

# LUXURY BUDAPEST

**MEDIA INFORMATION**

2019



WHERE LUXURY MEETS LIFESTYLE

## WHAT IS LUXURY BUDAPEST?



LUXURY  
BUDAPEST  
IS CIRCULATED  
AMONG  
**1.3 MILLION**  
HOTEL GUESTS  
A YEAR



SOME  
**41%**  
OF TOURISTS  
ARRIVE  
TO HUNGARY  
WITH THE  
PURPOSE OF  
SHOPPING

Luxury Budapest 2019 is an English-language luxury lifestyle coffee table book published once a year.

The publication is available for luxury hotel guests, visitors and residents in Budapest.

We are delighted to present gourmet, beauty, history and culture on highest level in Budapest.

Luxury Budapest 2019 guides the elite audience through the most luxurious attractions of this fantastic capital. To explore the past and experience the present, Luxury Budapest 2019 offers both at its best. A stylish coffee table format and the premium print execution perfectly fits the lifestyle of the audience and provides luxury brands a unique opportunity to present their products.



## THE AUDIENCE

Budapest's elite visitors staying in five-star and luxury hotels, extensive travellers, either for business or leisure, from tourists on city break to tourists interested in culture. Budapest's residents, living in the city's residential areas, financial and management professionals, entrepreneurs, business owners, decision makers.

Elite local high net worth individuals.



TOURISTS  
WHO VISITED  
OUR COUNTRY  
FOR A  
COUPLE  
OF DAYS,  
IN THE SECOND  
QUARTER  
OF 2017,  
SPENT  
HUF  
**341  
BILLION**  
IN  
TOTAL





SOME  
**73%**  
OF TRAVELERS  
PREFER  
TO SPEND ON  
LUXURY  
GOODS  
DURING  
THEIR TRIPS  
ABROAD



## CIRCULATION AND DISTRIBUTION

Luxury Budapest 2019 is available once a year.

Circulated in 10,000 copies per issue.

Publication longevity per issue: 12 months.

Estimated readership per year 1,200,000.

The publication is circulated in Budapest's five-star and luxury hotels.

The publication is available in selected hotel rooms and suites, in guest areas, executive lounges, clubs and spas.



## PRINT & DESIGN

Sophisticated art direction, world class photography and premium print quality are guarantee a true luxury experience. The publication is edited and designed by an award winning international team in Europe. A stylish coffee table format, the premium print execution, the high quality materials, gold embossing and the finest heavy weight paper are the features of the publication. Each publication is individually produced and distributed in a stylish Luxury Cities branded gift box.



MANUFACTURERS  
OF LUXURY  
GOODS  
EXPECT  
A GROWTH  
BY  
**14%**  
IN 2019



# Rate Card

2/1 PAGE



1/1 PAGE



1/2 PAGE



TECHNICAL DETAILS

Circulation 10,000 copies, Distributed from January until December 2019  
in five-star and luxury hotels, rooms, executive lounges or clubs,  
Spread 216 pages, Dimensions 215 × 274 mm, Printing 5+5 color offset printing,  
Cover jacket 5+0 color offset printing, matt finish,  
gold embossing, Spot UV, Hard Cover matt finish

PRODUCT PLACEMENT



RESTAURANT 1/2



RESTAURANT 1/3



AD SIZES

BLEED SIZE  
(MM)

FRAMED SIZE  
(MM)

TRIMMED SIZE  
(MM)

LIST PRICE  
(HUF)

|   |           |                    |           |           |
|---|-----------|--------------------|-----------|-----------|
| 2/1 Page                                      | 440 × 284 | 394 × 219          | 430 × 274 | 2,400,000 |
| 1/1 Page                                      | 225 × 284 | 180 × 219          | 215 × 274 | 1,350,000 |
| 2/3 Page                                      | 140 × 284 | 118 × 219          | 135 × 274 | 1,100,000 |
| 1/2 Page                                      | 225 × 145 | 180 × 115          | 215 × 140 | 900,000   |
| 1/3 Page                                      | 79 × 284  | 57 × 219           | 74 × 274  | 500,000   |
| 1/4 Page                                      | -         | 85 × 115           | -         | 380,000   |
| 1/6 Page                                      | -         | 88 × 70            | -         | 320,000   |
| 1/2 Page Restaurant                           | -         | 85 × 219           | -         | 720,000   |
| 1/3 Page Restaurant                           | -         | -                  | -         | 470,000   |
| Boutique/Product placement                    | -         | -                  | -         | 230,000   |
| Art Special placement<br>(landscape/portrait) | -         | 118 × 70, 56 × 106 | -         | 130,000   |

1/3 PAGE - 2/3 PAGE



BOUTIQUE



ART SPECIAL PLACEMENT



Rates for Special ADs, Placements and other opportunities are available on request.  
Page position is on a first come, first served basis. The publisher takes no responsibility for the content of adverts.

The publisher does not allow advertising exclusivity.

First ten pages carry a 20% surcharge. Prices do not include VAT.

For more information please visit [www.amedia.hu](http://www.amedia.hu) or call +36 (1) 398 0344

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# Distribution

LUXURY BUDAPEST IS AVAILABLE IN THE FOLLOWING LUXURY HOTELS



**The Aquincum Hotel Budapest**  
[www.aquincumhotel.com](http://www.aquincumhotel.com)



**Boscolo Budapest**  
[www.budapest.boscolohotels.com](http://www.budapest.boscolohotels.com)



**Buddha-Bar Hotel Budapest Klotild Palace**  
[www.buddhabarhotelbudapest.com](http://www.buddhabarhotelbudapest.com)



**Corinthia Hotel Budapest**  
[www.corinthia.com](http://www.corinthia.com)



**Four Seasons Hotel Gresham Palace Budapest**  
[www.fourseasons.com](http://www.fourseasons.com)



**Hilton Budapest**  
[www.hilton.com](http://www.hilton.com)



**Hilton Budapest WestEnd**  
[www.hilton.com](http://www.hilton.com)



**Iberostar Grand Hotel Budapest**  
[www.iberostar.com](http://www.iberostar.com)



**InterContinental Budapest**  
[www.budapest.intercontinental.com](http://www.budapest.intercontinental.com)



**Kempinski Hotel Corvinus Budapest**  
[www.kempinski.com](http://www.kempinski.com)



**Le Meridien Budapest**  
[www.lemeridienbudapest.com](http://www.lemeridienbudapest.com)



**Budapest Marriott Hotel**  
[www.marriott.com](http://www.marriott.com)



**Mamaison Hotel Andrassy Budapest**  
[www.mamaison.com](http://www.mamaison.com)



**Mamaison Residence Isabella**  
[www.mamaison.com](http://www.mamaison.com)



**Hotel President Exclusive Boutique**  
[www.hotelpresident.hu](http://www.hotelpresident.hu)



**Prestige Hotel Budapest**  
[www.prestigehotelbudapest.com](http://www.prestigehotelbudapest.com)



**Queen's Court Hotel & Residence**  
[www.queenscourt.hu](http://www.queenscourt.hu)



**Ramada Budapest Aquaworld**  
[www.ramadaresortbudapest.hu](http://www.ramadaresortbudapest.hu)



**Sofitel Budapest Chain Bridge**  
[www.sofitel.com](http://www.sofitel.com)



**St. George Residence**  
[www.stgeorgehotelbudapest.com](http://www.stgeorgehotelbudapest.com)



**Zara Hotel Budapest**  
[www.zarahotels.com](http://www.zarahotels.com)

