

Anikó Woods, Founder & Publisher

HOW TO HUNGARY

MEDIA KIT · 2026

Trusted English-language news, guidance and community for people connected to Hungary. HOW TO HUNGARY brings together internationals, dual citizens, frequent visitors and returning Hungarians through daily content, practical resources and live events. They come for clear, well-researched information and stay for the community.

AS FEATURED ON CNBC

53%

47%



195,000 people reached inside Hungary every month.

A DAILY MEDIA PLATFORM

470K+	25K+
MONTHLY REACH	COMBINED AUDIENCE
1.4M+	60%
MONTHLY VIEWS	NEWSLETTER OPENS

- Facebook - where Hungary lives online. My biggest and most engaged community. I post once or twice a day and reply to every single person
- Videos 4x a week on TikTok, Instagram and YouTube
- 135+ in-depth blog articles and guides
- Two newsletters, including an immigration edition
- Monthly live community events in Budapest
- The 374-page HOW TO HUNGARY ebook

hello@howtohungary.com www.howtohungary.com **Founder & Publisher, Anikó Woods**

ABOUT HOW TO HUNGARY

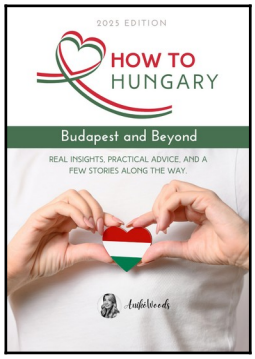
HOW TO HUNGARY began as one book by Anikó Woods and grew into a platform. What started as a practical guide to moving to and living in Hungary is now a daily English-language resource: long-form blogs and articles, short videos, expert interviews, a monthly live events programme in Budapest, and two newsletters. One is a general edition. The other is a dedicated immigration newsletter, produced with immigration lawyers and specialists.

It serves a broad readership: internationals already living here, people planning a move, dual citizens and frequent visitors, returning Hungarians, Hungarians abroad, and the professionals and organisations who work with the English-speaking community. The remit is wider than relocation. It is trusted, current information about life in Hungary, in plain English.

There is a recognisable person behind it, and that is deliberate. Readers know Anikó Woods by name and by face, on screen and in the street. But the platform is bigger than any single post. Readers can see how the information is produced, not only who posted it. In a landscape crowded with AI-generated content, that is what keeps them coming back.

WHY HOW TO HUNGARY IS DIFFERENT

- **Real voice.** First-person, accountable, and reachable. Every comment, message and email gets a personal reply from Anikó, not a team or a bot.
- **Expert-backed.** Information is checked with a trusted network of legal, medical, tax, relocation and property professionals.
- **Independent.** No advertising, no affiliate links, no paid opinions. Readers support the work by buying the ebook, and nothing in the editorial is for sale.
- **Primary-source research.** Reporting starts with original Hungarian sources: legislation, official announcements and the documents themselves, not English-language summaries.
- **Timely and verified.** Laws, fees and processes are kept current, with the date each item was last confirmed shown.



HOW TO HUNGARY: Budapest & Beyond. The 374-page guide readers buy to support the work.

AUDIENCE & REACH

Every month, HOW TO HUNGARY reaches roughly 470,000 people and puts English-language information about Hungary in front of a highly engaged international audience.

Channel	Audience
Facebook	**13,877**
TikTok	**5,325**
Instagram	**5,388**
Newsletter (general list, 60%+ open)	**1,215**
Combined social audience	**24,590+**

THE STORY BEHIND THE NUMBERS

- **Reach, not just followers.** In a typical month the platform records around 1.4 million content views and reaches over 325,000 people on Facebook alone, with roughly 80% of those views coming from people who don't yet follow it. That is active discovery, not a static audience.
- **Newsletters people actually open.** Full-list campaigns average an open rate above 60%, well beyond typical publishing benchmarks, across a growing list of 1,215 subscribers. A second, immigration-focused edition, produced with immigration lawyers and specialists, serves readers working through visas and residency.
- **A website with steady reach.** More than 2,000 visitors a month, with a healthy spread across social, search and direct traffic.
- **An international footprint.** About 45% of the audience is in Hungary, mostly Budapest, and 55% is international, concentrated in the United States, United Kingdom, Canada, the Philippines and Australia. That international share is not only people planning a move. It is dual citizens, people with family or property here, and travellers who visit often and want accurate, current information before they arrive. For a travel or hospitality brand, that is a warm, pre-qualified audience.

TWO AUDIENCES, REACHED TWO WAYS

The digital audience is broad. It splits fairly evenly by gender and runs from age 25 to 65, wide enough to put a message in front of the whole English-speaking community at once. That is rare in English, and useful to a chamber, an embassy or a relocation firm. The in-person community is a different animal. The monthly events and seasonal wine socials draw a 35-plus crowd with money to spend and a real interest in good food, wine and each other's company. For a hotel, winery or premium brand, that is a hard audience to reach any other way.

REAL PEOPLE, NOT AN AESTHETIC

This is not an aspirational, filtered version of a 50-something life. It is the real one: same city, same paperwork, family nearby and a small dog underfoot. People trust it because it looks like their own life, not a highlight reel. The audience reads for substance, not aesthetics, and it stays. Comments come from named members reacting to the reporting, not a giveaway, and each one gets a personal reply.

EDITORIAL STANDARDS & INDEPENDENCE

HOW TO HUNGARY is committed to accurate, independent English-language reporting on Hungary. Wherever possible, reporting begins with primary sources:

- Hungarian government announcements and official documents
- Legislation and draft legislation
- Government agencies, public institutions and official guidance
- Interviews and commentary from recognised subject-matter experts
- Original Hungarian-language reporting from reputable outlets

Rather than relying on English-language summaries, topics are researched from the original Hungarian, compared across multiple sources, and translated into clear, accessible English. Verified facts are kept separate from opinion.

> **EDITORIAL INDEPENDENCE**
> HOW TO HUNGARY remains fully independent. There is no advertising and there are no affiliate links. Any paid partnership is clearly disclosed. Partners never receive editorial control, and recommendations are based on relevance and value to the community connected to Hungary, here and abroad.

COMMUNITY & EVENTS

HOW TO HUNGARY is not only published. It is gathered in person. Since September 2025, Anikó has hosted a monthly expert event at KLUSTER in downtown Budapest, and September 2026 marks a full year of them.

- **Monthly expert evenings.** 20 to 65 guests each time, with recognised professionals on immigration (a recurring theme), citizenship, language, healthcare and personal finance.
- **Three seasonal wine socials a year.** Christmas, spring and September, and each one sells out ahead of time.
- **Who is in the room.** A 35-plus, well-off, sociable audience who enjoy wine, good food and good company. Exactly the guest that premium hospitality, travel and lifestyle brands want to reach.

The point is connection. Anikó's aim has always been to bring people together and use good information as the reason to gather, so guests don't just meet the experts, they meet each other. The events build real friendships. That in-person layer is the part a purely digital platform, or a traditional publisher, finds hardest to copy.

WORKING WITH HOW TO HUNGARY

The priority is always access and information flow: helping the community stay informed, and helping institutions get important English-language information to the people who need it. Commercial partnerships sit beneath that, chosen selectively and always disclosed.

ONE MOMENT, COVERED EVERYWHERE

Most influencer deals mean a single post, up once and gone by morning. This works differently. Attend one event or launch and it can run across the blog, short-form video, the newsletter and social, each format doing a different job.

Behind that sits Anikó's 25 years of copywriting, marketing, PR and events. The value is not just reach. It is content built to convert, produced to a professional standard in every format a partner would use.

WAYS TO PARTNER

- Strategic & community partnerships
- Event partnerships and hosted experiences
- Knowledge partnerships, educational webinars and speaking
- Newsletter and editorial features
- Corporate relocation education and community research

Partnership terms are developed individually and available on request.

THREE KINDS OF RELATIONSHIP

- **Editorial consideration.** Send information, press releases and invitations. Coverage is never guaranteed.
- **Hosted experiences.** Invitations may be accepted where there is genuine editorial relevance. An invitation does not guarantee positive coverage.
- **Paid partnerships.** A defined commercial deliverable with agreed content, always clearly disclosed.

That separation protects the platform's credibility, and in practice it makes for a more valuable partner.

PRESS & MEDIA

HOW TO HUNGARY operates as an English-language media outlet and welcomes contact from embassies, chambers, institutions, cultural organisations and brands.

As featured on CNBC. In October 2026, CNBC interviewed Anikó as the founder of HOW TO HUNGARY for its report on luxury property and second homes around Lake Balaton.

- Available for interviews, expert commentary, panels and speaking engagements
- Media enquiries welcome
- Press releases welcome. Please add HOW TO HUNGARY to your English-language distribution list
- Event invitations and briefings welcome

Press contact: **Anikó Woods** · hello@howtohungary.com

ABOUT THE FOUNDER



Anikó Woods is a dual Canadian-Hungarian citizen who moved to Hungary in 2017 and has built a life, a business and a community here. She writes from lived experience, and checks it against the professionals she relies on herself: visas, healthcare, banking, property and the everyday admin most people struggle with. She splits her time between downtown Budapest and a restored winehouse in the Balaton Highlands.

She is also a senior marketing leader, Fractional CMO for the private healthcare provider FirstMed alongside other clients, so she knows the partner's side of the table as well as the publisher's.

PROFESSIONAL

- Fractional CMO at FirstMed (private healthcare), leading marketing teams in Budapest, Rome and Milan
- AI and marketing consultant at S3 Consulting, delivering marketing strategy, training and talks to international clients. She runs the consultancy with her husband Andrew, whose luxury smart-home technology practice, S3 Europe, sits alongside it
- A regular live speaker on practical AI for marketing and business, at events across Europe
- Author of HOW TO HUNGARY: Budapest & Beyond, a 374-page guide across 75 chapters with 500+ verified resources (€29)

COMMUNITY & NETWORK

- Current Board Member of the Irish-Hungarian Business Circle, where she helps run the annual St. Patrick's Day Charity Gala and Parade. Through her role at FirstMed, she is also active across Budapest's Canadian, American, Dutch and British Chambers of Commerce.
- A familiar face across Budapest's international community, from chamber and embassy receptions to diplomatic functions and the city's major charity balls, often alongside her husband Andrew
- Invited to speak at institutions across the city, including the American International School of Budapest and the Embassy of the Philippines
- A supporter of children's charities, including UNICEF and Csodalámpa, the Hungarian foundation that grants the wishes of seriously ill children.

OUT IN THE COMMUNITY

HOW TO HUNGARY is a person, not a logo. From embassies and charity galas to the winehouse in the Balaton Highlands, Anikó shows up in the community she writes for.



Speaking at the Embassy of the Philippines



At a Budapest charity gala



In the Balaton Highlands, with Andrew



By the lake in Keszthely, with her dog Súmi

WHAT READERS & PARTNERS SAY

> *"Congrats on a fabulous event, Anikó!"*
>
> **Anita Deignan** · President, Irish-Hungarian Business Circle

> *"You brought together a wonderful group of people and created a really enjoyable evening. Well done!"*
>
> **Dennis A. Diokno** · CEO & Founder, FirstMed

> *"Her valuable insights and contribution greatly enriched the program and were well received by our attendees."*
>
> **Philippine Embassy, Budapest** · Health Awareness Seminar, March 2026

> *"Thank you for your presentation. It was extremely helpful and informative for our families, and we would love to have you back."*
>
> **American International School of Budapest** · Family presentation

> *"If you're planning a move here, buy this book. You will not regret it. I've learned so much about events and interesting things I never would have known otherwise, thanks to Anikó's insights."*
>
> **Gina P.** · Reader

> *"Your ebook and blogs are fantastic, always up to date and very informative."*
>
> **Eileen M.** · Reader

> *"Love your explanation of things."*
>
> **Suzanne W.** · Reader

> *"Thank you, great little update. Please keep them coming."*
>
> **Paul C.** · Reader

> *"You're wonderful for giving all this information."*
>
> **Judy E.** · Reader

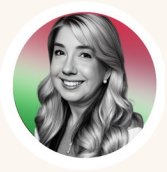
> *"Thank you for this info! When we booked, we had no idea about this special celebration time for Hungary."*
>
> **Shelby M.** · Reader

> *"Thank you for all your informative articles. I've been here for six weeks and head home to South Africa next week, and your advice and tips have really been helpful."*
>
> **Sharon P.** · Reader

WHY ORGANISATIONS WORK WITH HOW TO HUNGARY

- A trusted, highly engaged English-speaking audience across Hungary and the wider diaspora
- Independent editorial standards, with research based on primary Hungarian sources
- Established relationships across immigration, healthcare, business and community organisations
- Both an online platform and an in-person community through regular events
- A real person who is visible, accountable and accessible
- More than 25 years in marketing, advertising, business development and events, so the work is built to convert and to feel personal, and it is written to fit each channel rather than copied across them.
- Made for long-term partnerships, not only one-off appearances. The strongest results come from an ongoing relationship, promoted across the whole platform: blogs, newsletters, video, social and live events.

When an organisation asks, 'how do we reach the English-speaking community connected to Hungary?', the answer is simple: HOW TO HUNGARY.



Get in touch

HOW TO HUNGARY is one person, reachable directly. Email is the best first point of contact.

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HOW TO HUNGARY

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