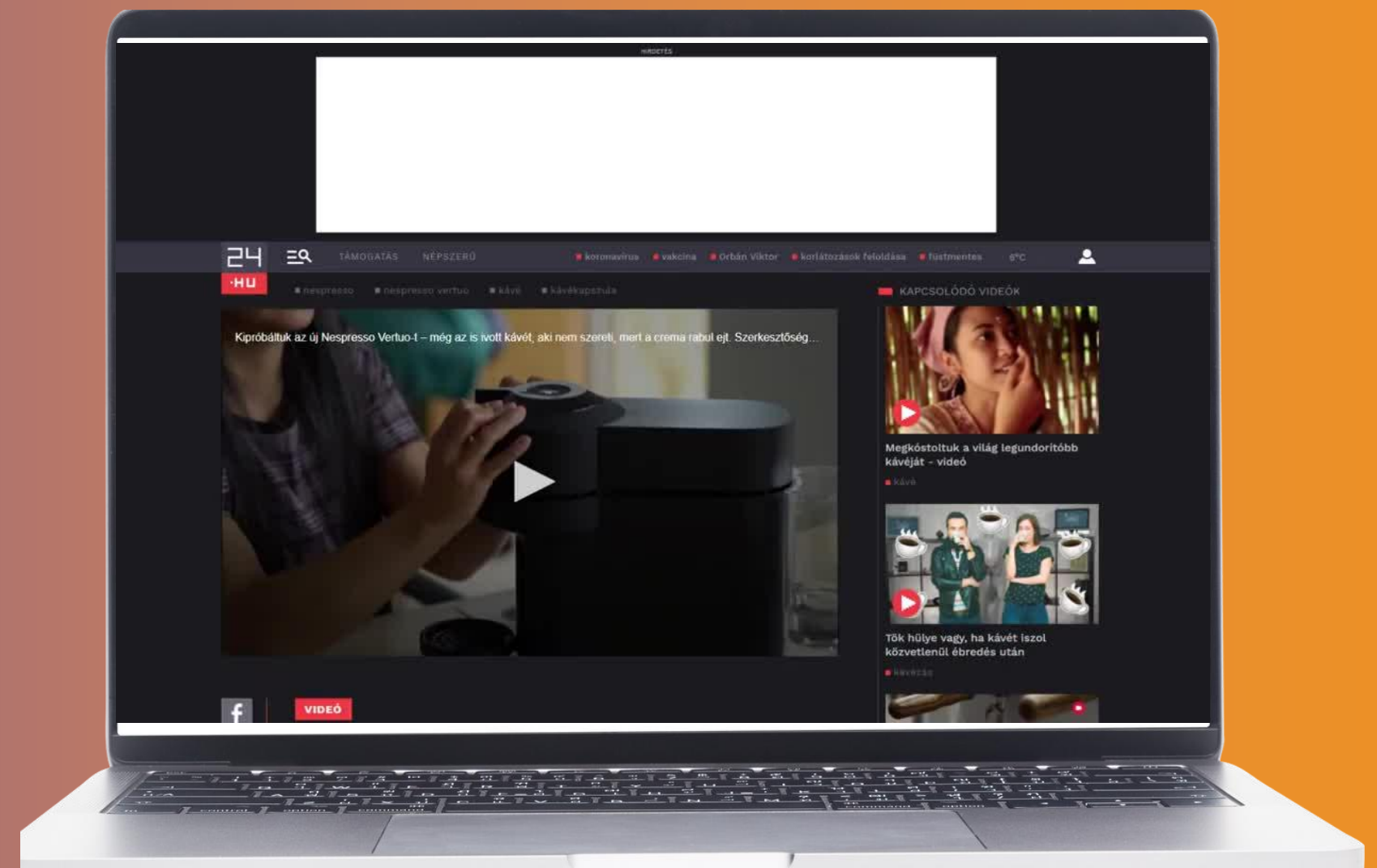


CONTENT ADVERTISEMENTS

Sponsored editorial video



Surveys/ Quizzes



MORE CONTENT DISPLAY EXAMPLES

SPECIALIZED CONTENT MARKETING SOLUTIONS

nlc. x De'Longhi featured thematic page

A Cold Brew kávé



Vége az eszpresszó
egyeduralmának? Hódítanak
a kávékülönlegességek



A cold brew lesz a nyár
kedvenc itala!

Te hallottál már a cold brew-ról? A



Rumos, citrusos és epres –
ezek lesznek a legszexibb
kávé koktélok a nyáron

refresher™ x Red Bull CAN YOU MAKE IT?



500,000 views



170,000 views



40,000 views



DATA-DRIVEN TARGETING ALTERNATIVES AND AV PACKAGES

A segment refined according to research data.

Buyer persona, a segment developed individually based on a brief.

A campaign may be initiated using one of the five most popular PersonAD segments.

Segments categorized by the consumption of tag, subcategory, and category content.

Targeting customized for female and male demographics.

AV package operating across the complete digital portfolio of Central Media Group.

CustomAD package

PersonAD package

InterestAD+ package

InterestAD package

Glamour-Beauty & Business-Technology package

Central AV system



THANK YOU FOR YOUR ATTENTION!

**FOR INQUIRIES OR TAILORED PROPOSALS, PLEASE
CONTACT OUR SALES TEAM AT**

INTERNETSALES@CENTRALMEDIACSOPORT.HU

