

Your gateway to international and Hungarian visibility

Portfolio 2026

DAILY NEWS 
HUNGARY

HM
HELLO
MAGYAR

About our media company

"It started out as a personal story: for two years I was on duty every single day until Daily News Hungary had enough viewers to hire the first staff member to work alongside me. We grew as a snowball effect, I put all my revenue into growth, and now we've been Hungary's leading English-language news site for quite some time." – Alpár Kató

INDEPENDENT – FAST COVERAGE – VALUE CREATION – RELIABLE

Our commitment to quality journalism, accuracy and speed ensures that the public stays informed on the issues that matter most. We help our partners achieve their goals in Hungary and around the world.



Our Mission & Vision In Future

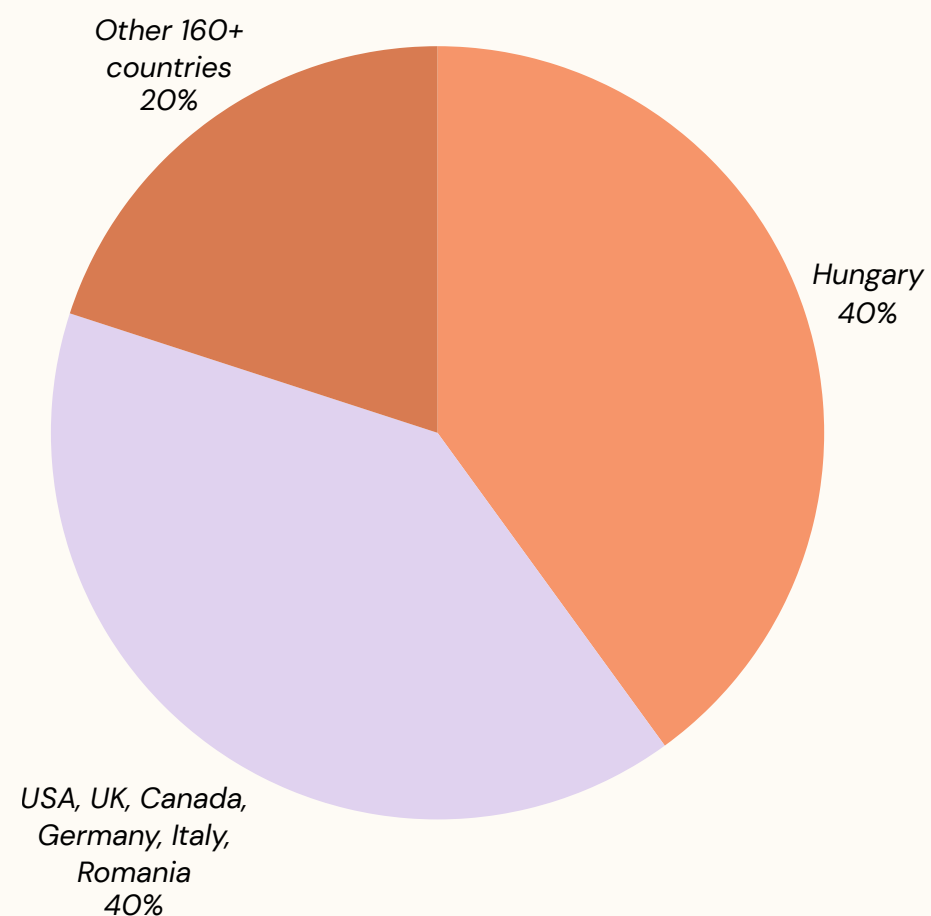
- *Our mission is to produce trustworthy, high-quality content that informs, inspires, and fosters meaningful connections across diverse audiences.*
- *We are committed to innovation, seeking out emerging technologies and industry-leading practices to deliver news and information faster and more effectively.*
- *Looking ahead, we aim to broaden our reach, partner with forward-thinking organizations, and continue setting the standard for responsible media.*



Daily News Hungary

Hungary's leading English language news portal with multilingualism

READERS FROM 170+ COUNTRIES



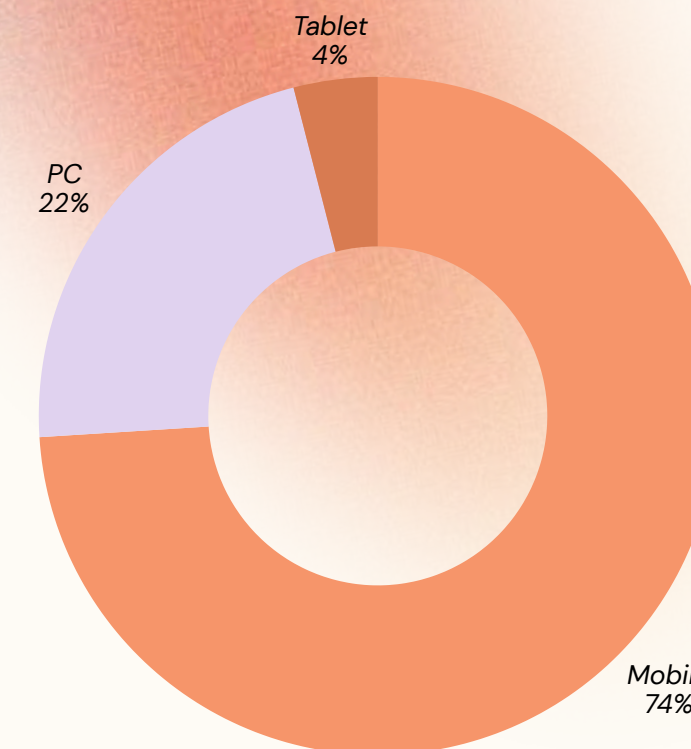
TOPICS:

- POLITICS
- BUSINESS: INVESTMENTS, ECONOMY, DEVELOPMENTS
- TRAVEL & GASTRO
- EDUCATION
- CULTURE
- EVENTS
- SPORT
- SPECIAL HUNGARY
- WORLD NEWS

● SEO – DOMAIN AUTHORITY: 68, SPAM SCORE: 1%

● GENDER DISTRIBUTION – MALE 52%, FEMALE 48%

● Age distribution: equal, outstanding age group only middle-aged (30-65)





Daily News Hungary – Target audiences



128K



16K



20K



7K+

FOREIGNERS LIVING IN HUNGARY

Diplomats, business people, students and other expats who do not speak Hungarian but are interested in Hungarian news

HUNGARIANS LIVING ABROAD

Readers with Hungarian origins who are interested in their roots and follow the news, but no longer speak their ancestors' mother tongue



TOURISTS

Budapest and Hungary is one of the main tourist destinations in Europa and visitors can get extra information from us before or during their stay, whether it's about hospitality, services, history or current programmes

FOREIGNERS WHO ARE INTERESTED IN HUNGARY

Investors, relatives, people planning to move to Hungary

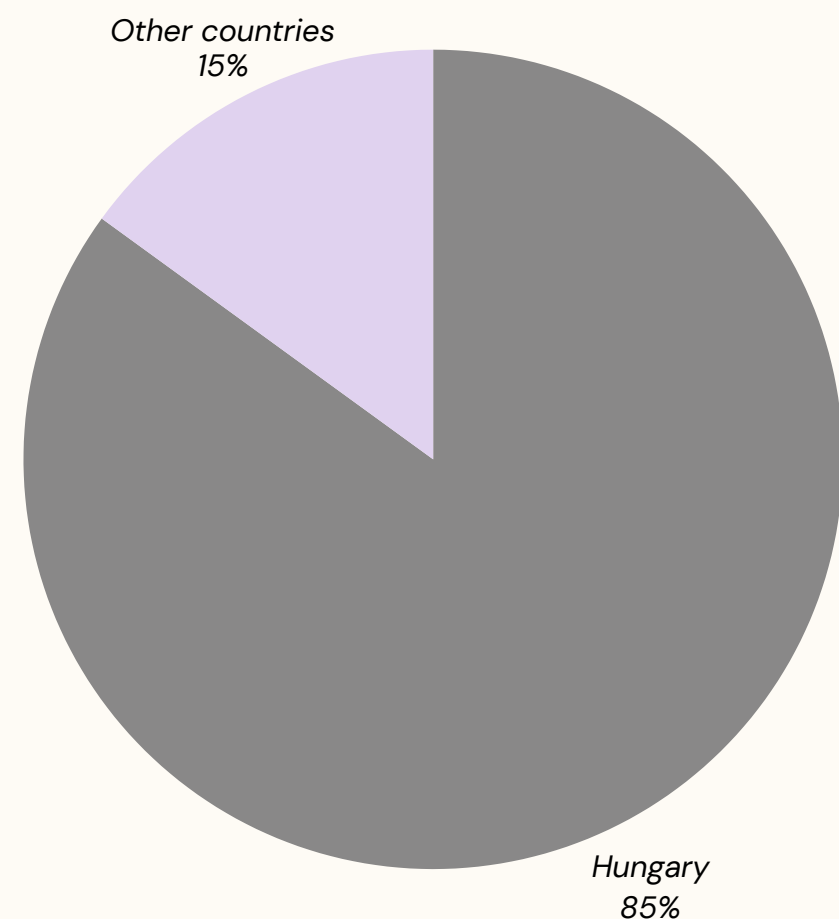


NEW CHANNELS

Helló Magyar

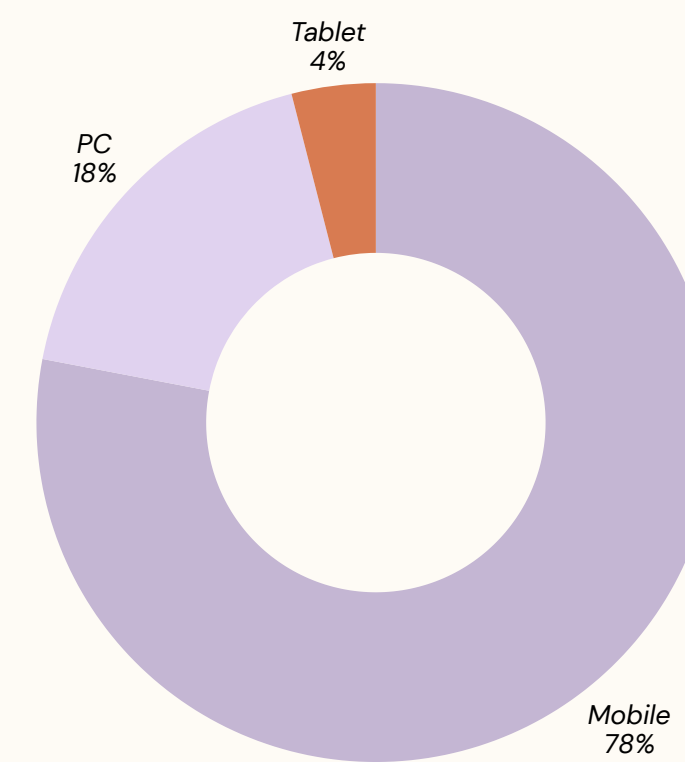
*Tourism, history, science, culture and much more
in Hungarian*

HUNGARIAN READERS FROM HUNGARY:



- **CATEGORIES:**
 - NEWS FROM ABROAD
 - INVESTMENT
 - DOMESTIC NEWS
 - TREND
 - MIX
 - CULTURE AND HISTORY
 - TRAVEL

- **SEO – DOMAIN AUTHORITY: 29, SPAM SCORE: 1%**
- **GENDER DISTRIBUTION – MALE 52%, FEMALE 48%**
- *Age distribution: equal, outstanding age group only middle-aged (30-65)*





Helló Magyar – Hungarian target group



36K

HISTORY

From the great events of world history to the latest archaeological discoveries, we aim to bring readers up to date. As much as history is about the past, new tools can bring a new dimension to what happened.

SCIENCE

The scientific material is presented in a way that readers can generally understand, so that everyone can be touched by the results.



TRAVEL

We show the wonderful landscapes of Hungary and the world: travel guide, accommodation or places to stay ideas, location or programme recommendations.

FOREIGN AFFAIRS

We highlight some of the world's most interesting stories that have not yet reached Hungarians, or even if they have, they have not been thoroughly researched

From strategy to success: We're your campaign partner!

- **Our banners:** ad blocker cannot make you invisible
- **Our sponsored content** is displayed in a visible place on the main page
- **Special offer** for long-term cooperation
- **Content creation** is always the responsibility of the client. Our writers write articles for an additional fee.
- We can also do an **interview** or write a **review of a service** (restaurant, hotel, clinic, institution etc)
- We share **our experience** with our partners to make their content and banners more successful
- Only Hungarian companies have to pay VAT (27%)
- Reach a **unique readership** with us
- **Press trip** opportunity for tourism sector
- Advertisement can also be placed in our **newsletter**
- Using our popular **social media platforms** to target your ideal audience

Reviews about our work



Gábor Hancz – Széchenyi István University, Communications Director

“The strategic goal of Széchenyi István University is to become a leading knowledge centre not only in Hungary but also on the global stage through its high quality teaching and research activities and its corporate partnerships. Our dynamically developing institution is constantly developing its partnerships and increasing the number of its international students, and to this end we address our target audience through the best possible platforms. Daily News Hungary is an excellent partner for our university, providing us with high quality publications and a quality readership.”



Annamária Méhes – ADS INTERACTIVE, Chief Backoffice Officer

“Hellomagyar.hu and DailyNewsHungary.com offer outstanding monetization opportunities for all partners who want to achieve stable and continuously growing online revenues. Ads Interactive Media Group is committed to effective collaboration and ensuring that advertisers achieve the best possible results on these premium platforms. They are worth working with because their dedicated readership, state-of-the-art advertising technologies and international reach guarantee successful monetization!”



Shokhruz Samadov – Deputy Head of Mission of Uzbekistan to Hungary

“I would like to express my sincere appreciation to Daily News Hungary and Helló Magyar for their outstanding collaboration in promoting Uzbekistan as a top travel destination. The banner campaign they featured significantly raised awareness among potential travellers, contributing to a notable increase in tourism to our country. Their professionalism, dedication, and high-quality coverage have truly made a difference, and I wholeheartedly recommend their services for future partnerships.”

Our new platform: reach our audience with **Services in English in Hungary!**

Boost your online visibility instantly

*Get listed on Daily News Hungary, a trusted platform with a **Domain Authority of 67**, giving your business a strong SEO/AEO advantage.*

Our followers can see you

We feature our new clients on social media platforms (Facebook, X), as well as on our Telegram and WhatsApp channels, and even in our daily newsletter.

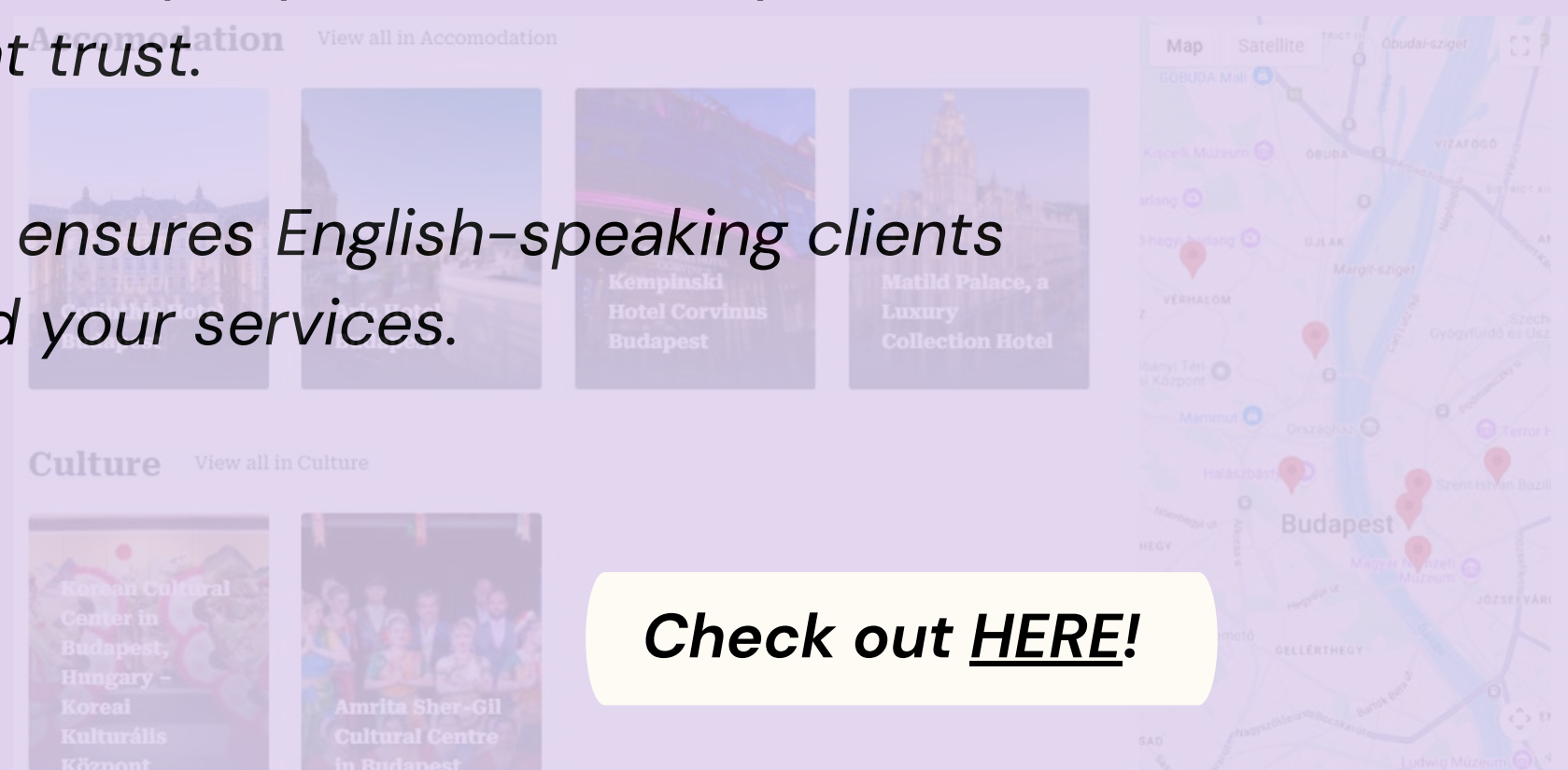
Authentic recommendation, authentic source

We are a reliable and well-known news portal, and because people trust us, they also trust the recommendations we make. And we value that trust.

Reach customers when they need you

Whether it's immediate or in the future, your presence ensures English-speaking clients can find and contact you easily – right when they need your services.

Discounted annual fee



We're here to help with even these challenges!

- Complete website design and development
- Content creation (article, presentation, publication)
- Translation
- Professional photography
- Video shooting (events, drone footage)
- Preparing and sending a press release to the Hungarian media
- Hosting
- Graphic design of logos or banners
- PR strategy creation
- Social media platform management: post, story, video

All prices can be flexible, as we are happy to offer additional discounts for six-month or annual partnerships.

Thank you for your attention, we look forward to working together in the future

Klaudia Kovács
sales executive
hello@dnhmediagroup.com

These prices do not include VAT. If the partner company is Hungarian, we only need to send an invoice including VAT.