

CentralMédiacsoport

ONLINE PORTFOLIO

— 2022



A traditional publisher
transformed into an

INTEGRATED MEDIAPLATFORM

Hungary's only publisher
Big Data platform.

Print

1.6 million
magazine readers per
month
700
published books



Event

10
programs
7 500+
people attending per year



Data

44.8 billion
recorded event
17 terabyte
processed data



Online

4.8 million
RU / month
318 million
PV / month



ONLINE REACH

Reaching 74% of the hungarian internet users



4 of 5

female internet users



3 of 4

male internet users

6659

billion HUF
purchasing power

SELECT a category, **OR SCROLL** down



MAN



WOMAN



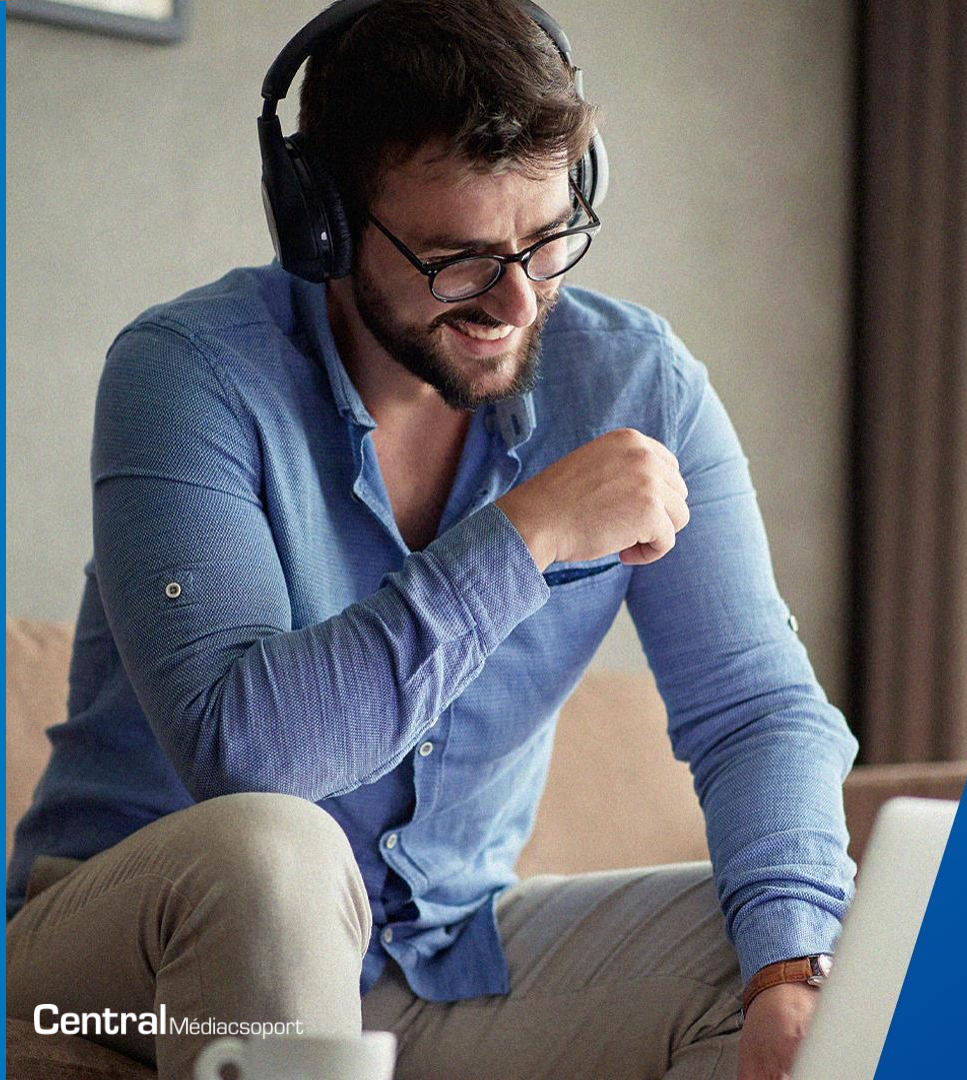
LIFESTYLE



DATABASE



AD SOLUTIONS



MAN PORTFOLIO



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.

916 ezer

RU / day

2,5 million

PI / day

968 000

followers on Facebook

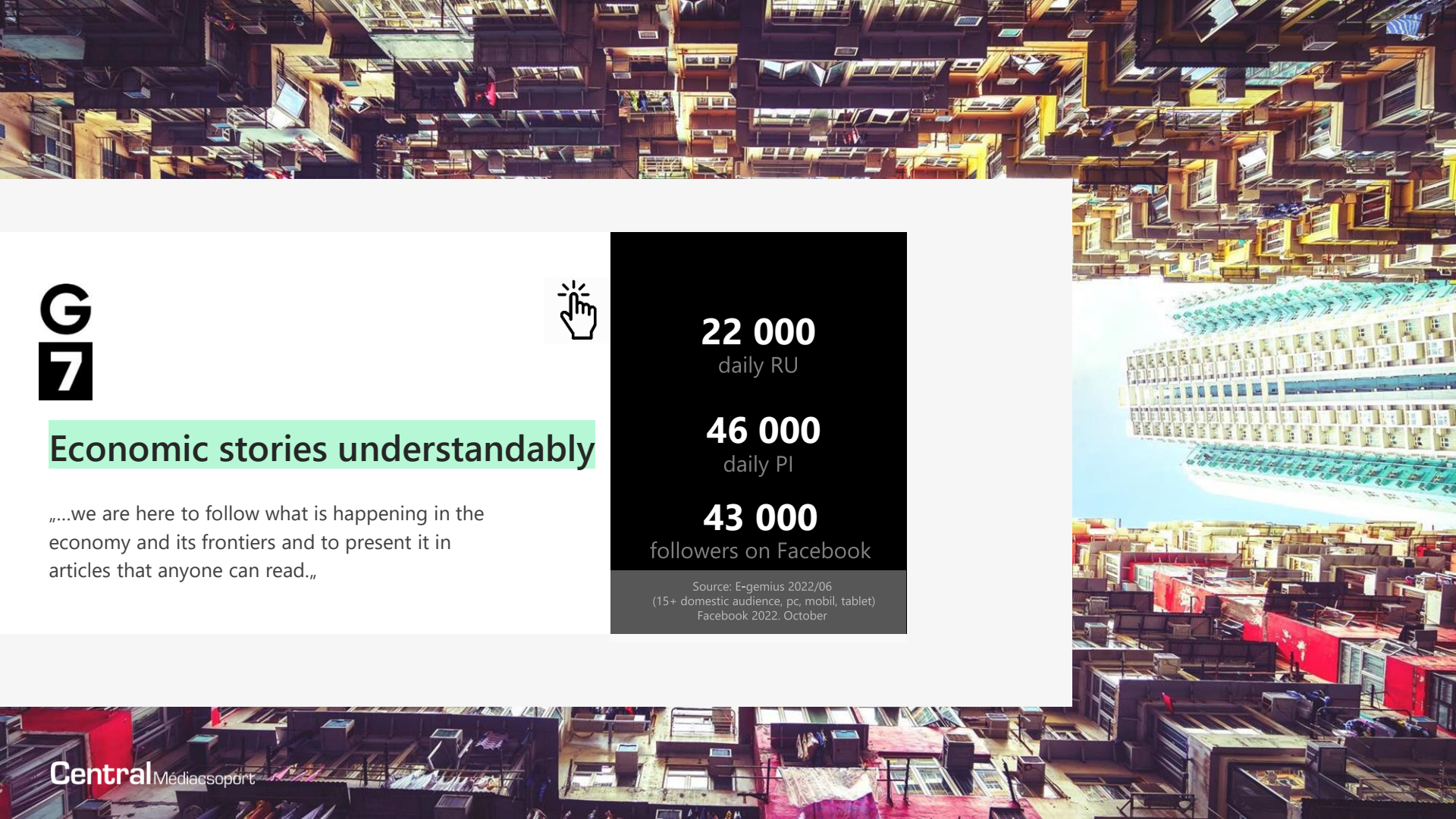
66 000

followers on Instagram

70 000

followers on Viber

Source: E-gemius 2022/09 (15+ domestic audience, pc, mobil, tablet), Facebook, Instagram, Viber, 2022. October



**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.,“

22 000

daily RU

46 000

daily PI

43 000

followers on Facebook

Source: E-gemius 2022/06
(15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October



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

231 000

daily RU

367 000

daily PI

273 000

followers on Facebook

15 000

followers on Instagram

Source: E-gemius 2022/06
(15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October



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.



160 000
monthly RU

361 000
monthly PI

397 000
followers on Facebook

55 000
followers on Instagram

Source: E-gemius 2022/09
(15+ domestic audience, pc, mobil, tablet)
Facebook, Instagram 2022. October



WOMAN PORTFOLIO

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.

490 000

daily RU

1 000 000

daily PI

833 000

followers on Facebook

49 000

followers on Instagram

Source: E-gemius 2022/09 (15+ domestic audience, multiplatform total data)
Facebook 2022/10



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.

13 000

daily RU

129 000

daily PI

88 000

followers on Facebook

33 000

followers on Instagram

33 000

followers on TikTok

Source: E-gemius 2022/09 (15+ domestic audience, multiplatform total data)
Facebook 2022/10





Hungary's most visited website about child raising

The main purpose of Gyerekszoba.hu to give reliable informations and useful advices to parents raising children, from planning a family until the child's adulthood.

Gyerekszoba.hu – Let raise children together!

34 000

RU / day

66 000

PI / day

121 000

followers on Facebook

3 600

followers on Instagram

Source E-gemius - 2022/09
(15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October

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.

61 000

daily RU

106 000

daily PI

110 000

followers on Facebook

34 000

followers on Instagram

Source: E-gemius 2022/09 (15+ domestic audience, multiplatform total data)
Facebook 2022/10

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.

42 000

daily RU

61 000

daily PI

179 000

followers on Facebook

56 000

followers on Instagram

Source: E-gemius 2022/09 (15+ domestic audience, multiplatform total data)
Facebook 2022/10





LIFESTYLE PORTFOLIO



Hungary's leading recipe website and online gastro magazine

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

275 000

daily RU

645 000

daily PI

1 198 000

followers on Facebook

236 000

followers on Instagram

104 000

followers on TikTok

Source: E-gemius 2022/09 (15+ domestic audience, multiplatform total data)





The leading healthy and lifestyle website

Házipatika.com is Hungary's number one health and lifestyle portal for the general public, which provides reliable information not only to those seeking knowledge about diseases, but also to those interested in a healthy lifestyle.



191 000

RU / day

358 000

PI / day

353 000

followers on Facebook

11 000

followers on Instagram

68 000

followers on Viber

Source: E-gemius 2022/09
(15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October



The lifestyle website

Well&fit is a website dealing with all the segments of a healthy lifestyle, which helps visitors choose the most suitable way of changing their lifestyles, be it weight loss, exercise or healthy eating.



236 000

RU / month

622 000

PI / month

48 000

followers on Facebook

2 400

followers on Instagram

Source: E-gemius - DKT 2022/09
(15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October



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.



7 800
monthly RU

32 000
monthly PI

Source: E-gemius 2022/09 (15+ domestic
audience, multiplatform total data)





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.



274 000

daily RU

1,3 million

daily PI

521 000

followers on Facebook

5 200

followers on Instagram

Source: E-gemius - DKT 2022/09 (15+ domestic audience, pc, mobil, tablet), Facebook, Instagram
2022. October



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.



89 000

daily RU

392 000

daily PI

65 000

followers on Facebook

Source: E-gemius - DKT 2022/09((15+ domestic audience, pc, mobil, tablet)
Facebook 2022. October



The entertaining games portal

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

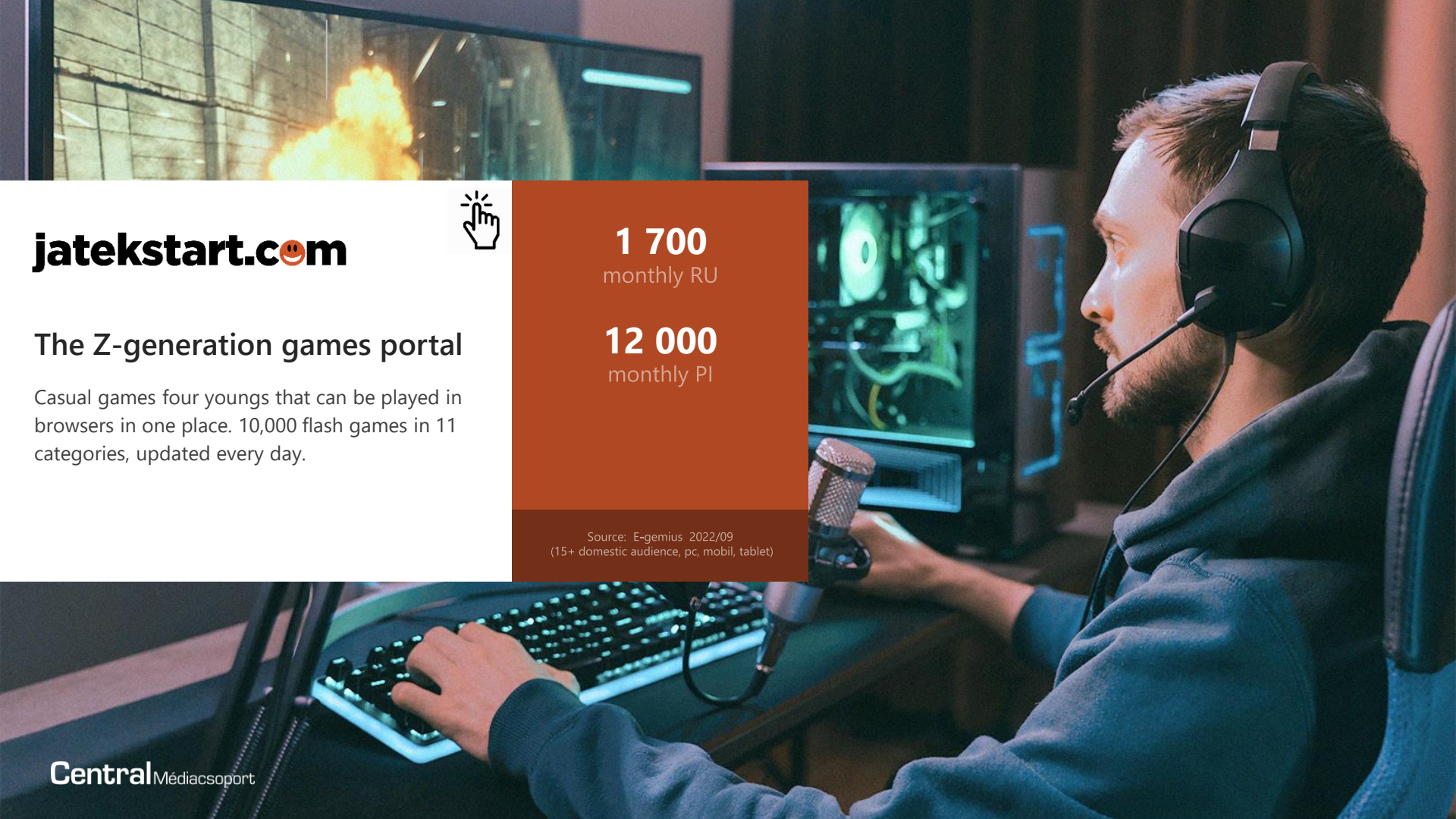
39 000

monthly RU

398 000

monthly PI

Source: E-gemius - DKT 2022/09 (15+ domestic audience, pc, mobil, tablet)

A man with a beard and headphones is sitting at a desk, playing a game on a PC. The monitor shows a first-person shooter game with a large explosion. The man is wearing a blue hoodie and is looking intently at the screen. The desk has a keyboard and a microphone.

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.

1 700
monthly RU

12 000
monthly PL

Source: E-gemius 2022/09
(15+ domestic audience, pc, mobil, tablet)



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.

88 000

daily RU

1,3 million

daily PI

Source: E-gemius - DKT 2022/09 (15+ domestic audience, pc, mobil, tablet)

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



APPLICATIONS

CentralMédiacsoport



nlc.



50 000
daily PI



24.hu



592 000
daily PI



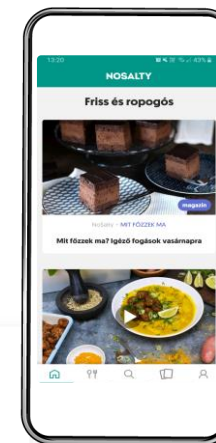
TV24



258 000
daily PI



Nosalty



106 000
weekly PI

Source: E-gemius 2022/06 (15+ domestic audience, pc, mobil, tablet)



CREATIVE 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 v. 300x250

Double billboard

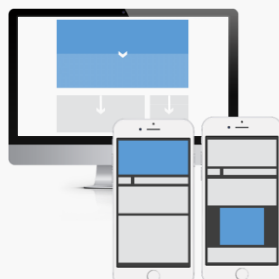
970x400



480x240 v. 300x250

Billboard pushdown

970x250 < 970x500



480x240 v. 300x250

Billboard takeover

970x250 < 970x500



480x240 v. 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 v. 300x250

Double roadblock

640x600



640x360 v. 300x250

Super leaderboard

970x90



480x120

Super leaderboard pushdown

970x90 < 970x180



480x120

Super leaderboard takeover

970x90 < 970x180

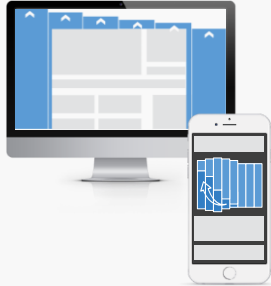


480x120

SPECIAL DISPLAY ADVERTISING FORMATS

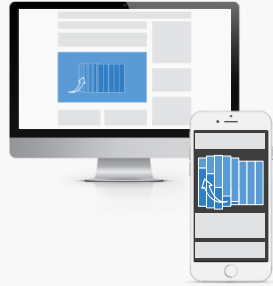
Only multiplatform time-based advertisements are sold by Central Media. Please submit both desktop and mobile advertisement material for the selected advertisement.

Rollpaper



Mobile roller

Invert



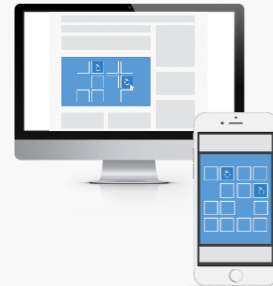
Mobile roller

Interactive carbook



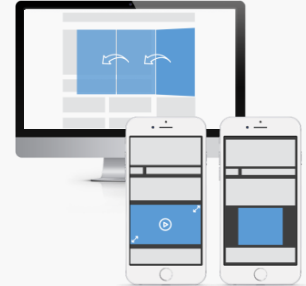
Mobile videobanner v.
300x250

Memoblock



MeMobile

Half Harmonika



Mobile videobanner v.
300x250

Roadcards



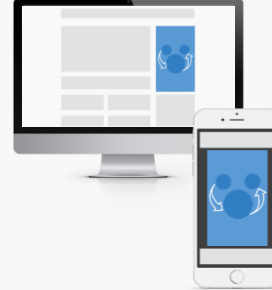
Mobile roadcards

Cards



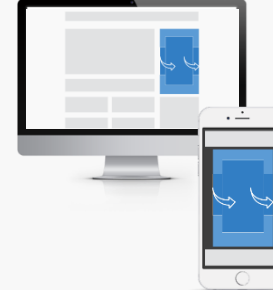
Mobile roadcards

Swipe



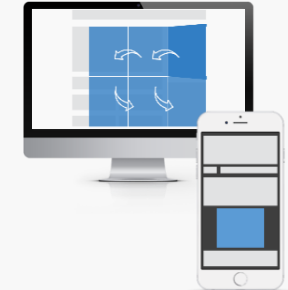
Mobile swipe

Swipecards



Mobile swipecards

Harmonika



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](#)



Nincs mobil pár

[Magnum](#)



Nincs mobil pár

[Galati](#)



[480x480](#) v. [300x250](#)

[Supernova seethru](#)



[300x250](#)

[Seethru](#)



[480x480](#) v. [300x250](#)

[Interstitial](#)



Desktop only

[Background sponsorship](#)



[300x250](#)

[Dinamic background](#)



[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.

Skala



300x250

Panorama



Mobile panorama
640x360

Carousel



Mobile carousel

Side kick



300x250

Scratch



300x250

ScratchPaper



300x250

Seeblock



300x250

Roadblock cube



Mobile cube

Billboard cube



Mobile cube

Half page cube



Mobil cube

Catalog



Mobile slider
300x450

Octa-BigBillboardCube



Mobile cube

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.

Video billboard



Mobile video banner v.
300x250

Video roadblock



Mobile videobanner v.
300x250

Dinamic video billboard



Mobile videobanner v.
300x250

Dinamic video roadblock



Mobile videobanner v.
300x250

Video board



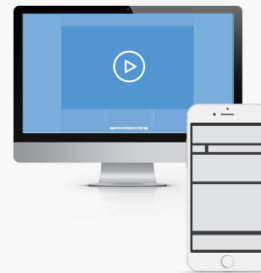
Mobile video banner v.
300x250

Video wallpaper



Mobile video banner v.
300x250

Videostitial



Desktop only

Bumper ad

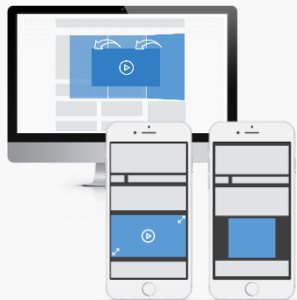


Mobile video banner v.
300x250

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.

Filmharmonika



Mobile videobanner v.
300x250

Visions



Mobile videobanner v.
300x250

Secrets



Mobile videobanner v.
300x250

Leporello



Mobile videobanner v.
300x250

Flip



mobile videobanner v.
300x250

Dynamic dupla roadblock video
640x600 + YT



mobile videobanner v.
300x250

Double roadblock with video
640x600 + YT



mobile videobanner v.
300x250

Duouble billboard with video
970x400 + YT



mobile videobanner v.
480x240

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.

[Roadblock Secrets](#)



[mobil videóbanner v.
300x250](#)

[Octa-BigRoadblockCube](#)



[Mobil cube](#)

[Octa-RoadblockCube](#)



[Mobil cube](#)

[Roadblock VideoCube](#)



[Mobil cube](#)

[OctaCube](#)



[Mobil cube](#)

[Big billboard cube](#)



[Mobil cube](#)

[Big roadblock cube](#)



[Mobil 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
sponsoring



640x100

Extra
sponsoring



640x100

CONTENT MARKETING SOLUTIONS



Editorial block sponsorship



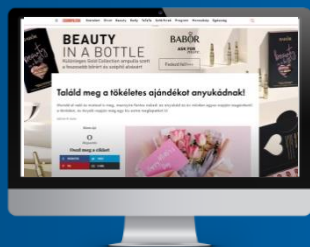
Educational article series



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