



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

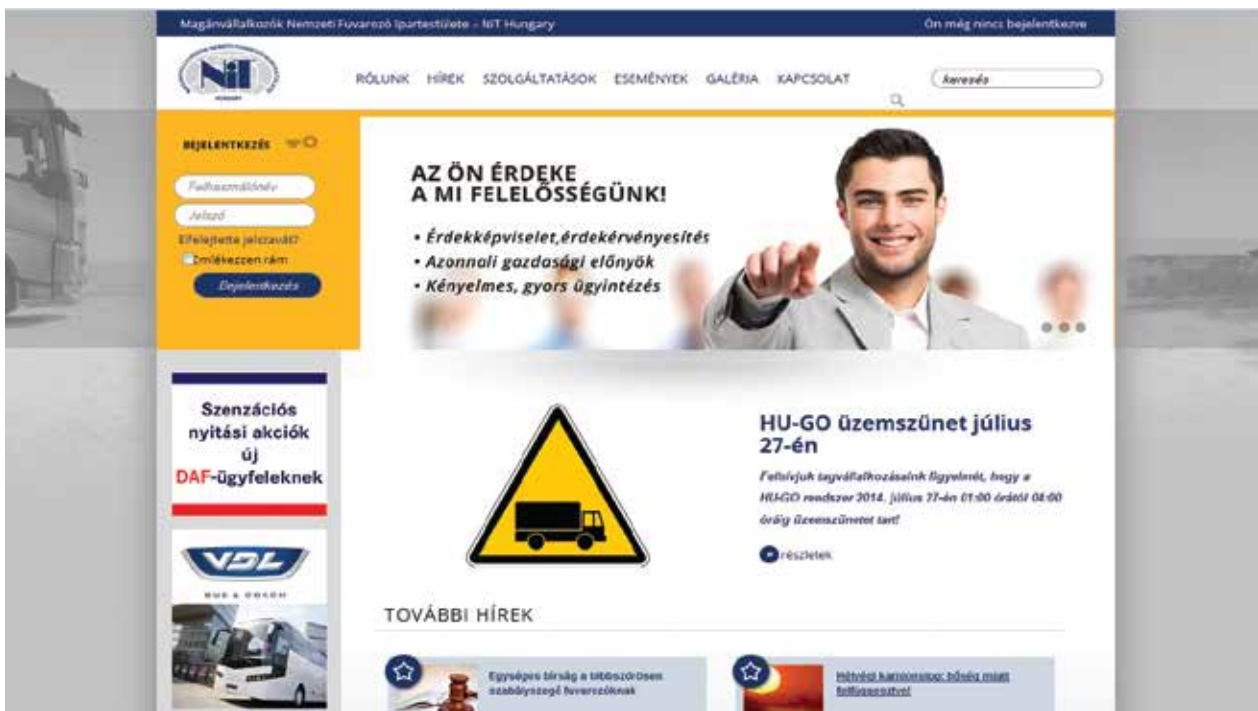
For detailed information and specifications please refer to our Media Offers.

Website - www.nit.hu



NiT Hungary website - 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, 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**.

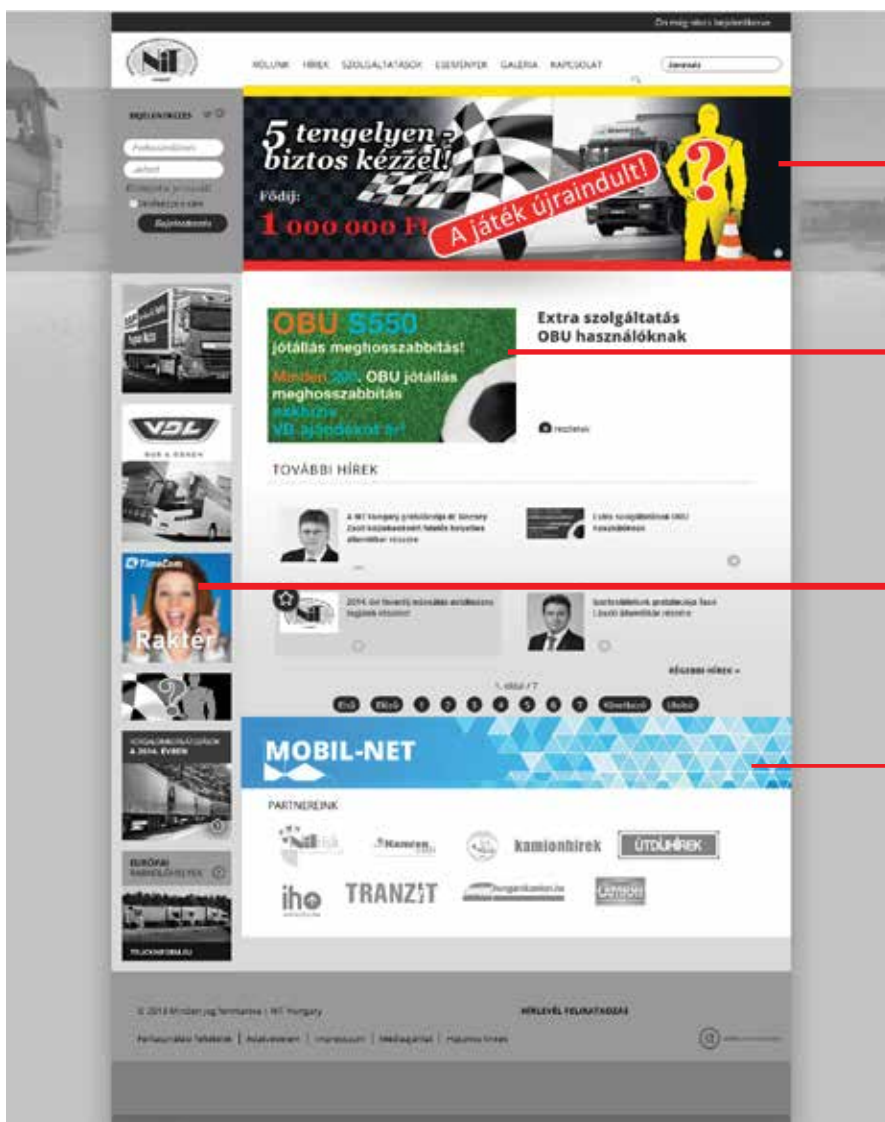
A prompt sharing of information, news, articles and PR matters published on our webpage is also possible through **the Facebook page of NiT Hungary**. This solution primarily targets young entrepreneurs (including their employees) who realize contacting and obtaining information through online options 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/4 page	210 x 297 + 5-5 mm Bleed box	310 000 HUF
B/2, 3 page	210 x 297 + 5-5 mm Bleed box	270 000 HUF
1/1 page	210 x 297 + 5-5 mm Bleed box, Art box: 174x254,5 mm	190 000 HUF
1/2 page	174 x 125 mm 85 x 254,5 mm	110 000 HUF
1/4 page	85 x 125 mm	70 000 HUF
1/6 page	55 x 125 mm	50 000 HUF
Banner	174 x 35 mm	18 000 HUF

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	20th January
March	10th March	24th February
April	31st March	17th March
May	12nd May	27th April
June	9th June	25th May
July-August	7th July	22nd June
September	1st September	17th August
October	6th October	21st September
November	3rd November	19th October
December	1st December	16th November

