

STORE INSIDER 2026 MEDIA OFFER



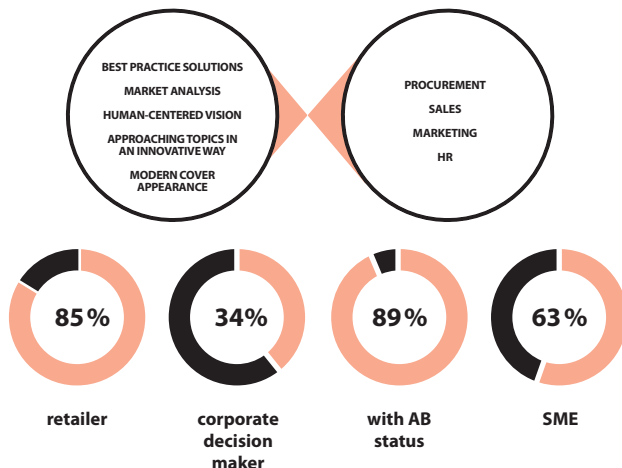
STORE INSIDER MAGAZINE

At the beginning of 2019, Store Insider was introduced to the Hungarian FMCG market as the renewed successor of Élelmiszer Magazin. The new name also reflects the magazine's mission: to provide real access for our partners to the retail chains and independent stores that represent their most important market. The new content solutions enable a more complex approach to market-related issues. Strengthening our expert perspective, Store Insider offers content that supports procurement, sales, and product communication, while also addressing a more focused target audience with a human-centered approach. Covering both food and non-food topics, we publish our magazine ten times a year.

TARGET AUDIENCE

Domestic and international chain stores, food and non-food stores, independent convenience stores, drugstore managers, sales and purchasing decision makers, multinational companies, small and medium-sized enterprises, manufacturers, distributors and marketing managers.

FOCUS



DISTRIBUTION DATA

- **13 500** copies per month
- **37 800** readers per month
- **Method of distribution:** subscription + controlled mailing list
- **Publication:** monthly (10 times per year)
- **Price per issue:** 990 HUF
- **Annual subscription fee:** 9900 HUF (postal charges included)

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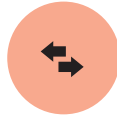
PRINT

EDITORIAL COLUMNS



BASIC

Macro and micro market analyses, commercial and industry trends, news, other information, back-end services, interviews with executives, reports, expert opinions, agricultural sector, HORECA



BRAND

Domestic product, brands, trends, marketing, future vision



CUSTOMER

The focus is on the consumer: market research and analysis, purchasing solutions, attitudes

SPONSORED CONTENT POSSIBILITIES



VIP INTERVIEW

Focus on the person, interview with leading professionals of the market based on unique concepts



SORTIMENT, SEASONAL TOPICS

Products, market reviews, food tests, promotional activities, fresh products (meat, dairy, bakery), other seasonal food and non-food product categories



INNOVATION

Presenting innovations and product developments of the FMCG market, researches from universities



TECHNOLOGY

IT technologies in stores, discussing logistics issues, technological developments, novelties, e-commerce, artificial intelligence, robotics



THEMATIC SECTIONS

Sustainability annex, CSR inspirations, Az Év Boltja 2026 díjazottak / The Store of The Year 2026 winners, Az Év Saját Márkás Terméke 2026 díjazottak / The Private Label of The Year 2026 winners, Baby Brands Award 2025 winners, Special FMCG products 2026 winners, Brands in focus, What do women Need?



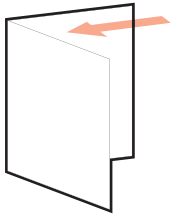
COMPANY HISTORY + BRAND HISTORY

Unique, double-page, client-specific content for jubilees and for communication of major brand events, store presentations, factory tours



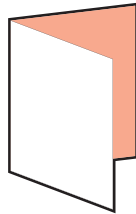
PRINT

PRINT ADVERTISING SPACES



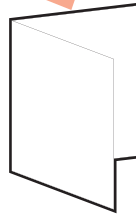
Cover II.

page size: 210 × 297 mm
bleed: 5-5 mm
€ 3600 + VAT



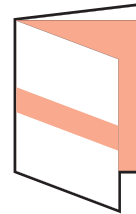
Cover III.

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bleed: 5-5 mm
€ 3600 + VAT



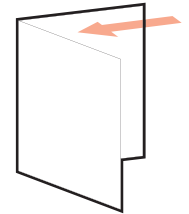
Cover IV.

page size: 210 × 297 mm
bleed: 5-5 mm
€ 3815 + VAT



**Band crossing the cover
+ 1/1 advertisement**

page size: 50 × 650 mm
bleed: 5-5 mm
€ 5075 + VAT



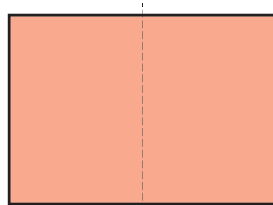
**Cover II. spread
cover II. + 1/1 page crossing**

page size: 420 × 297 mm
bleed: 5-5 mm
€ 5225 + VAT



1/1

page size: 210 × 297 mm
bleed: 5-5 mm
€ 2615 + VAT



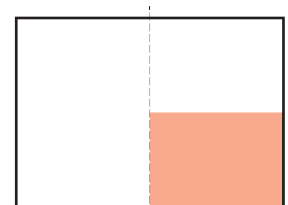
2/1

page size: 420 × 297 mm
bleed: 5-5 mm
€ 4375 + VAT



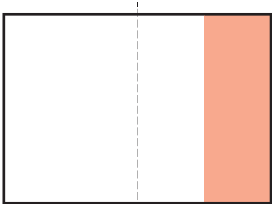
2/1 middle of the page

page size: 420 × 297 mm
bleed: 5-5 mm
€ 4725 + VAT



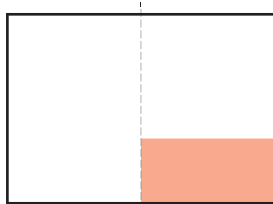
1/2 horizontal

page size: 210 × 144 mm
bleed: 5-5 mm
€ 1875 + VAT



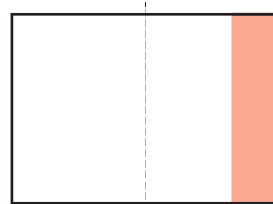
1/2 vertical

page size: 103 × 297 mm
bleed: 5-5 mm
€ 1875 + VAT



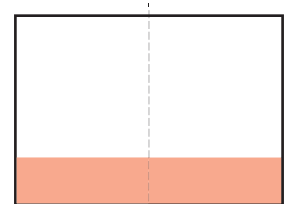
1/3 horizontal

page size: 210 × 98 mm
bleed: 5-5 mm
€ 1565 + VAT



1/3 vertical

page size: 72 × 297 mm
bleed: 5-5 mm
€ 1575 + VAT



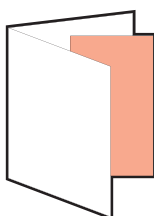
2x1/4 horizontal

page size: 210 × 80 mm
bleed: 5-5 mm
€ 1800 + VAT



PRINT

PRINT ADVERTISING SPACES



Loose insert

Please inquire with our sales colleagues

**For a company-tailored offer,
please contact your
representative:**

CSILLA HAJNAL
hajnal.csilla@pphmedia.hu

ZSANETT MÁRFÖLDI
marfoldi.zsanett@pphmedia.hu

TECHNICAL PARAMETERS

CMYK

4 color process
sheet-fed offset printing
page size: 210 × 297 mm
extent: 68-96 pages
printing resolution:
60 saddle-stitched

submission:

composite pdf
300 dpi

PUBLICATION

Jan-Feb.

Mar.

Apr.

May

June

Jul-Aug.

Sep.

Oct.

Nov.

Dec.

Monthly

(10 times per year)



ADDITIONAL CHARGES: In case of specific pricing, placement or tender requirements the publisher reserves the right to add a surcharge to its list prices.

Cancelling the advertisements beyond the given submission deadline will be charged for 100% of the advertisement's net cost as a penal

ONLINE STOREINSIDER.HU NEWS SITE

CONTENT

Storeinsider.hu is a daily updated news site with relevant news and professional content about commerce and the FMCG sector. On the page you can read about domestic and international events that have an effect on the sector, novelties from producers and **chain stores, seasonal products of manufacturers**. Besides professional articles about the **food industry and product development**, we process and discuss articles, news and points of interest from foreign magazines. We address customers as well through content focused on dining, sustainability, special diets and **culinary trends**.

TARGET AUDIENCE

On the online version of Store Insider, uniquely on the Hungarian market, we present domestic and international FMCG news in an understandable and readable way, harmonizing the necessities of our readers and business partners, and encompassing the whole target audience: salesmen, manufacturers, sectors related to commerce, and consumers.

STORE INSIDER WEBSITE



-commerce

-chain store

-brand

-manufacturer

-consumer

-sustainability

STORE INSIDER NEWSLETTER

For our registered users in the fields of commerce, marketing, manufacturing, agriculture, technology, procurement, packaging, and logistics.

2x

times a week

~7000

to email addresses



Tuesday and Thursday

NEWSLETTER SURFACES

PRICE (twice a week: Tuesday and Thursday)*

Maxi banner on the top

€ 515 + VAT / week

1. Position (banner or text)

€ 425 + VAT / week

2. Position (banner or text)

€ 400 + VAT / week

3. Position (banner or text)

€ 300 + VAT / week

4. Position (banner or text)

€ 290 + VAT / week

PR article

Highlighted among the news

€ 550 + VAT / week

Special newsletter

Newsletter based exclusively on the content of the customer with editorial approval.

€ 1425 + VAT / piece

Banner size:

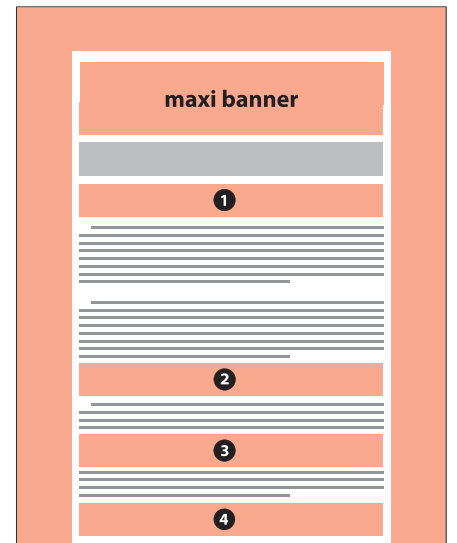
- maxi banner: 728×180 px, max. 80 kByte
- additional parameters in every position: 728×90 px, max. 80 kByte

Banner submission format: jpg, png, gif

Text advertisement in every position:

500 characters (spaces included) + link

Additional possibilities according to agreement



*Our prices don't contain the VAT

ONLINE ADVERTISEMENT SURFACES



PR article in one of the two upper boxes
PR article weekly price:
€ 700 + VAT



PR article lower
PR article weekly price:
€ 650 + VAT



Interstitial
Desktop: 2560x1400 px size,
16:9 aspect ratio static image
Mobile: 720x1280 px size,
9:16 aspect ratio static image
Daily price: **€ 190 + VAT**



Under the header
970 × 110 px
weekly price:
€ 1350 + VAT – main page
daily price:
€ 225 + VAT – main page



Under the first article area I.
970 × 250 px
+ 970 × 110 px
weekly price:
€ 1350 + VAT
daily price:
€ 225 + VAT



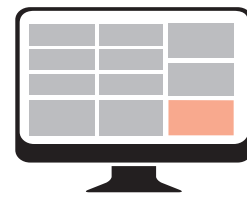
Area on the right I/A
300 × 600 px
Weekly price:
€ 915 + VAT
Daily price:
€ 150 + VAT



Area on the right I/B
300 × 250 px
Weekly price:
€ 675 + VAT
Daily price:
€ 115 + VAT



Area on the right II.
300 × 250 px
weekly price:
€ 575 + VAT
daily price:
€ 100 + VAT



Area on the right III.
300 × 250 px
weekly price:
€ 515 + VAT
daily price:
€ 100 + VAT

AD SURFACES OPTIMIZED FOR MOBILE



Due to responsiveness please hand in the advertisements in the following size:
300 × 250 px

The banner submission format: jpg, png, gif