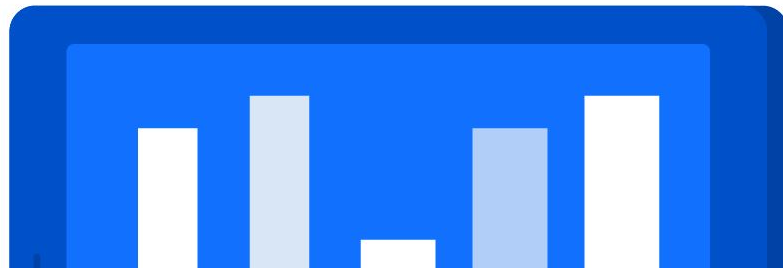


kosárérték.

E-commerce magazine



What is Kosárérték?



Hungary's leading
e-commerce
magazine



Daily ecommerce
news in Hungarian



Useful tips and
guides, for all
expertise levels: from
beginner to expert



Fresh content every
weekday

Content



Topics

- Market news
- Business optimization
- Technology
- Professional events
- Business leaders and services
- E-commerce jobs

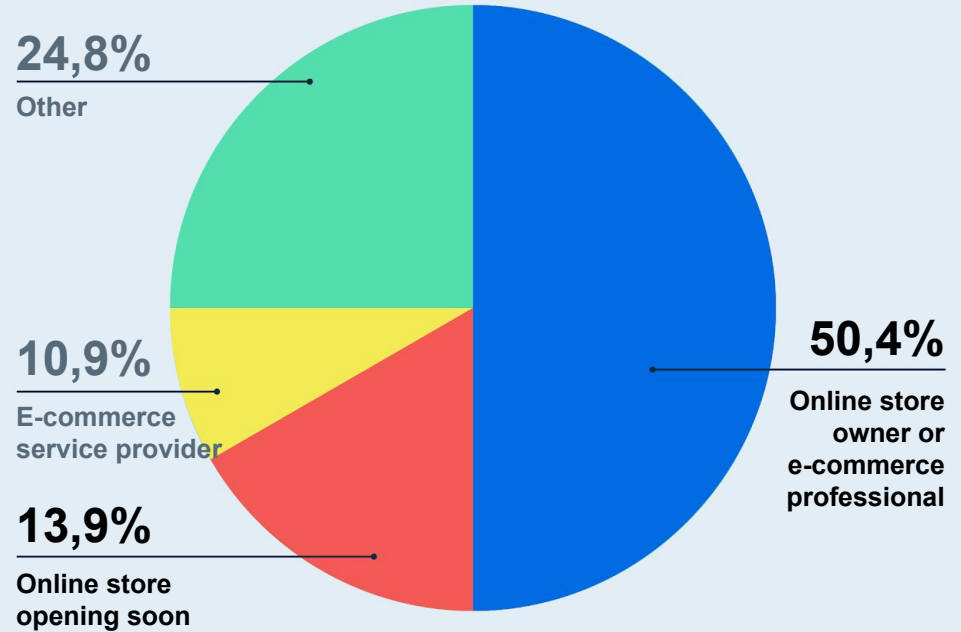


Types of content

- E-commerce news
- Articles of expert guest writers
- Research papers and
cornerstone articles

Target audience

- Online store owners and other professionals in the e-commerce field.
- Business professionals who plan to open an online business.
- Our target audience and our readers show a 65% match.



Visitors and reach

- Since it's 2017 founding, the magazine tripled in size
- Kosárérték is a must-read at the biggest Hungarian e-commerce companies
- In 2017 the magazine won prestigious *Media Design* and *Website of the Year* awards



9000 page visitors
every month



Monthly 20 000 page
views



More than 1200
followers



Over 200 newsletter
contacts

PR and Advertising



PR article

- All PR articles appear on our homepage, along with the regular content. Promote an event, a product, an idea, company or your personal brand for the Hungarian e-commerce scene.

We share all PR content on Facebook, where it can reach an additional 4 000 – 5 000 people.



Sponsored column

- Gain audience for your expertise! We recommend our sponsored column for companies that provide solutions for e-commerce professionals. Educate your target audience about your market for better conversions.

Banner display and sizes

Desktop view

Homepage, right side column

The screenshot shows the right side of the homepage. It features two banners. The top banner is a Medium Rectangle (300x250) with a green background and white text. The bottom banner is a Large Rectangle (300x600) with a blue background and white text.

Medium Rectangle (300×250)
Large Rectangle (300x600)

Homepage, above the article list

The screenshot shows the homepage above the article list. It features a Leaderboard (728x90) banner with a green background and white text.

Leaderboard (728×90)

Article page, right after the lead

The screenshot shows the article page right after the lead. It features a Billboard (970x250) banner with a green background and white text.

Billboard (970x250)

Banner display and sizes

Mobile view

Homepage



Medium Rectangle (300×250)
Mobile Leaderboard (320×50)

Article



Medium Rectangle (300×250)
Mobile Leaderboard (320×50)

Pages



Adhesion

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Contact us:

hello@checkout-media.com