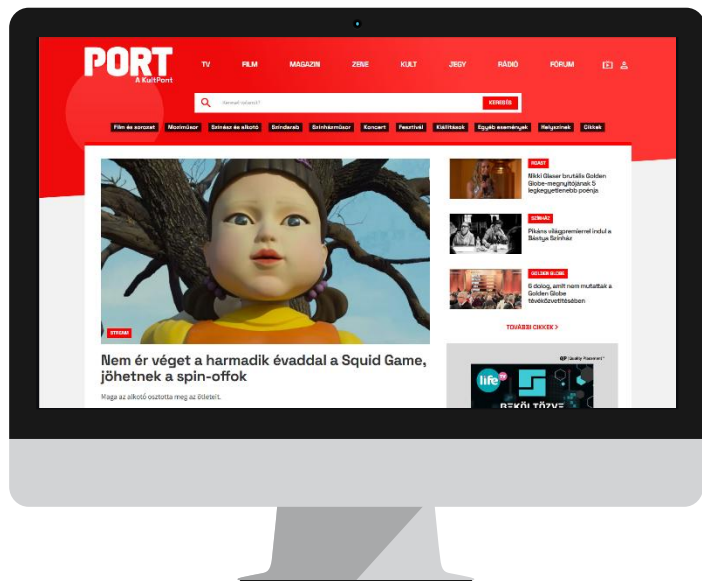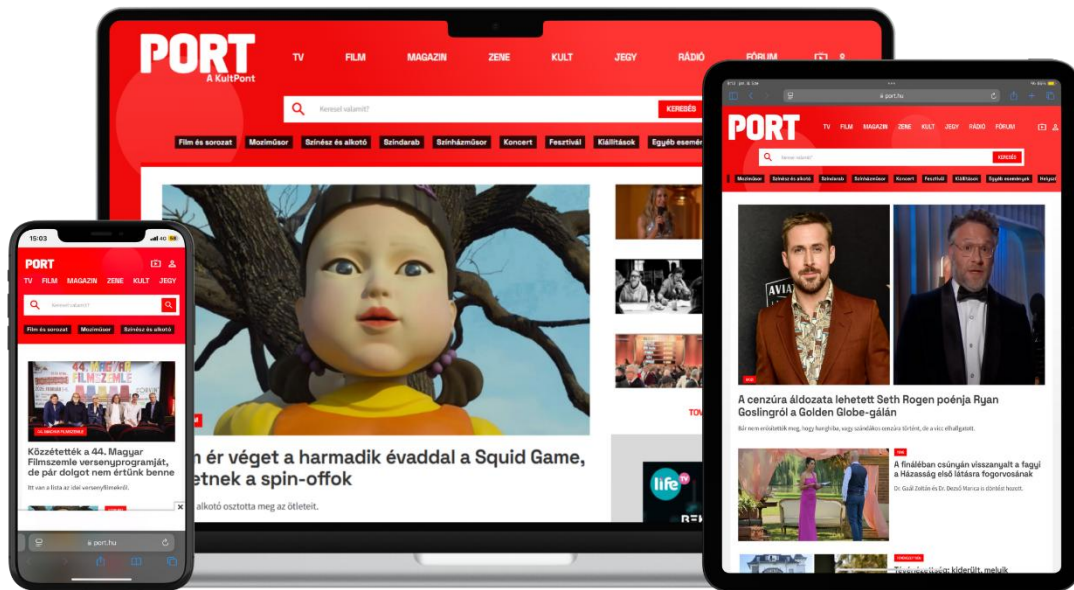# PORT

| WELL-KNOWN
| RELIABLE
| DIVERSIFIED

About Port

- The most visited cultural program guide site[1]
- The goal is to display the entire native scale of free time and cultural programme options
- Because of its thematic, the site has active and young users who want to go out and spend their money.
- The size of the data base is unique in Hungary[2]:
  - 150 pcs of TV channels' detailed programme
  - 197.989 pcs of movie and TV sheet
  - 421.648 pcs of person sheet
  - 17.868 pcs of place sheet
  - 22.229 pcs of video sheet

Daily average reach of Port

The picture is illustrated.

total

122.700 RU

desktop

36.730 RU

mobil web

87.950 RU

¹ Source: DKT/e.gemius (16+ domestic audience), 2025/04, daily average real user (RU), all device (incl. app) and and data by platforms (desktop, mobile web).

SUPPORT:

Port box on Index' front page

Audience of **PORT**

49%	25-49 year-old	aff. 103
40%	urban[1]	aff. 108
60%	main income earner	aff. 111
43%	Esomar ABC1	aff. 121
36%	graduated	aff. 137

Source: DKT/e.gemius (16+ domestic audience), 2025/04, all device (excl. app).
[1] Budapest or county seat.

Main sections of Port

TV	detailed programme of 157 TV channels
Mozi	detailed cinema programme and the largest movie database in Hungarian language
Stream	movies and series through streaming services
Színház	deatiled theatre programme with the archive of directions
Fesztivál	music, theatre, movie, traditionkeeper -and gastronomy festivals
Zene	music programme offer divided to genre
Kiállítás	programmes of museums, art galleries, viewpoints
Gyerek	programmes for kids: cinema, theatre, festival, exhibition, concert, sport and so on

A Port own blogs
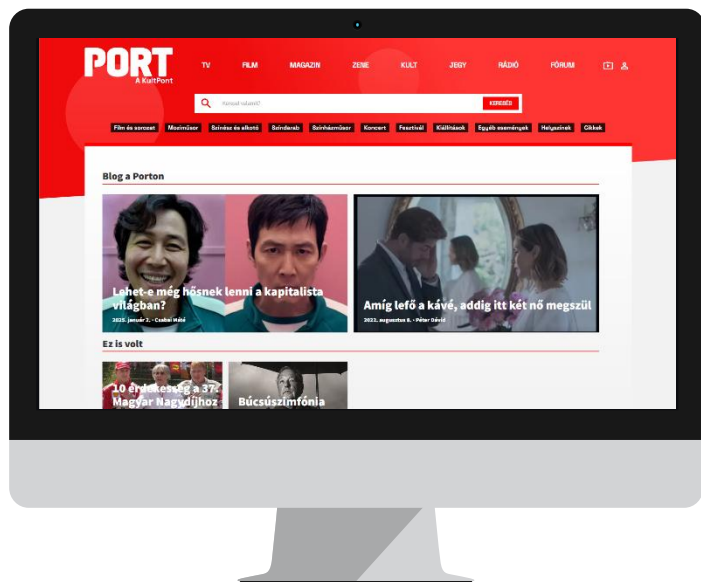
Four weekly blogs on Port:

- ⊙ Kikötő a Holdon – The blog of Miklós Vámos: One of the most popular writers of contemporary Hungarian literature relocated to the Moon, he observers and writes down what he thinks about us.
- ⊙ Endre Buddy – The blog of Máté Csabai about books and literature in his own words.
- ⊙ Péter Dávid megmondja: „There's nothing good on tv". But this is untrue because there are bad shows and at the same time there are genius shows also. This blog is proof of that and we dissect the shining jewels of the living room.
- ⊙ sPORT: Sport on the Port. This summer get ready for some spectacular sporting events!

For sponsoring and native opportunities please contact your sales representative!

PORT

Advertising opportunities
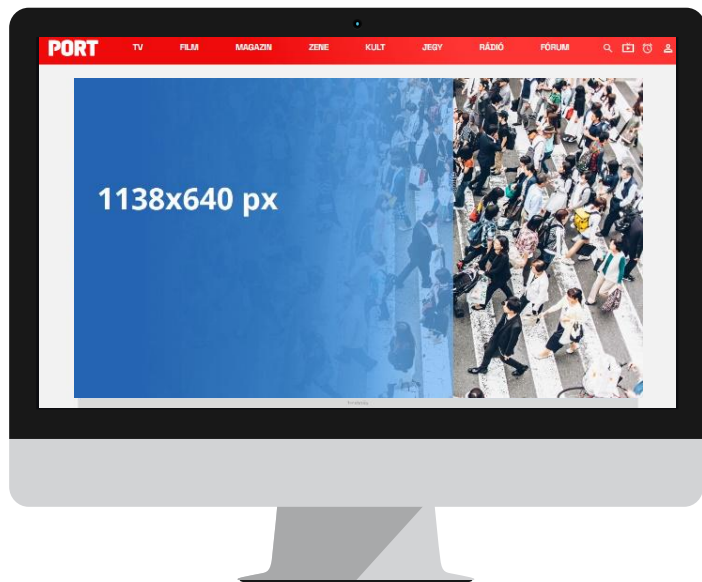
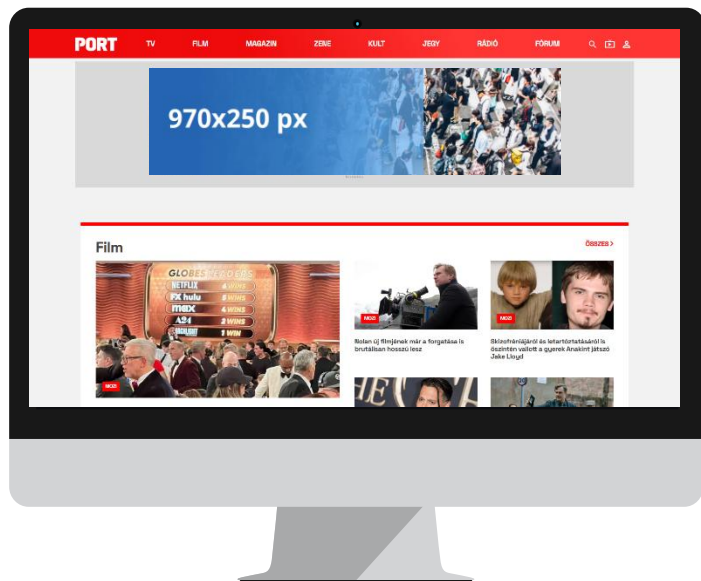# Desktop banner on front page of Port: Adaptive ad: Just-One

Site: front page of Port

Ad format: Adaptive Ad Just-One (1138x640 px, static)

Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

Rate card: 1.500.000 HUF/week

The picture is illustrated. Just-One, Just-One Flyer and Just-One Motion can not be ordered for same period.

Desktop banner: Billboard and extras

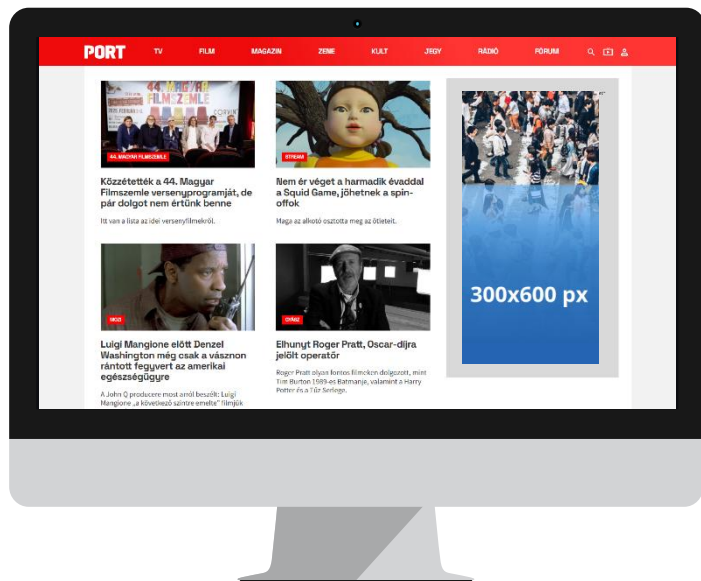| Site	Port full site
Billboard (970x250 px)	1 300 000 HUF
Slider billboard[1] (2 pcs of 970x250 px, static)	1 300 000 HUF
3D billboard[2] (4 pcs of 970x250 px, static)	1 300 000 HUF
Atomic billboard[3] (2 pcs of 970x250 px, static)	1 300 000 HUF

It appears on every page of the site/section under the heading. 970x90 px sized creative also can appear in this zone (super leaderboard). Billboard and billboard extras can not be ordered for the same day and site/section. Atomic banners, 3D banners and rich media solutions a can not be ordered for the same day and site/section.
[1] Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.
[2] It appears with 4 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, hereafter it can be taken by user.
[3] It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Desktop banner: Half page and extras

Site	Port full site
Half page (300x600 px)	1 300 000 HUF
Slider half page[1] (2 pcs pf 300x600 px, static)	1 300 000 HUF
XL half page [2] (350x700 px)	1 300 000 HUF
3D half page[3] (3 pcs of 300x600 px, static)	1 300 000 HUF
Atomic half page[4] (2 pcs of 300x600 px, static)	1 300 000 HUF

It appears on every page of the site/section. Half page and half page extras can not be ordered for the same day and site/section. Atomic banners, 3D banners and rich media solutions a can not be ordered for the same day and site/section.

[1] Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.

[2] It can not appear on the front page of TV section.

[3] It appears with 3 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, hereafter it can be taken by user.

[4] It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.

Buy in combo!
Half page on Index Kult + Port's cover page and Mozi
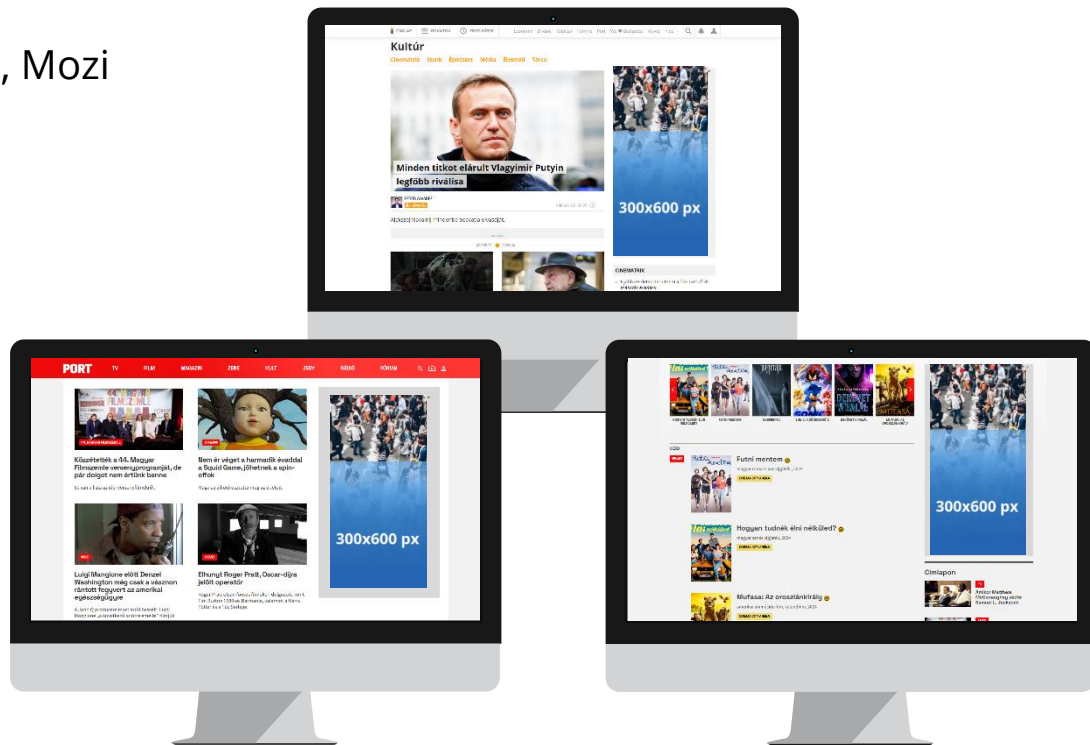
Site: Index Kult + Port's cover page, Mozi
Size: 300x600 px
Platform: desktop

Ad format and daily rate card:
- Half page: 1.000.000 HUF

It appears on every page of the site/section. Banners do not appear in longform articles. Half page and half page extras can not be ordered for same day and site/section.

Desktop banner: Roadblock and extras

Site	Port full site
Roadblock (640x360 px)	1 500 000 HUF
Landscape (728x410 px)	1 500 000 HUF

Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Roadblock and roadblock extras can not be ordered for same day and site. Atomic banners, 3D banners and rich media solutions can not be ordered for same day and site.
[1] Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.
[2] It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements.
[3] Big sized, static (png, jpg) creative. Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.
[4] It appears only on the front page of Port TV section.

Desktop rich media

| Site	XL Layer[1] max 970x550 px, 8 sec	Interstitial[2] 970x550 px, 8 sec
Port full site	1 700 000 HUF	1 700 000 HUF
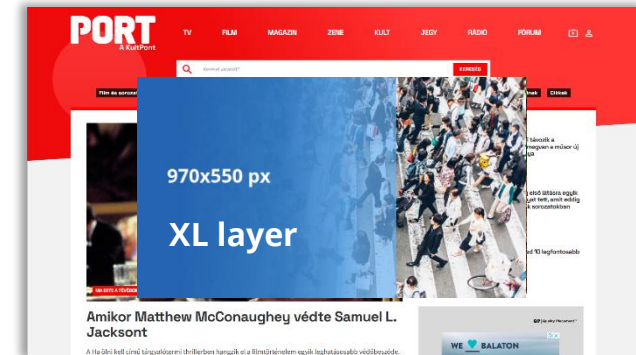
[1] It appears automatically above the content for 8 second. Frequency capping: 1 user/day.
[2] It appears automatically before the content is loaded for 8 second. Frequency capping: 1 user/day
Rich media solutions can not be ordered for the same day and site/section.

Mobile web and application banner
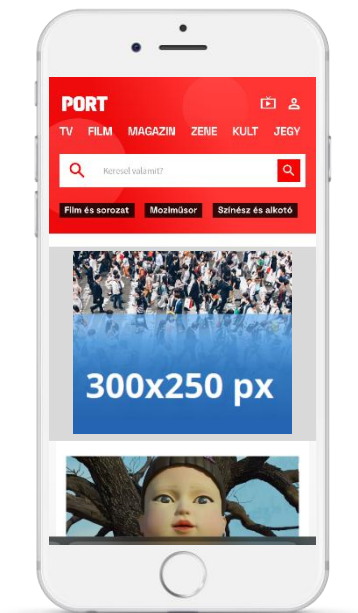
Site: Port full site (mobil web / mobile application)
Size: 300x250 px

Platform:	Ad format:	Rate card:
Mobile web	Banner top	1.400.000 HUF / day
Mobile web	Banner middle	800.000 HUF / day

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appear in the same ad zone, so they can not be ordered for same day and site.

Mobile web rich media: Mobile Motion
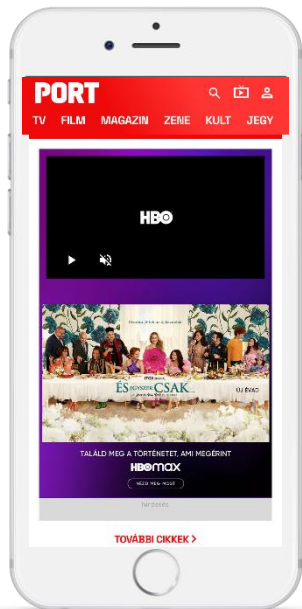
Site: Port full site

Ad format:
- ❯ New multifunction display format.
- ❯ The format includes a full-page video starting automatically without sound. In the background the advertiser's creative appears.
- ❯ Creative: 787x1180 px static image + logo + slogan. Two buttons (with two url-s) may appear on the creative
- ❯ Service: in mobile top banner zone.
- ❯ Watch our video of the format here.

Net-net price: 770.000 HUF/day

The picture is illustrated.
Rich media formats and banner top appear in the same ad zone, so they can not be ordered for same day and site.

Mobile web rich media
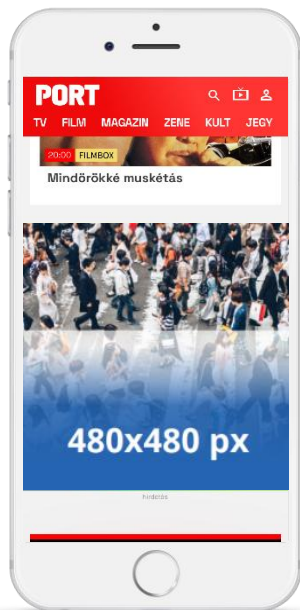
Site: Port full site

Ad format:	Ad size:	Daily rate card:
Slider[1]	2 pcs of 300x250 px, static	1 400 000 HUF
Cube[2]	4 pcs of 480x480 px, static	1 400 000 HUF
Magnet[3]	480x480 px, static	1 400 000 HUF
Magic[4]	2 pcs of 480x480 px, static	1 400 000 HUF
Swipe Gallery[5]	max. 8 pcs of 480x480 px, static	1 400 000 HUF
Swipe Box[6]	3 pcs of 480x480 px, static	1 400 000 HUF

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appear in the same ad zone, so they can not be ordered for same day and site.
[1] Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.
[2] A static cube which appears with 4 static pictures, even with 4 landing pages. It can be available on iOS and Android new (4) versions. It can not be available on Windows Phone platform.
[3] When scrolling down it automatically positions itself to the center of the screen. Service: fix placed advertisement, frequency capping: 1 positioning/user/article page.
[4] A fix, big sized ad format containing two pictures, which transforms when scrolling. Function: one image will be 100% transparent on scroll, showing the picture at the bottom.
[5] Fix rich media solution which makes even 8 pictures appear side by side like galleries do
[6] Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other

Mobile web rich media middle
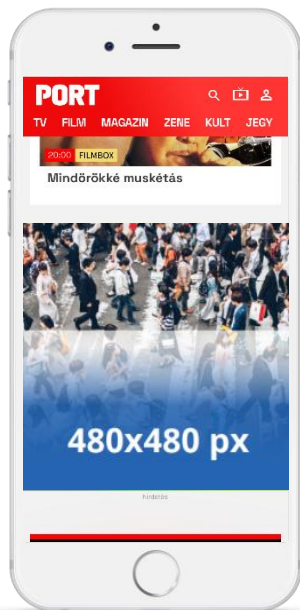
Site: Port full site

Ad format:	Ad size:	Daily rate card:
Slider[1]	2 pcs of 300x250 px, static	950 000 HUF
Cube[2]	4 pcs of 480x480 px, static	950 000 HUF
Magic[3]	2 pcs of 480x480 px, static	950 000 HUF
Swipe Gallery[4]	max. 8 pcs of 480x480 px, static	950 000 HUF
Swipe Box[5]	3 pcs of 480x480 px, static	950 000 HUF

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appear in the same ad zone, so they can not be ordered for same day and site.
[1] Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.
[2] A static cube which appears with 4 static pictures, even with 4 landing pages. It can be available on iOS and Android new (4) versions. It can not be available on Windows Phone platform.
[3] A fix, big sized ad format containing two pictures, which transforms when scrolling. Function: one image will be 100% transparent on scroll, showing the picture at the bottom.
[4] Fix rich media solution which makes even 8 pictures appear side by side like galleries do
[5] Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other

Multiscreen sponsorship
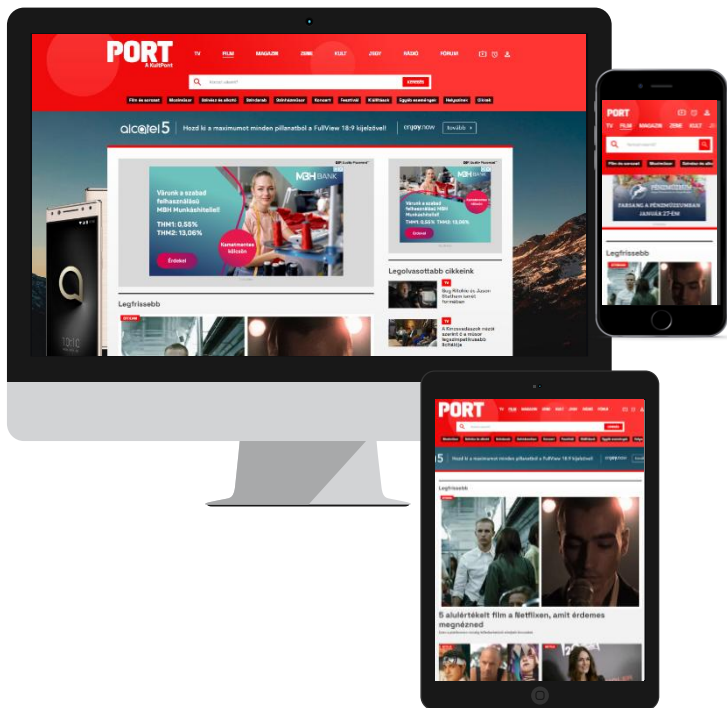
Platform:

- ◇ Selected section, except TV opening.

The display element:

- ◇ A gate banner is a sponsorship form that appears around the content.
- ◇ Gate banners and billboards cannot be ordered for the same day.
- ◇ The sponsorship appears on both desktop and mobile devices, but in different ways for each platform.

Site	Rate card
PORT – Full site (exept home page and TV opening).	4 500 000 Ft / 3 days
PORT – Movie section	2 600 000 Ft / week

Image for illustration, we reserve the right to change.
Material submission details are available **here**.

Multiscreen Map-Based Event Recommendations

The picture is illustrated.
[1] Appearance: Roadblock (640x360 px, static)
[2] Depending on the event, it will be included in the Concert recommender, Exhibition recommender, Theater premiere newsletter.
[3] Includes a Facebook boost worth HUF 30,000.

Format: PORT Map-Based Event Recommendation

The Map-Based Event Recommendation highlights an event featured on the PORT event search site, marked with an icon on the map and listed below the map.

Display:

- Highlighted on the map and in the list for one calendar week
- Included in the newsletter[1] corresponding to the type[2] of event
- One Facebook post[3], available for one day on the PORT Facebook page

Placement: On the main landing pages of Port Concerts, Festivals, Exhibitions, and Other Events.

List Price: HUF 500,000 / week

Materials required to create the event page:

- Event title
- Description: max. 2000 characters including spaces
- Exact location and date/time
- Event website and Facebook page
- Event cover image: minimum width of 2000 px, 16:9 aspect ratio, static

Submission format: .doc. Image(s) can be placed within the article. The embedded image aspect ratio in the article is 16:9, with a recommended minimum width of 2000 px and resolution of 72 ppi.

Multiscreen advertorial

Site: Port full site (excl. front page of TV section)
Rate card: 500.000 HUF/day

The PR article is placed in the content box of the sites. It is equipped by advertiser title with promotion subtitle + emphasized lead, which appears in the same design as the other articles on the given site:

- Title of pr lead: max. 45 characters with spaces
- Offer of pr lead: max. 160 characters with spaces
- Picture of pr lead: 700x394 px, static
- The character amount is not restricted, but more than one page is not suggested. Submission fomat: .doc. Picture(s), video can be placed in the article. Aspect ratio is 16:9 of embedded picture in article, recommended width is 774 px.
- The video placed in the article needs to be uploaded to indavideo.hu, then we ask for you (the advertiser) to submit the article and the link of the video together.

PORT newsletter

Regular newsletter of Port
Ad format: roadblock (640x360 px, static)

Newsletter	Sending time	Subscribers	List price/day
Cinema premiere	Weekly Wednesday	60.700	250.000 HUF
TV programme recommender	Daily	53.524	250.000 HUF
Concert recommender	Weekly Tuesday	28.803	150.000 HUF
Exhibition recommender	Monthly	32.885	150.000 HUF
Theater premiere	Monthly	81.528	250.000 HUF

The picture is illustrated.
Source: Port's newsletter database, 16.01.2025.
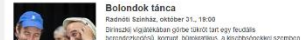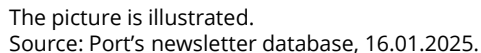
Multiscreen highlighted offers

highlighted cultural offer

Site: Port front page

Highlighted TV offer
- ⟩ One given show can be offered once quarterly.
  The offer released on the day of the programme.
- ⟩ Daily rate card: 600.000 HUF

Highlighted cultural offer
- ⟩ The offer released maximum one week before the programme. And it has to be cultural thematic programme.
- ⟩ Daily rate card: 300.000 HUF

Detailed specification is here.

highlighted TV offer

Deadline for incoming materials: 4 workdays before the booked date!
The editorial staff can reject the releasing of the offer in justified cases.

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Gemius AdOcean is the ad serving partner of Indamedia Sales.