



## SPACE

## SIZE (PIXEL)

## PRICE (FT/DAY)

### HTML VERSION

DOUBLE BANNER - TOP SCREEN	468 x 120	27 000
DOUBLE BANNER	468 x 120	24 000
BOX	200 x 200	12 000
DOUBE BOX	200 x 300	22 000
PR-ARTICLE	TEXT + PICTURE	30 000

Prices do not include VAT!



Double Banner - Top Screen  
468x120

### Top story

London analysts: Hungary should return to investment grade in 2016



The Morgan Stanley offices in Manhattan. (Photo: Wikipedia/official-ly cool)

Hungary is set to regain investment grade status next year, and the central bank is likely to embark on a new rate-cutting cycle, London-based emerging markets economists said yesterday, state-owned news agency MTI reported.

In a report outlining its revised 2016 forecasts for emerging markets released to clients in London, Morgan Stanley said that "credit upgrades are overdue" and Hungary will regain its investment grade rating with at least one, but more likely two agencies. "The ongoing sharp fall in external and FX-denominated government debt, together with a more predictable operating environment for banks and an ongoing solid fiscal position, should be enough to warrant upgrades," the report said. Hungary's current "BB-/Ba1" sovereign credit rating is a single notch below investment grade, and two major credit rating agencies, Fitch Ratings and Moody's Investors Service, have now upgraded their outlook on Hungary's ratings to positive, implying a potential rating upgrade.

In terms of monetary policy, Morgan Stanley's economists said that with the economy slowing, inflation rising on base effects but staying well below target and the ECB set to administer more QE, the National Bank of Hungary (NBH) seems to have another window to ease policy further. "If, as we expect, inflation slows down in the second quarter (after an expected sharp rise early next year), the NBH could easily revert to an easing stance and cut rates to around 1% later in the year", Morgan Stanley's analysts said.

**PROMOTION:** Ansz Restaurant, on the corner of Dohány utca and Nyár utca, home to absolute masterpieces in Hungarian and French cuisine will not let its guests down during the year-end rush. Starting November 29, every Sunday is dedicated to the Advent Sunday Brunch, featuring unlimited food & drink consumption. [Read more](#)

PR-Article



Double Banner  
468x120

**Business**  
Samvardhana Motherson begins HUF 31 bn plant construction in Hungary

Samvardhana Motherson Group, an Indian automotive industry supplier, laid the cornerstone on Friday for a HUF 31 billion plant in Kecskemét, central Hungary, national news agency MTI reported. The plant, which will produce car bumpers, was supported with a HUF 7.7 bn government grant. The government has declared the project to be of primary importance for the national economy, MTI said. The factory, which is being built on a 94,000 sqm plot, is expected to employ approximately 450 people.



Double Box  
200x300

**Hungary's central bank to buy the 'Whale'**

The National Bank of Hungary (MNB) sent a letter of intent to the Budapest City Council to purchase the "Whale", a cultural, recreational and commercial center on the bank of Danube on the Pest side, the MNB said on its website this weekend. The central bank is planning to establish an education and financial center in the facility, which could also host a visitor center for the MNB and a museum on the history



Box  
200x200

## HUNGARY A.M.

Hungary A.M. provides a comprehensive and transparent summary on commercial, political and domestic business news to subscribers every working day morning.

## REGIONAL TODAY

Regional Today delivers business, commercial and political news to subscribers on the Eastern and Central European region every working day morning.

## ENERGY TODAY

Energy Today is a short, brief and reliable summary of political decisions and happenings on energy in Hungary and in neighbouring countries.

## COLUMNS

- Highlighted topic
- Business
- Commerce
- Politics
- Domestic
- Events

## DISTRIBUTION

English language premium newsletters will be delivered in the early hours of every working day to the decision makers of leading Hungarian and overseas businesses.

## LAYOUT

HTML

## TECHNICAL PARAMETERS

**Ad format:**

Non-animated gif, jpg

**Deadline:**

3 days prior to publication



## CONTACT

ABSOLUT MEDIA ZRT.  
1075 BUDAPEST,  
MADÁCH IMRE ÚT 13-14.  
TEL: (+36-1) 398-0344  
FAX: (+36-1) 398-0345  
E-MAIL: SALES@BBJ.HU  
WEB: WWW.BBJ.HU