ADVERTISING INFORMATION / 2020







SPACE SIZE (PIXEL) PRICE (EUR/DAY)

HTML VERSION		
DOUBLE BANNER - TOP SCREEN	468 × 120	90
DOUBLE BANNER	468 × 120	80
PR-ARTICLE	Text + picture	100

Prices do not include VAT.



10 years, 5000+ companies, 14 fields, 887 lists d1

dlg180L

Double Banner Top Screen 468x120

Top story

London analysts: Hungary should return to investment grade in 2016



The Morgan Stanley offices in Manhattan. (Photo: Wikipedia/official-ly cool),

Hungary is set to regain investment grade status next year, and the central bank is likely to embark on a new rate-cutting cycle, London-based emerging markets economists said yesterday, state-owned news agency MTI reported.

In a report outlining its revised 2016 forecasts for emerging markets released to clients in London, Morgan Stanley said that "credit upgrades are overdue " and Hungary will regain its investment grade rating with at least one, but more likely two agencies. "The ongoing sharp fall in external and PX-denominated government debt, together with a more predictable operating environment for banks and an ongoing solid fiscal position, should be enough to warrant upgrades," the report said, Hungary's current "BBX-BBT" sovereign credit rating is a single notch below investment grade, and two major credit rating agencies, Pitch Ratings and Moody's investors Service, have now upgraded their outlook on Hungary's ratings to positive, implying a potential rating upgrade.

In terms of monetary policy, Morgan Stanley's economists said that with the economy slowing, inflation rising on base effects but staying well below target and the ECB set to administer more CE, the National Bank of Hungary (NBH) seems to have another window to ease policy further. "If, as we expect, inflation slows down in the second quarter (after an expected sharp rise early next year), the NBH could easily revert to an easing stance and cut rates to around 196 later in the year", Morgan Stanley's analysts said,

PROMOTION: Araz Restaurant, on the corner of Dohány utca and Nyár utca, home to absolute masterpieces in Hungarian and French culsine will not let its quests down during the year-end rush. Starting November 29, every Sunday is dedicated to the Advent Sunday Brunch, featuring unlimited food & drink consumption. Read more

BOOK OF LISTS 2015/2016
The consummate overview of the Hungarian market, with the information you need to succeed.

Double Banner 468x120

PR-ARTICLE

HUNGARY A.M.

Hungary A.M. provides a comprehensive and transparent summary on commercial, political and domestic business news to subscribers every working day morning.

REGIONAL TODAY

Regional Today delivers business, commercial and political news to subscribers on the Eastern and Central European region every working day morning.

ENERGY TODAY

Energy Today is a short, brief and reliable summary of political decisions and happenings on energy in Hungary and in neighbouring countries.

COLUMNS

- Highlighted topic
- Business
- Commerce
- Politics
- Domestic
- Events

DISTRIBUTION

English language premium newsletters will be delivered in the early hours of every working day to the decision makers of leading Hungarian and overseas businesses.

LAYOUT

HTML

TECHNICAL PARAMETERS

Ad format:

Non-animated gif, jpg

Deadline:

3 days pior to publication

BUSINESS JOURNAL





CONTACT

AMS SERVICES KFT. 1075 BUDAPEST, MADÁCH IMRE ÚT 13-14. TEL: (+36-1) 398-0344 FAX: (+36-1) 398-0345 E-MAIL: SALES@BBJ.HU WEB: WWW.BBJ.HU