



## About us

Federation of National Private Transporters - NiT Hungary has been a major social organization for the representation and protection of interests of the Hungarian road service providers since 1989. Its mission of major importance is - in addition to the protection and assertion of interests its members - to provide services and events supporting economic advantages and the maintenance of competitiveness of its members.

Our organization - during its activity dating back more than two decades - has established and maintained professional partnership in the widest sphere with the representatives of legislation, transport policy, state administration, special authorities, Hungarian and international companion representations of interests, transport science life, the representatives, members of subsectoral social dialogue and with the representatives of service branches concerning road transport activity.

## Our partner relations

### Strategic partners

Nemzeti Fejlesztési Minisztérium (National Ministry of Development)

Országos Rendőr-főkapitányság (National Police Headquarters)

Nemzeti Közlekedési Hatóság (National Transport Authority)

Közlekedéstudományi Intézet Nonprofit Kft.

Fiatal Vállalkozók Országos Szövetsége (National Association of Young Entrepreneurs)

### Co-operations

Artisjus Szerzői Jogvédő Iroda Egyesület

Autós Életciklus Érdekképviseleti Nagykoalíció Egyesület

Budapesti Közlekedési Központ Zrt.

Élet Úton program

GRSP Magyarország Egyesület

Magyar Utazásszervezők és Utazásközvetítők Országos Szövetsége

Magyarországi Idegenvezetők Szövetsége

ORFK Országos Balesetmegelőzési Bizottság

Turizmus Kft.

Volán Egyesülés

### International membership and partnerships

UETR

AFT-IFTIM

AFTRI

Confartigianato Trasporti

ERSC

EUROTRA

Groupe PROMOTRANS

O.Z.S.

SAV





## Our target group

Our Federation is a professional representation of interests having **the greatest number of direct members**, at present 3200 members, within the sub-branch of hauliers.

Focused target market: **employers performing road transport services:**

- who perform their activities in Budapest and in big cities in Hungary,
- who are domestic hauliers in 45% and international hauliers in 53%,
- 2% of them are coach entrepreneurs providing special coach services,
- who are active socially,
- whose activity through Internet exhibits a growing tendency.

**The sphere of representatives of the employees` side**, related to the employers is also noteworthy such as:

- drivers,
- freight organizers,
- controllers,
- service accounting staff,
- logistic staff,
- warehouse keepers,
- and financial staff related to this sphere,
- accountants,
- consultants.

***Our segmented public has the potential for an efficient and goal oriented advertising.***

## Options of appearance

- 1, Inserting ads **in journal Úton (On the Road)**
- 2, **Sending out information matter in journal Úton** (On the Road), with an insertion there of into our publication
- 3, **Mailing a DM letter**, in prepared form, according to a list of addresses available to NiT Hungary
- 4, Sending out **SMSs in mass**
- 5, **On-line options of appearance:**  
***Publishing ads on our webpages***  
www.nit.hu  
www.busexpo.hu  
www.segitokezalapitvany.hu  
www.5tengelyen.hu  
***Posting, and publishing ads on our Facebook pages***  
***Mailing DM letters*** according to a database available to NiT Hungary
- 6, **Sponsoring or attending** professional events

## Rate, technical information

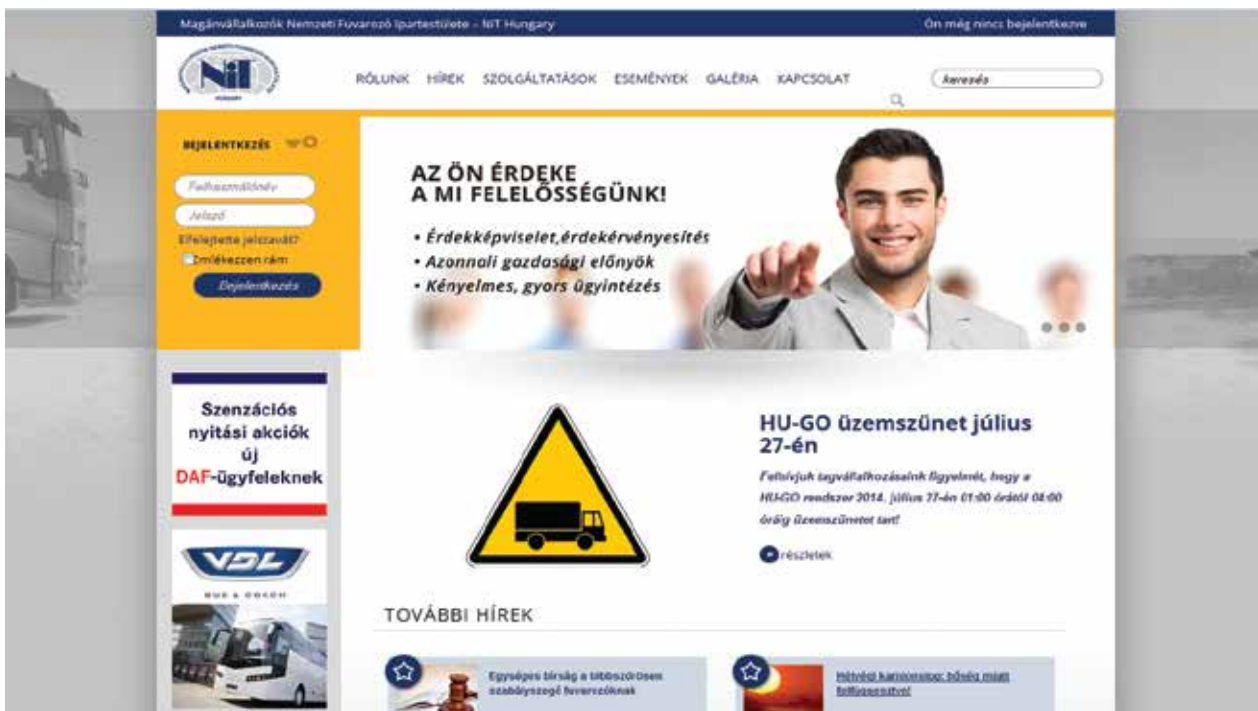
For detailed information and specifications please refer to our Media Offers.

## Website - [www.nit.hu](http://www.nit.hu)



**NiT Hungary website - [www.nit.hu](http://www.nit.hu)** - was fully upgraded in May 2014 in regard to both content and structure. Owing to our new communication strategy and to our new partners as well, nit.hu has been able to develop into road services portal having a unique image and presenting varied and diverse news which - in addition to updated information for entrepreneurs, technical novelties, fiscal information - has arisen a great interest through its column presenting the life of the federation within the sphere of those using the Internet.

This is indicated by the fact that upon the elapse of nearly one month after the upgrade, our **website has become one of the most valuable 30 million websites on global scale** (out of 600 million websites), and is currently evaluated by [webstatsdomain.org](http://webstatsdomain.org), an independent web analytics, **to be ranked 18 millionth**, with a domain value amounting to about 1900 USD.



Daily analytics is followed by **Google Analytics**. Accordingly, our average **monthly webpage view is 18000 to 20000**, with the **average duration of a working run of 05:50 minutes**. During one working run, our visitors view 5 pages on the average, and the turn-back ratio is only as high as 34%. These very excellent values reflect that our webpage represents a very valuable advertising platform **offering an excellent opportunity to reach the professional target group of hauliers**.

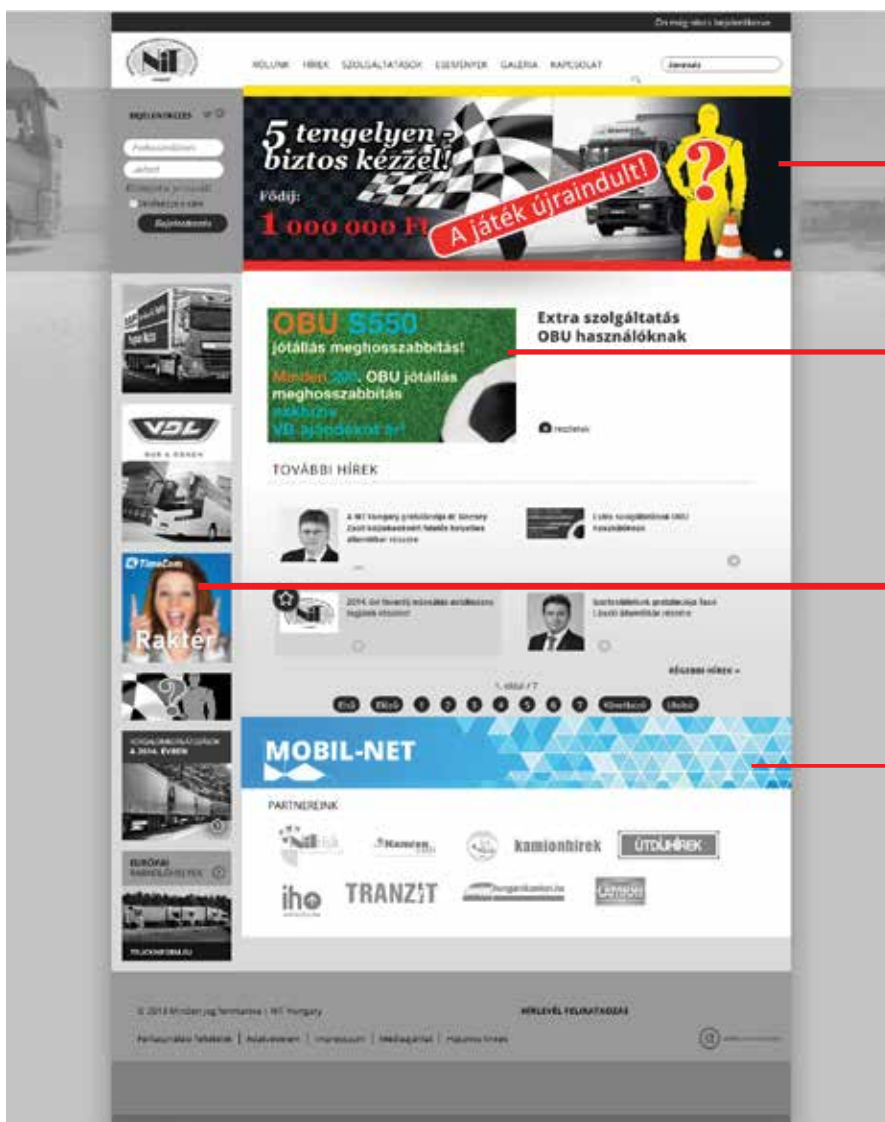
A prompt sharing of information, news, articles and PR matters published on our webpage is also possible through **the Facebook page of NiT Hungary**. This solution primarily targets young entrepreneurs (including their employees) who realize contacting and obtaining information through online options offered by the community media.

**Professional and economic information** are also uploaded in fields accessible with a password only for the members. This information may even immediately offer an advantage in competition for the ventures that are a member to our federation.

# WEBSITE MEDIA OFFER



## Website- www.nit.hu Sizes, formats of appearance



### HEADER PICTURE

827 x 278 px  
static banner, first place  
on cover page

### MAIN NEWS IMAGE

360 x 190 px  
static banner,  
on cover page

### BANNER

165 x 165 px (see picture)  
165 x 330 px  
static and animated banner

### LANDSCAPE BANNER

826 x 100 px (see picture)  
697 x 100 px  
static and animated banner

## Rate, appearances, specifications

Header image	827 x 278 px	static	210 000 HUF + VAT /month
Main news image	360 x 190 px	static/animated	90 000 HUF + VAT /2 weeks
Left banner 1	165 x 165 px	static/animated	70 000 HUF + VAT /month
Left banner 2	165 x 330 px	static/animated	110 000 HUF + VAT /month
Landscape banner 1	826 x 100 px	static/animated	55 000 HUF + VAT /month
Landscape banner 2	697 x 100 px	static/animated	50 000 HUF + VAT /month

# JOURNAL ÚTON (ON THE ROAD) MEDIA OFFER



## Journal ÚTON (ON THE ROAD)

Our publication, the journal ÚTON (On the Road) is published in nearly 3400 copies and is delivered as a personal consignment to road transport operators, experts at competent ministries and supreme authorities, delegates, prominent personalities of media, universities and colleges.

The journal is delivered to our members as a civic right but you can download it online from our website.

## Advertisement tariff, specifications

Page or area	Size	Rate + VAT
<b>B/4 page</b>	210 x 297 + 5-5 mm Bleed box	<b>310 000 HUF</b>
<b>B/2, 3 page</b>	210 x 297 + 5-5 mm Bleed box	<b>270 000 HUF</b>
<b>1/1 page</b>	210 x 297 + 5-5 mm Bleed box, Art box: 174x254,5 mm	<b>190 000 HUF</b>
<b>1/2 page</b>	174 x 125 mm      85 x 254,5 mm	<b>110 000 HUF</b>
<b>1/4 page</b>	85 x 125 mm	<b>70 000 HUF</b>
<b>1/6 page</b>	55 x 125 mm	<b>50 000 HUF</b>
<b>Banner</b>	174 x 35 mm	<b>18 000 HUF</b>

## Discounts

Discounts depending on the number of appearance	
3 times	- 5 %
5 times	- 10 %
8 times	- 15 %
10 times	- 20 %

## Journal Schedule 2016

Month	Appearance	Send manuscript until
January-February	4th February	<b>20th January</b>
March	10th March	<b>24th February</b>
April	31st March	<b>17th March</b>
May	12nd May	<b>27th April</b>
June	9th June	<b>25th May</b>
July-August	7th July	<b>22nd June</b>
September	1st September	<b>17th August</b>
October	6th October	<b>21st September</b>
November	3rd November	<b>19th October</b>
December	1st December	<b>16th November</b>

