

BUDAPEST BUSINESS JOURNAL ONLINE

Budapest Business Journal Online is Hungary's leading English-language business news portal, providing reliable, up-to-date and relevant information to domestic and international business communities for more than three decades. The platform's primary mission is to present developments in the Hungarian economy, key companies and decision-makers in a credible, analytical and internationally contextualised manner, thereby supporting strategic business decision-making. To this end, BBJ Online combines traditional written business journalism with modern digital formats: selected interviews and discussions are also produced as podcasts, while key articles published on the portal are available not only to read but also to listen to on an article-by-article basis.



MARKET POSITION AND VALUE PROPOSITION

BBJ Online occupies a unique position in the Hungarian media landscape as a platform that is:

- Published in English • focused on business leaders and decision-makers • international in outlook • firmly embedded in an economic and corporate context • enabling multi-format content consumption (text, podcast and audio).

This positioning makes the platform particularly valuable for B2B communication, corporate positioning and thought leadership initiatives, as well as for effectively reaching international decision-makers.

EDITORIAL FOCUS

BBJ Online's editorial coverage includes:

- Economic policy and regulatory decisions and their business implications • corporate strategies, market and industry trends • investments, innovation, FDI and capital flows • macroeconomic, financial and labour market developments • executive interviews and expert commentary, in both written and podcast formats.

TARGET AUDIENCE – REACHING DECISION-MAKERS

BBJ Online addresses a premium, English-speaking audience with high decision-making authority:

- Senior and middle managers, CEOs, CFOs and country managers • entrepreneurs, investors, private equity and venture capital professionals • regional and local management of multinational corporations • diplomats, representatives of foreign missions and international organisations • analysts, consultants, legal and financial experts.

A significant proportion of BBJ Online's readers are actively involved in business decision-making and value time-efficient content consumption, supported by podcasts and AI-powered article narration. As a result, BBJ Online is a highly effective channel for B2B communication and reputation building.

EDITORIAL ENVIRONMENT AND QUALITY ASSURANCE

BBJ Online provides a brand-safe, editorially controlled and professionally credible environment.

Key advantages of the online platform include:

- Strong editorial credibility built over several decades • long-lasting, searchable, evergreen content • multi-format access to content: reading and listening • a loyal and regularly returning readership • an internationally diverse audience • a focused media environment free from business noise.

Appearances are placed not within mass-market communication clutter, but alongside high-quality business content, on a platform that adapts to the diverse content consumption habits of decision-makers.

B2B COMMUNICATION AND MARKETING SOLUTIONS

Budapest Business Journal Online offers integrated B2B solutions that ensure brand messages reach genuine business decision-makers in a relevant and measurable way.

Content-Led B2B Solutions

- Native and sponsored articles in editorial style • Presented Content – brand messaging in a credible business context • Inside View – showcasing corporate, industry or executive expert perspectives • PR articles with premium editorial visibility • podcast interviews designed for a decision-maker audience.

These formats are suitable for:

- Building corporate reputation • strengthening expert positioning • presenting new markets or investment projects • clearly communicating complex B2B services.

Display and Targeted Visibility

- Premium display formats alongside business content • placements aligned with thematic and industry-specific environments • a combination of content-driven, visual and audio solutions.

Campaign and Lead Generation Opportunities

- Multi-article, long-term B2B communication campaigns • industry-focused visibility (e.g. energy, pharmaceuticals, finance, IT, real estate) • enhanced decision-maker reach supported by data-driven recommendations.

All solutions are flexibly customised to campaign objectives, industries and target audiences.

WHY BBJ ONLINE?

- Hungary's most recognised English-language business media brand • a premium, decision-maker-focused audience • a credible, business-oriented editorial environment • modern, multi-format content consumption (text, podcast, AI-powered audio) • outstanding B2B reach and positioning value • customised, integrated content and advertising packages.

ADVERTISING INFORMATION 2026

BUDAPEST BUSINESS JOURNAL ONLINE

Desktop	Mobile	Size (px)	Placement	Price/week (EUR)
Billboard	✓	970x250	Main page, section pages, and article pages	3,300
Presented content +	✓	Standard size	Fixed article position on main page	2,750
Standard	✓	600x600	Main page, section pages, and article pages	2,200
Inside view	✓	Standard size	Content placement	2,400
Presented content	✓	Standard size	Content placement	2,100
Podcast	✓		Podcast section	2,100
Content page banner	✓	728x90	Below article lead	1,990
Featured banner on homepage	✓	750x596	Main page feature only	1,550
LinkedIn post	–			990
Facebook post	–			450

Billing is done in HUF based on the official MNB exchange rate on the invoice date. Prices do not include VAT.



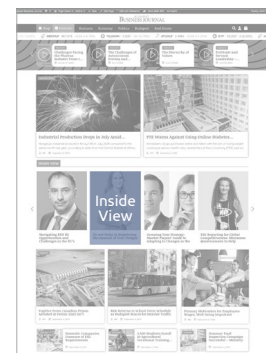
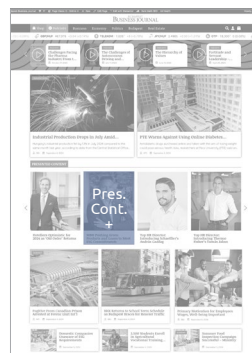
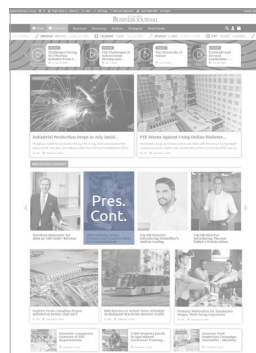
AD MATERIAL SUBMISSION PARAMETERS:

Ad format:

- Animated GIF
- HTML code
- (HTML5 animated), JPG, PNG.

Deadline:

Three business days before publication.



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