

PORT.hu mediaoffer

Introduction

PORT.hu is the leading independent cultural programme information portal in Hungary. Our main goal is to help our visitors choose leisure programmes. Besides the basic information we have photo galleries, videos, articles and maps which facilitate the choice.

Main sections:

- TV** detailed programme of 181 TV channels with descriptions, pictures
- Movie** detailed countrywide movie schedules and the biggest Hungarian film database (81.000 titles)
- Theatre** detailed theatre programme in Hungary
- Festival** programmes of musical, theatrical, film, historical and gastronomical festivals all over the country
- Concert** countrywide concert programme, divided categories
- Exhibition** countrywide database about museums, galleries
- Children** programmes for children (cinema, theatre, festival, exhibition, concert, sport, other programmes) all over the country
- Sport** countrywide sport database
- Radio** detailed radio programme
- Restaurant** detailed database of about 6.500 restaurants
- Programme guide** daily offers of tv, cinema, theatre, exhibition, festival, sport, concert and other programmes



Number of visitors

With **286.000** unique visitors and **424.000** visits per day PORT.hu is the most popular service among the similar ones. The traffic of the site is permanently increasing. The actual traffic of the website can be viewed at www.webaudit.hu, provided by Median Pollster and Market Research Institute.

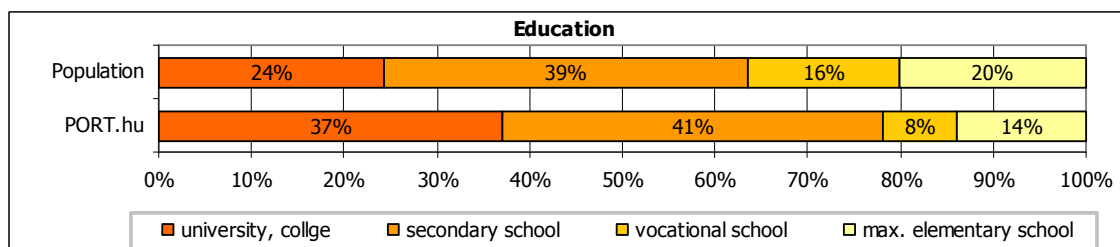
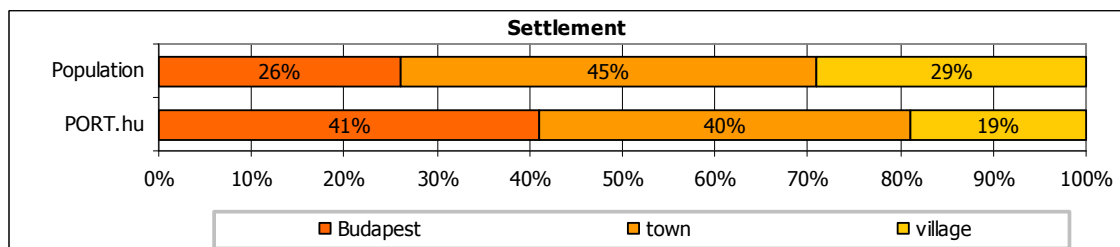
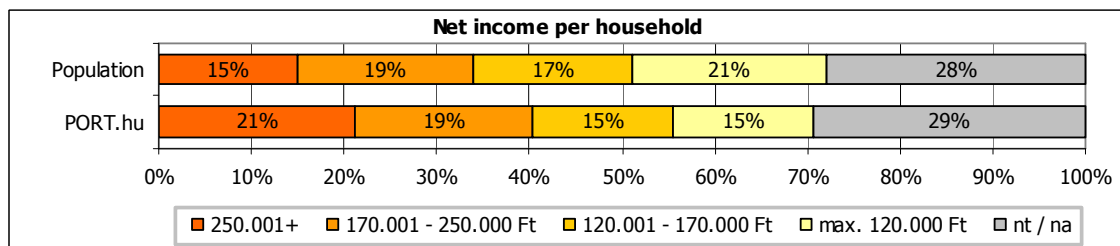
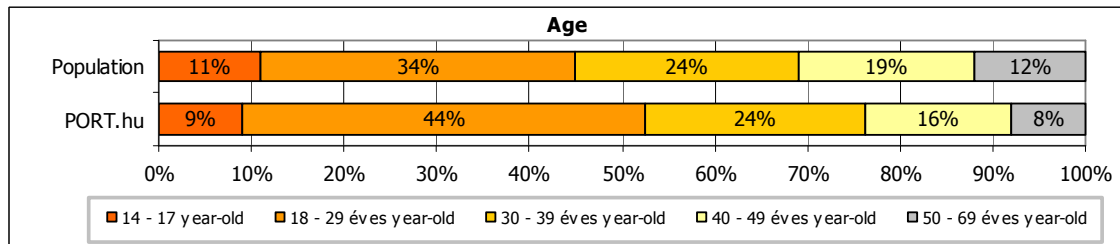
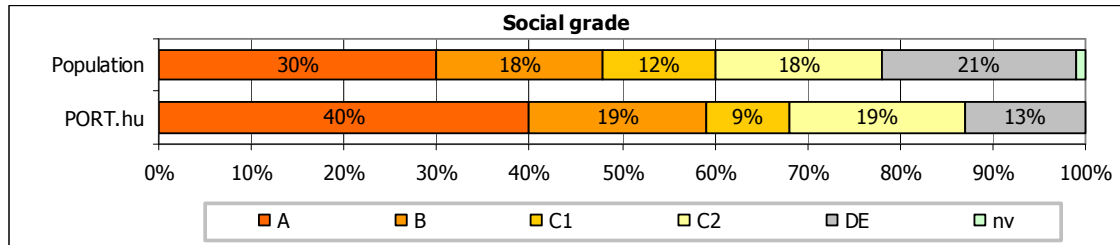
	Weekly	Monthly
Unique visitor	822.000	1.562.000
Visits	2.845.000	13.138.000

Source: Median Webaudit (www.webaudit.hu), 2009. December (rounded data)

Demographic profile

The Visitor Media Research 2009/2¹ provides data about the visitors of PORT.hu. The following charts show the demographic profile of PORT.hu and the whole population from the age of 15.

¹ This research is made by NRC and TNS market research companies. More information about the research: <http://www.vmr.hu>



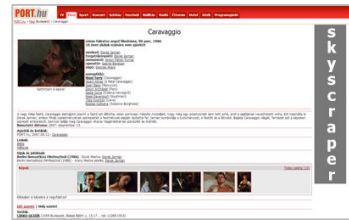
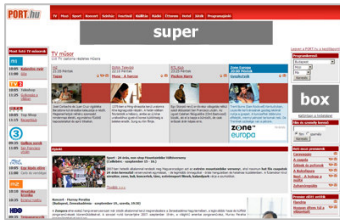
It emerges from the research that the visitors of PORT.hu are favourable in the aspect of the activity:

- 59% AB category (ESOMAR status)
- 68% is between 18-39
- 55% household`s net income bigger than 120.000 Ft
- 41% of Budapest
- 37% has university / college degree

As a result of the topic of the site, PORT.hu has active, youthful visitors willing to spend money and time on entertainment.

Advertising possibilities

There are several possibilities to place an ad on the pages of PORT.hu:



Type of advertisement	Price
box banner (120*60 pixel)	3 Ft / adview
standard banner (468*60 pixel)	6 Ft / adview
sky banner (120*240 pixel)	
super banner (728*90 pixel)	8 Ft / adview
double banner (468*120 pixel)	
billboard (330*247 pixel)	10 Ft / adview
skyscraper (150*600 pixel)	
triple banner (468*180 or 468*200 pixel)	
double super banner (728*120 pixel)	
popunder (daily cookie)	15 Ft / adview
triple super banner (728*180 v. 728*200 pixel)	
layer (max. 300*300 pixel, daily cookie)	18 Ft / adview

Prices exclude VAT.



Additional advertising possibilities: sponsorship, text ad in the searching field, expanding banners.

The advertisements should be given in the format of GIF, Flash or HTML, two days before the start of the campaign. The maximum size of the banner can be 80 kbyte. Advertisements are served by Adverticum adserver to which we give an online access.

Sales agency: Adaptive Media Kft.
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Cooperations: Vidra Orsolya *PORT.hu chief of communications*
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