

HOW TO GROW YOUR BUSINESS WITH

GROWTH

growthmagazin.hu

INTRODUCING THE SECRET LIFE OF STARTUPS

Hungary's number one printed startup magazine is dedicated to delivering real insights and inspiration to entrepreneurs, startup founders, venture capitalists, angels investors, and all other participants in the startup ecosystem.

We present thematically compiled collections covering a broad range of topics in startup, entrepreneurship, investment and industry trends.

Our goal is to showcase the startup subculture.



András Sárközi
Co-founder, CEO,



Beatrix Gosztola
Editor-in-Chief

Issue pages

100 pages

Publication period

Quarterly

Age

18-55y

Printed volume

5000 issue

Topic

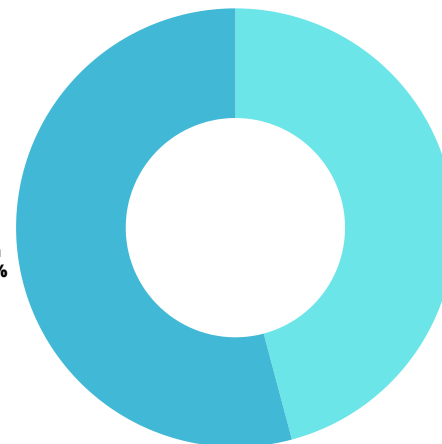
**Business, investment,
innovation, startup**

Gender

46% female

Men
54.2%

Women
45.9%



WHY DO YOU WORK WITH US?

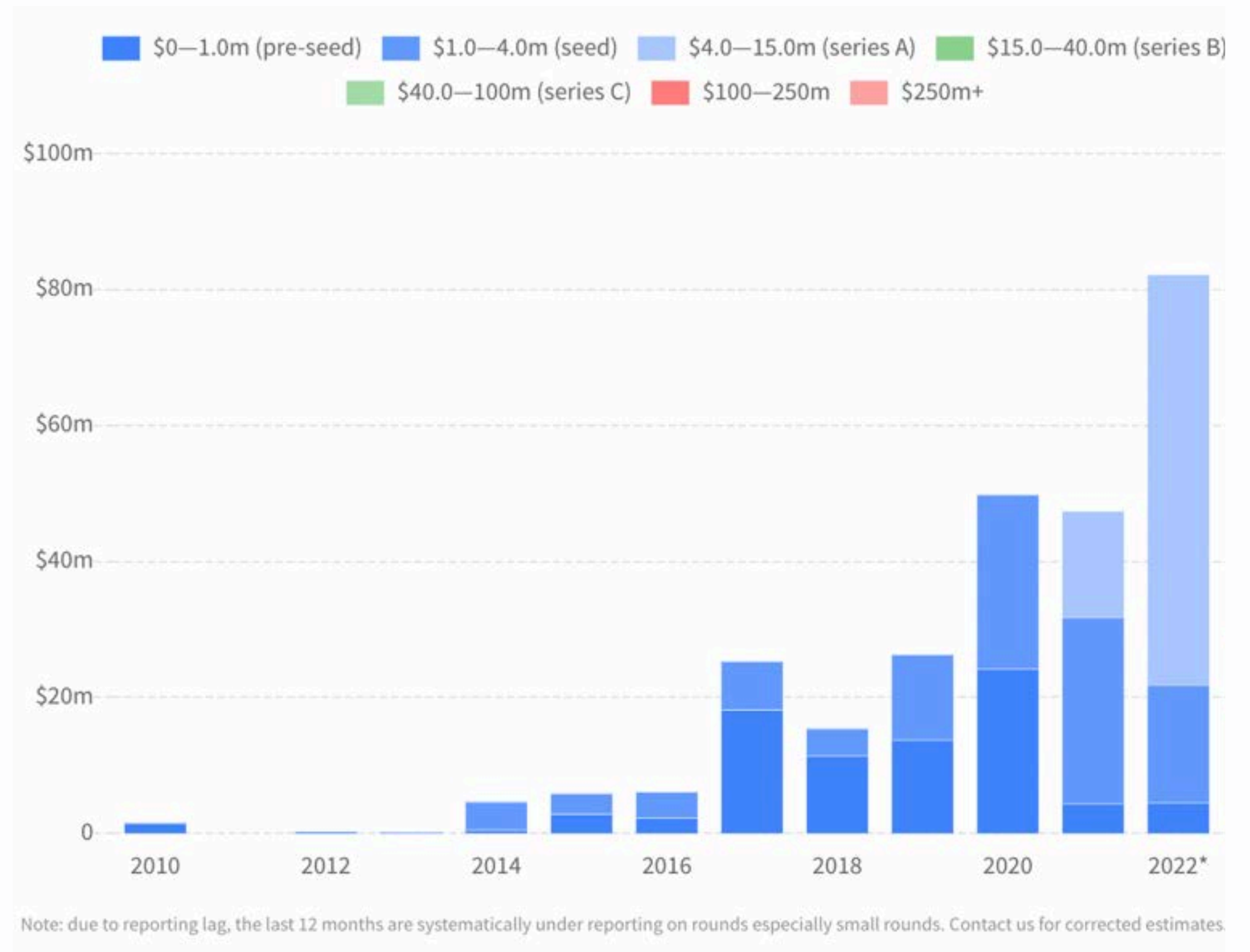
SEVEN ANSWERS TO WHY



UNDERSTAND THE INNOVATION MARKET

Between 2020 and 2022, Hungarian startups saw more investment flow in than in the previous decade from 2010 to 2020.

source: Dealroom



Understanding the audience group

I. FOUNDER

II. INVESTOR

III. “WANNABE”

First target group: Startupper—entrepreneurs or individuals working in startups who navigate the daily challenges of startup life, characterized by uncertainty, financial instability, and the obstacles tied to growth and success, which encompass 95% of their experiences.

Photo: Kirill Perepelica, co-founder of Munch



Understanding the audience group

I. **FOUNDER**

II. **INVESTOR**

III. **“WANNABE”**

Second target group: Investors, mentors, partners, accelerators, and key players in the economic ecosystem. They are deeply knowledgeable about the startup subculture, eager for information, and interested in the emergence of new players as well as the stories of previous founders.

Photo: Petya Balogh, co-founder of STRT



Understanding the audience group

I. FOUNDER

II. INVESTOR

III. **“WANNABE”**

Third target group: The aspiring startupper who is not yet deeply familiar with the startup world. They may not know how to begin their own project, understand the language, or have sufficient insight into the key players and their stories. They value knowledge that is tangible and based on real experiences—typically outsiders who wish to immerse themselves in the startup subculture and consider launching their own startup someday.



....and they need your services.

but before they buy from you, they need to know **about you**

scroll down, and get to know, how it works

**THERE IS NO OTHER
PRINTED MAGAZINE IN
HUNGARY DEDICATED
EXCLUSIVELY TO THE
STARTUP WORLD.**

01

Growth Magazine is a printed (offline) and online publication in Hungary dedicated to startups, investors, the startup community, and the ecosystem. Its content is written in the language of the startup subculture.

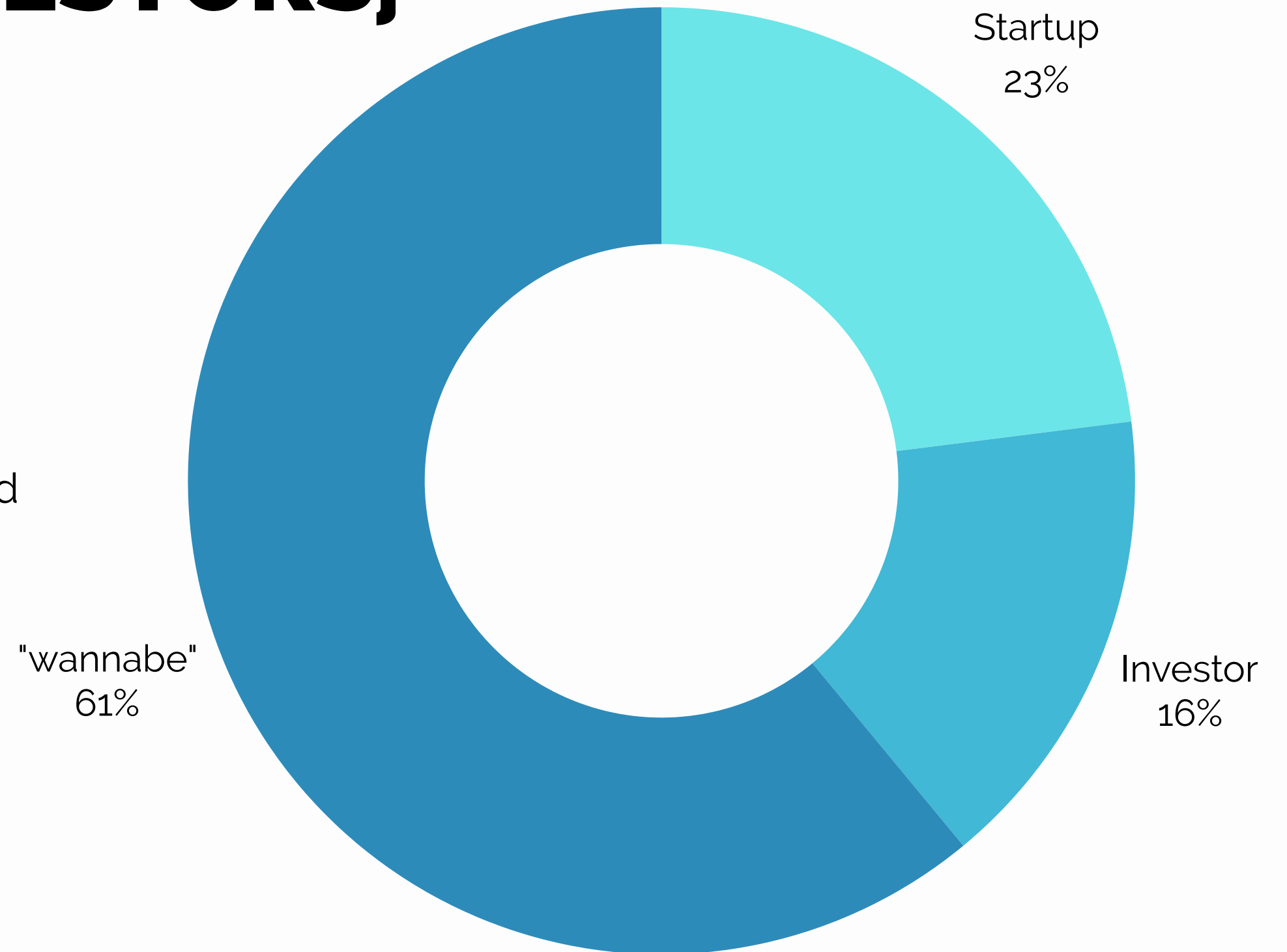


TARGET AUDIENCE: STARTUPS, SMES, BUSINESS INVESTORS, AND INNOVATION ENTHUSIASTS

02

We cover three distinct target audience cohort, all closely associated and interested with the fields of Innovation, Investment, Business Development, and Startups.

-  **Founders, and startup employees**
-  **Investors, and ecosystem players**
-  **The “wannabe”**



AUTHENTIC, PROFESSIONAL AND ACCESSIBLE

03

The magazine delivers content that aligns with global market standards. We feature interviews with key figures, such as the head of Techstars in Turin, ranked as the second-best Startup Accelerator globally.

Our regular host, Jared Scribeber, belongs to the elite group of 1,500 registered companies that have achieved unicorn status, meaning a company value of one billion dollars.

WORLD CLASS LIST

100 Accelerators & Incubators

	Accelerator	Investments	Country
	Y Combinator	4,129	United States
	Techstars	3,421	United States
	500 Startups	2,676	United States
	SOSV	2,127	United States
	Plug and Play	1,285	United States
	Alchemist Accelerator	563	United States
	Startupbootcamp	540	United Kingdom
	Newchip	403	United States
	StartX	333	United States
	Antler	280	Singapore



Martin Olczyk

Techstars, Managing Director, Torino

GUARANTEED DELIVERY OF ALL **5000** PRINTED COPIES TO OUR AUDIENCES

04

Thanks to the sales and distribution channels developed over the years, every copy reaches its destination. Unlike other magazines, we do not destroy a single copy. High price, high quality: The magazine's retail price is 3490 HUF, which is significantly higher than other magazines on the market.



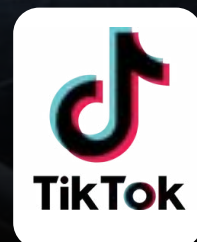
..MORE THAN JUST A PAGE

Sponsored content and paid PR articles

05

You bring the story, we additionally create
**HIGH QUALITY VIDEO INTERVIEW FOR
EVERY SPONSORED CONTENT
FOR FREE**

Platforms for Publication

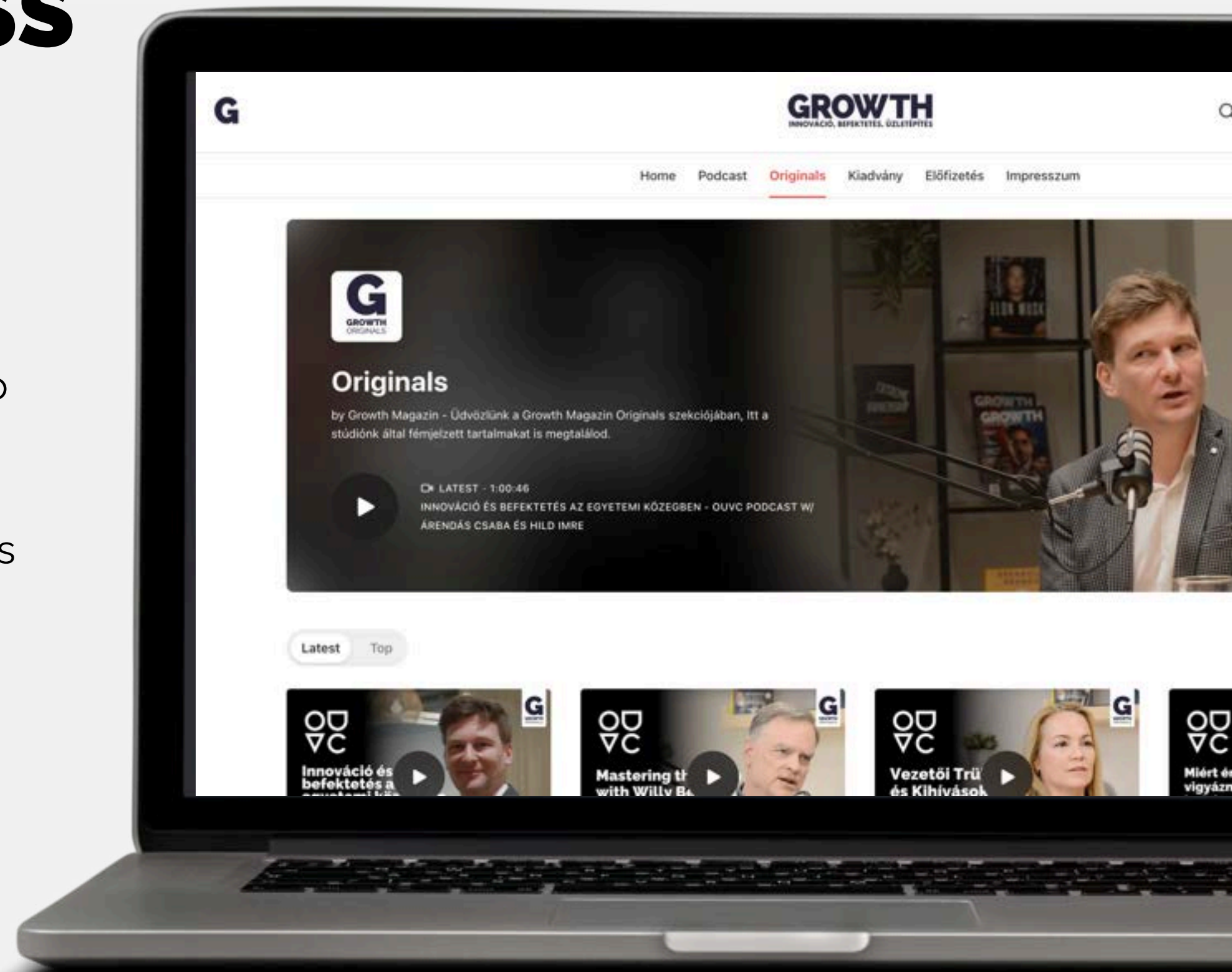


STREAMING PLATFORM FOR INNOVATION, BUSINESS AND GROWTH

06

Throughout the production of Growth Magazine, we record all interviews in the form of video interviews, documentaries, or podcasts. The printed material is also accessible through online interviews.

Our streaming platform is open to everyone. In addition to free and paid content, we also feature our own shows under the **Originals tab.**





07

NETFLIX-STYLE DOCUMENTARIES

Netflix-style Documentaries with High Visibility and
Exceptional Credibility



growthmagazin.hu

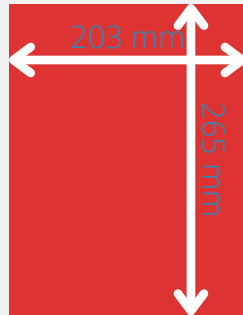
HOW DO YOU WORK WITH US?

**GET TO KNOW,
HOW TO GROW**

MEDIA OFFERS

The most valuable advertising platforms
Check Prices in Our Attached Price List

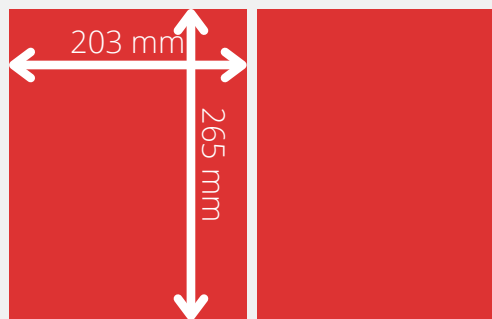
INTERNAL PAGES



1/1

one-page magazine feature with QR code linking to website

€5,030

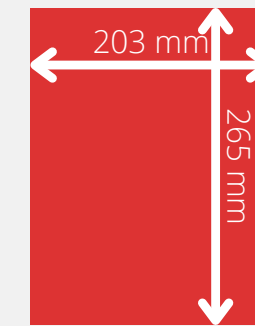


2/1 TWO PAGE

two-page magazine spread with QR code linking to website

€8,900

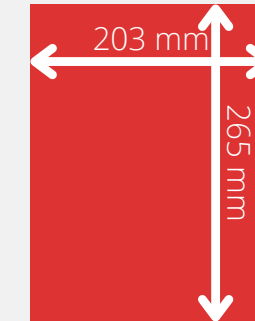
COVERS



B2

full-page inside cover feature

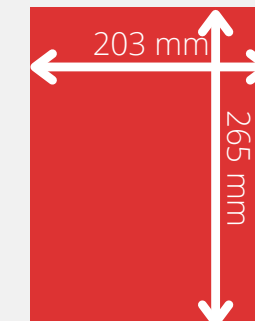
€5,725



B3

full-page inside back cover feature

€5,125



B4 - BACK COVER

full-page back cover feature

€6,550

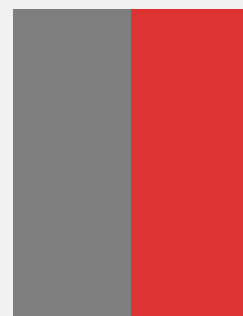
Our featured customers loved it



CREATE²⁶

MEDIA OFFERS

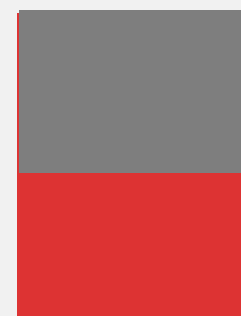
Advertising spaces adjacent to contents



1/2 - VERTICAL

half-page portrait size
advertisement

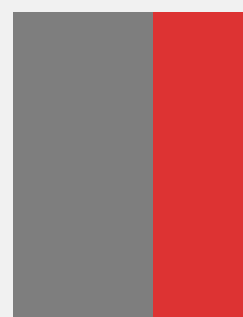
€3,070



1/2 - HORIZONTAL

half-page landscape size
advertisement

€3,070



1/3 - VERTICAL

standing ad occupying one
third of the page

€2,070



1/3 - HORIZONTAL

horizontal ad occupying one
third of the page

€2,070

Our featured customers loved it

H
HILARIS HOTELS

niú
NEMZETI
INNOVÁCIÓS
ÜGYNÖKSÉG

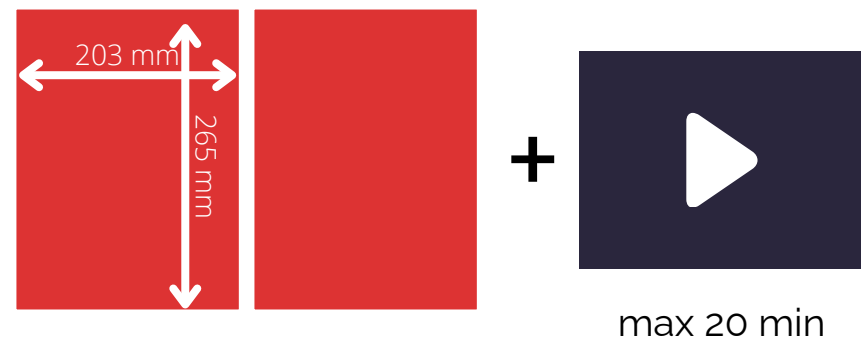
RELAX
RESORT KREISCHBERG

SPONSORED PRINT CONTENT + EXTRA: VIDEO INTERVIEW

Photo
Included



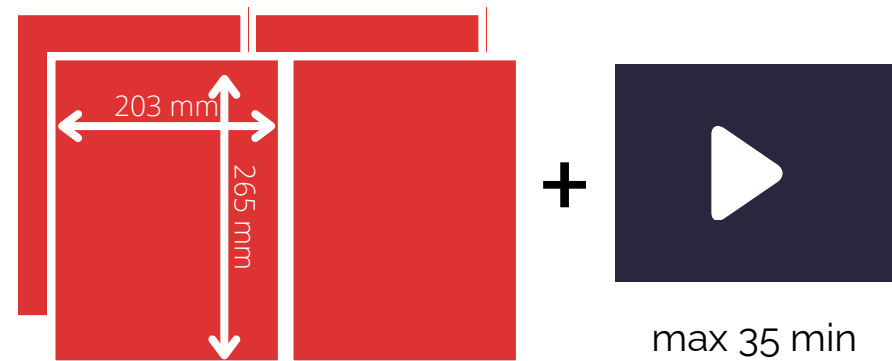
SPONSORED PRINT CONTENT + EXTRA: VIDEO INTERVIEW + PROFILE PHOTO



max 20 min

TWO-PAGE SPONSORED CONTENT (PR)

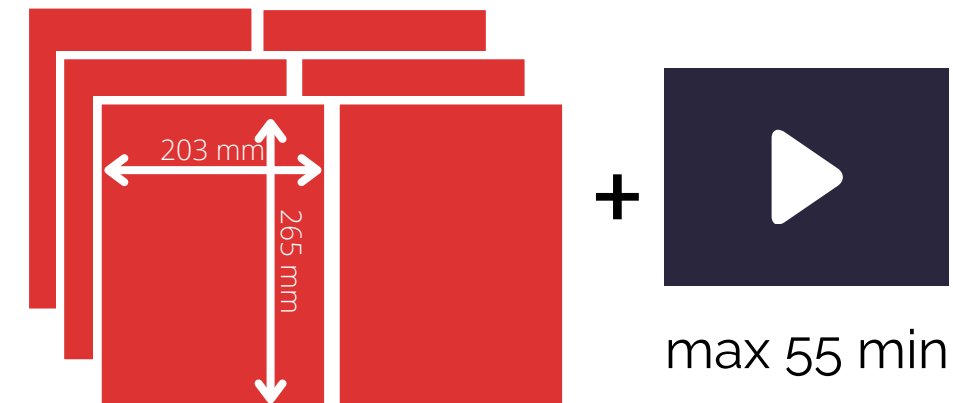
two-page spread in consecutive pages



max 35 min

FOUR-PAGE SPONSORED CONTENT (PR)

four-page spread in consecutive pages



max 55 min

SIX-PAGE SPONSORED CONTENT (PR)

six-page spread in consecutive pages

€4,790

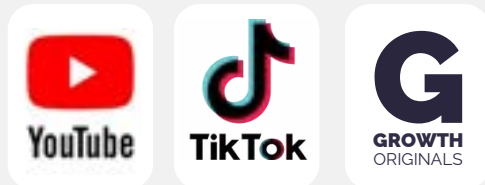
+ €2000

€7,740

+ €500

€9,215

Platforms for Publication



Our featured
customers loved it



MBH
Fintechlab



NEMZETI
AGRÁRGAZDASÁGI
KAMARA

CREATE²⁶



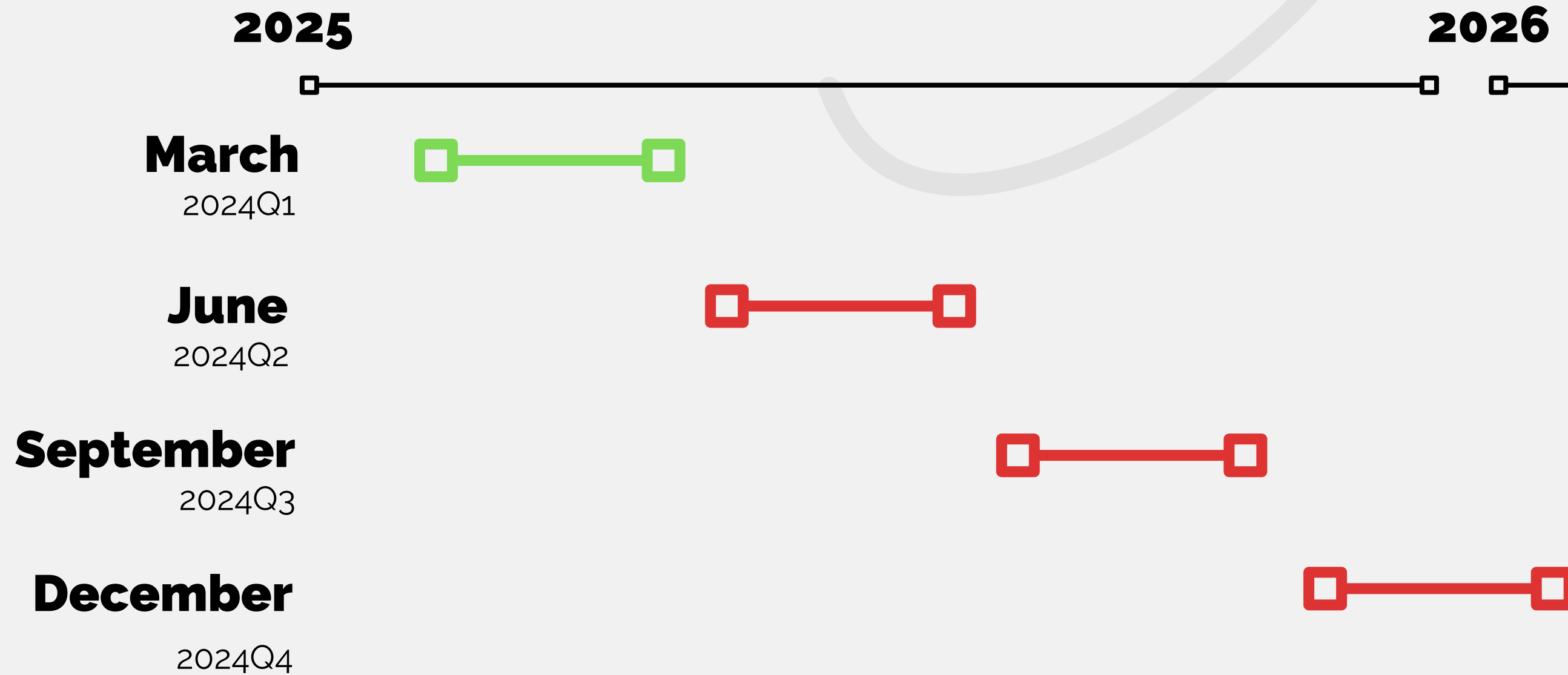
craft

MBH BANK

RUNNING PERIODS



[Download the latest version](#)



Featured customers



CREATE²⁶



HILARIS HOTELS



...and so on



ANDRÁS SÁRKÖZI
CEO, CO-FOUNDER

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e-mail: info@growthmagazin.hu

Growth Masters Kft.

Company ID: 02-09-08-5656
VAT ID: 29041075-2-02

REACHING THE NEXT-GEN INNOVATORS AND BUSINESS OWNERS

Together with the Hungarian Innovation Agency (NIŰ) and the Hungarian Startup University Program (HSUP), we distribute the magazine to students enrolled in startup courses across 33 different universities. Each issue includes personalized, inspiring messages from investors, successful founders, and key ecosystem players, encouraging the next generation of startups to boldly embark on their entrepreneurial adventures!

Those who already support the next generation:



04




A Growth Magazin előfizetésedet a DokiApp támogatta

Kedves Hallgató!

Jömagam is egyetemista voltam, amikor megalapítottam az első startupomat 2010-ben, csak akkor még nem így hívták :) Emlékszem arra, hogy egy-két szuper mentort leszámítva nem tudtam kihez és hova fordulni, ha tudást szerettem volna felvenni a digitális vállalkozásokról.

A mai fiatalok és a magazin olvasói már egy sokkal szerencsésebb helyzetben vannak, mivel karműtáskájukba van az információ, ott a keztekben, akár egy gazdasági magazin formájában. Eljettek is velem, olvassatok el mindent, a tudás már elérhető, de nem fog érni semmit, ha nem cselekedtek.

Rajlatok a sor!
Üdvözlettel,

Somogyi Tibor és a DokiApp csapata

  **GROWTH MAGAZIN**

NURTURING INNOVATIVE AND ECONOMICALLY SUSTAINABLE ENTREPRENEURSHIP

07

Growth Magazine's targeting system is attuned to the daily problems and interests of the aforementioned target groups. Each carefully designed page aims to make readers aware of their possibilities and the challenges they face, while fostering a long-term commitment to cultivating an innovative and economically sustainable entrepreneurial existence.



The editorial team of Growth Magazine has decided to plant twice the number of trees required to produce the paper for each issue, promoting sustainability. Therefore, when you purchase the magazine, you contribute to tree planting.