

# 2012 MEDIA KIT HOSTELVENDING

The voice and news of automatic retailing





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## What is **Hostel Vending**?

**HOSTEL VENDING** is a bimonthly B2B magazine designed to meet the needs of Vending professionals, as well as any other company interested in the solutions provided by this industry.

Topics and news in the magazine speak about all sectors related to the Automatic Retailing business: Coffee, Snacks, Beverages, OCS, HoReCa, Food, etc. And, of course, other main topics such as payment systems & money handling, software and monitoring systems, spare parts, services, training and education courses, etc.

The philosophy of **HOSTEL VENDING** is based on self-requirement: always provide the highest quality in design, contents and professional support.

Following this set of values in business-making, **HOSTEL VENDING** has become – after 10 years of experience in the market – the most useful and unfailing solution for the automatic retailing industry.



EVPA member



EVA media partner



This high status has been earned mostly due to the success of **HOSTELVENDING.com**, the first and only daily newspaper about the Vending business in the Internet.

Every single day of the year, a premium choice of latest news are published in this online journal, which further provides a full range of user-friendly tools. The useful resources of **HOSTELVENDING.com** are beneficial in many ways – leveraging the image of Vending among the general audience, and bringing commercial advantages to professionals and companies.

The website has recorded an ascending evolution after more than 3 years – the quality and specialization of articles and reports attracting more and more visitors.

**HOSTEL VENDING** and **HOSTELVENDING.com** are perfectly complementary and, together, provide the ultimate solution for the automatic retailing business.

The screenshot displays the Hostelvending.com website interface. At the top, there's a navigation bar with the site's logo and a menu including 'Actualidad Vending', 'El Vending', 'Foros y Eventos', 'Asociación Científica', 'Directorio Empresas', 'Máquinas Vending', 'Galería Imágenes', and 'VendingCall'. Below the menu, there are several featured articles and advertisements. One article is titled 'El sector aprovechará Vendibérica para exponer también novedades en sistemas de gestión y complementos'. Another article mentions 'Pilar Alarcón: "El vending se está colocando cada vez más en nuestras vidas y todavía quedan servicios por automatizar"'. There are also advertisements for 'MelodíaConcerto', 'NECTA', and 'Vendibérica'. The bottom section includes a 'FERRAS' section with a 'Vending' sub-section and a 'Vendibérica reinventa muchos conceptos gracias a la innovación de sus expositoras' article.

## Print run & distribution

**HOSTEL VENDING** is distributed in more than 40 different countries around the World, using two ways for circulation:

- The main stream of distribution is based in our database, counting over 8,500 PROFESSIONAL subscribers, who receive their issue every two months by post.
- The main print run is completed with a massive distribution of copies in the most relevant international trade shows and events in the World. In each occasion, over 1,000 copies of **HOSTEL VENDING** are usually handed out to visitors and exhibitors.

The main goal of **HOSTEL VENDING** is to be in the hands of as many PROFESSIONAL readers as possible. But it is also addressed to any company that may be interested in how to conveniently start a business relationship with the automatic retailing channel.

Bimonthly publication

Average print run: 10,500 copies \*

Annual print run: 60,000 to 75,000 copies \*



Subscribers: 8,682

- National: 5,801

- International: 2,881

\*Both figures may vary, increasing notoriously when **HOSTEL VENDING** attends special events and trade shows. (See Editorial Calendar, p.12)

## Evolution

Counting over 530,000 pages seen and more than 130,000 single users in one year, **HOSTELVENDING.com** has already become a landmark website for the Vending industry. Always in constant evolution, with improved and more professional contents, **HOSTELVENDING.com** will keep bringing new users

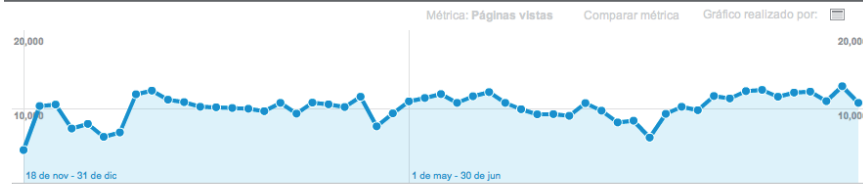
to the industry of automatic retailing, while encouraging the number of visits (over 120,000 counted by late 2011... and growing!) and fostering the loyalty of our daily readers: nearly 75,000 are returning visitors, that is to say, users that come back often to **HOSTELVENDING.com**.

### Información de visitantes

100,00% del total de visitas

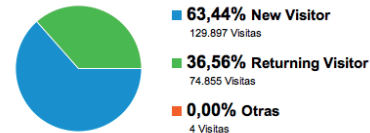
18/11/2010 - 17/11/2011

#### Visión general



133.225 usuarios han visitado este sitio.

204.756 Visitas
133.225 Visitantes exclusivos
537.724 Páginas vistas
2,63 Páginas/visita
00:02:18 Promedio de tiempo en el sitio
64,58% Porcentaje de rebote
63,55% Porcentaje de visitas nuevas



## What does **Hostel Vending** offer ?

Quality and specialization in the articles and design are the basic pillars upon which **HOSTEL VENDING** magazine has succeeded and become a landmark among Vending's B2B media. Not to mention our restless cooperation and commitment with every initiative that may benefit the development of automatic retailing, keeping in close touch and working hand in hand with the different Vending associations and the public Administration.

Companies rely their advertising campaigns on **HOSTEL VENDING** not only because it is a leading brand, but also because they benefit from many other advantages:

- GLOBAL PRESENCE. You can be 100% sure that your products and services will be widely advertised and spread. One of **HOSTEL VENDING's** strongest points is internalization and expansion. Our large subscribers database – in constant growth and refinement – and the active distribution in shows, events and conferences guarantees that a big sum of companies, decision-makers and professionals will see you.
- ADDED-VALUE. In **HOSTEL VENDING** we care of all the details, while we keep innovating. That creates added value and, in the end, it is our client who really benefits from a stronger corporate branding.
- PERSONALIZED SUPPORT. You know you can count on us for advice on topics where we have more information than anyone else. We can give you tips on how to get the most out of your advertising campaigns. Besides the editorial support, we can even provide proven-quality Design, Illustration and Translation services.



## What does **Hostelvending.com** offer?

Being the **ONLY** online newspaper about automatic retailing in the World, **HOSTELVENDING.com** is, consequently, the largest, finest and most up-to-date source of information for and about the Vending industry.

It is all advantages: an innovative, organic, extremely visual and fully accesible website where companies and users can

multiply their business possibilities and promote brand image among two different visitor profiles: PROFFESIONAL readers and the Big Audience.

**HOSTELVENDING.com** is, then, a great source of information and a magnificent advertising showroom. But there is much more. This is a list of the many tools you are free to use:

- Product and Company Search.
- Complete and functional Trade shows list.
- Image Gallery.
- Classified Ads.
- Guides to start a Vending business.
- In-depth reports, articles and interviews.
- Coffee daily prices.
- Public tenders alert.
- Free download of **HOSTEL VENDING** magazine.



Even more, **HOSTELVENDING.com** strengthens the impact of their news and the close communication with professionals in the most popular social networks:

- Twitter, @HostelVending
- facebook.com/hostelvending



## What does **Hostelvending.com** offer?

**HOSTELVENDING.com Daily Newsletter** is yet another guarantee that our subscribers database will receive – every day, no costs – an exclusive advertising impression of your company, along with the daily choice of news articles. Yes, this is certainly one of the most effective advertising solutions, since the Newsletter is delivered directly and

immediately to our readers.

**HOSTEL VENDING.com** also uses an optimized SEO structure. Thanks to this software, our articles are often positioned in the top results in Google, Google News and the main Internet search engines, maximizing the impact of news.

Toda la actualidad del recreativo y del juego. Referencia en el sector de recreativo, póker, slots, máquinas recreativas, ferias, medios de pago y apuestas deportivas.

¿No ves bien el mensaje?  
[Abrelo en el navegador.](#)



Feria del Vending

# hostel vending

29/11/2011

## Vendibérica concluye con una sensación de gran éxito



Éxito total y rotundo. De esta forma se puede calificar el desarrollo de Vendibérica, la feria del sector nacional del vending y que había sido muy esperada por todos los integrantes tras cuatro años... [Leer artículo](#)

[Tweet](#) [Like](#)

29/11/2011

### "Hay que invertir en la promoción del vending y mejorar la imagen ante el usuario"

Juan José Mach (director general de Saeco Ibérica) es el vicepresidente de Proveedores Vending Asociados (PVA). En los últimos instantes de Vendibérica, Mach nos de

[Nuestra página en Facebook](#)  
[Síguenos en Twitter](#)  
[Reenviar](#)

Contenido:


- "Hay que invertir en la promoción del vending y mejorar la imagen ante el usuario".
- Vending, sin límites para exportación y la diversificación
- Las bebidas energéticas tendrán que cuidar su etiquetado por el contenido en cafeína
- Se confirman discretos datos de venta de máquinas en el tercer trimestre



**AZKOYEN**  
Vending for life

Tu La Web Imágenes Videos Maps Noticias Gmail Más

Hipale Communication



vending

Búsqueda Aproximadamente 2.050 resultados (0,12 segundos)

Todo **Vending**  
[vending.com.es/](#)  
En [Vending.com.es](#) encontrará toda la información referente al sector: guía de empresas, noticias **vending**, eventos, máquinas expendedoras de **vending**, ...

Imágenes **Resultados de vending**

Maps

Videos

Noticias **Carla Balakgile, nueva presidenta de NAMA**  
Hostel Vending - hace 8 minutos  
Su labor en esta organización ha servido, entre otras cuestiones, para mejorar los precios adversos en las pequeñas transacciones del vending para todos los ...

Shopping

Más






Destacadas

**La mejor opción de alimentación en el nuevo AVE gallego, el vending**  
Hostel Vending - hace 1 día  
Quizás en sólo 68 minutos, un tentempié ofrecido por un equipo de vending es la mejor opción para unos viajeros que busquen simplemente un picoteo durante ...

**Modificación en la normativa de venta de tabaco**  
Hostel Vending - hace 40 minutos  
A partir de esta premisa, continúan trabajando los principales fabricantes de máquinas expendedoras de tabaco y los operadores de vending permanecen alertas ...

**Comer bien no es solo cuestión de sabor**  
Hostel Vending - hace 22 horas  
De igual manera, informa de qué forma estos productos aportan mayor credibilidad y solidez a cualquier proyecto de restauración, hostelería, vending y ...

**Lloret de Mar reafirma la restricción para el vending en su lucha**  
Hostel Vending - hace 22 horas  
Los responsables jurídicos y de la delegación catalana están estudiando las normativas para ver qué acciones llevan a cabo. Lloret de mar vending apagón ...



## Subscriber profile

The overall number of subscribers to **HOSTEL VENDING** (always on the rise) is 8,682. The magazine is delivered to over 40 countries all over the World. Subscribers can be tagged as:

- Manufacturing companies: 1,588 subscribers.

Here are included all those companies directly involved in the manufacture, distribution and storage of vending machines along with all those which belong to auxiliary industries: manufacturers, sales people, electronic, software, hardware, technical and maintenance assistance, event organizers, etc.

- Independent professionals: 2,904 subscribers.

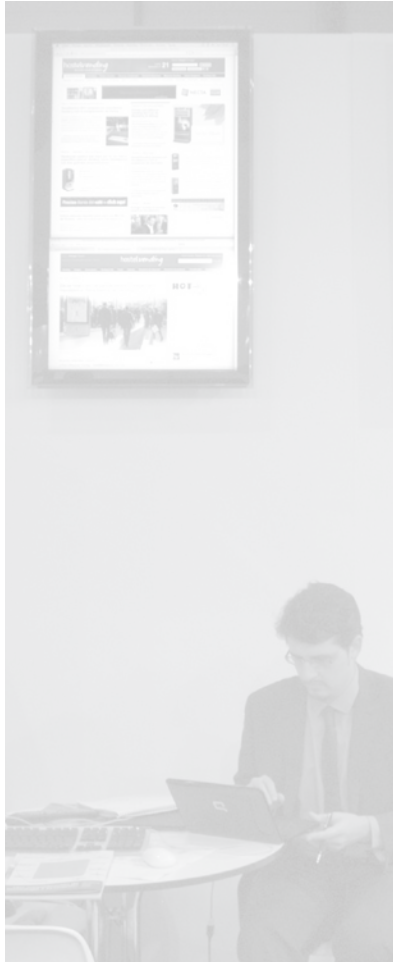
Professionals who work on their own with medium businesses inside the industry or those who work for the auxiliary industry: installers, fitters, operators, professionals of the hotel and restaurant industries, etc.

- Vending machine owners: 4,190 subscribers. These are the ones who own a small amount of machines or are owners of bigger machine parks but do not exploit them directly.

In addition to all these subscribers, Hostel Vending, thanks to the largest database in the vending industry, has registered a great number of companies and freelancers that, after paying attention to the continuous changes in the market, have added or intend to add the vending distribution as an ideal way for trading their products and services.

In this sense, **HOSTEL VENDING** and **HOSTELVENDING.com** are the best gateway into this industry.

## Visitor profile



**HOSTELVENDING.com** is a news and advertising solution that can be easily accessed from any computer, tablet PC or smartphone.

Considering the concept behind our news articles and the multiple free solutions provided, there are two groups of visitor profiles:

- 1. A LARGE group of PROFESSIONAL visitors, belonging to companies that are part of the automatic retailing industry (or they are closely related to it). This profile usually includes executives in managerial positions and decision-makers; they are educated men and women, aged 30 to 55, who usually visit the website during working hours.

- 2. A second and smaller group of visitors (but also increasing), is a

non-professional profile, which could be labelled as the BIG AUDIENCE. They are visitors that may have been attracted to the website by the headlines (and the information behind them), or because they are interested in taking their first steps in the automatic retailing business, either as an investor, an entrepreneur, or a company that is considering to use Vending services. Be as it may, this visitor profile is extremely interesting for companies advertised or mentioned in **HOSTELVENDING.com**, since they are presumably the same profile of end users and clients, thus maximizing the impact of their advertising campaign in their target.

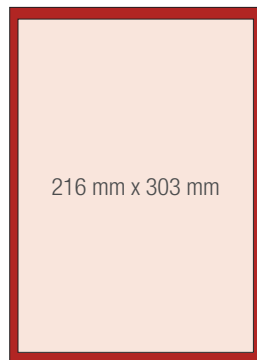
ISSUES	Booking of ADs Deadline	DISTRIBUTION IN TRADE SHOWS AND PRINT RUN
63 – January / February	14/12/11 - 21/12/11	IMA, (Germany) - Easyfairs Restauración Moderna (Madrid, Spain) Print run: 9,500 copies
64 – March / April	12/02/12 - 19/02/12	Nama OneShow (USA) - Alimentaria (Barcelona, Spain) Print run: 9,500 copies
65 – May / June	16/04/12 - 23/04/12	Venditalia (Italy) - Vending Benelux (Belgium) - Vending Show (China) Print run: 10,000 copies
66 – July / August	11/06/12 - 22/06/12	Print run: 9,500 copies
67 – September / October	18/08/12 - 27/08/12	Hostelco (Barcelona, Spain) - Vending Paris (France) - Expovending & OCS (Brazil) Print run: 13,500 copies
68 – November/ December 2012 Calendar	12/10/12 - 22/10/12	Print run: 9,000 copies
The Vending Guide 2013 Late 2012 - Early 2013		Print run: 9,000 copies

**Features** Office Coffee Service (OCS), Cups & stir Sticks, Snacks & Bakeries, Coffee, Tea & Hot drinks, Payment Systems, Telemetry-M2M-Software, Water coolers & filters, Soft drinks and Cold machines, Food and Ready-meals, Horeca.

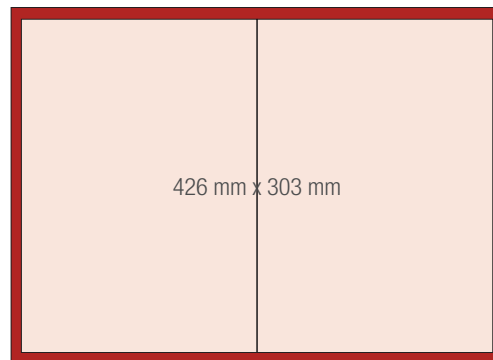
Security, Reverse-vending, Automated 24-hour shops, Furnishing & Themed Decor, Touchscreens & Interactive technology, Spare parts and Accesories, Automated food service, Sweeteners, Healthy Vending, Logistics y Traceability, Storage, Packaging, Ethical Vending.

Marketing, Quarter Market figures, Leasing & Financing, Quality Certificates, Public tenders, Commodities prices, Training, New markets and niches, Vending Associations, Internet & Social Networks.

## Price list

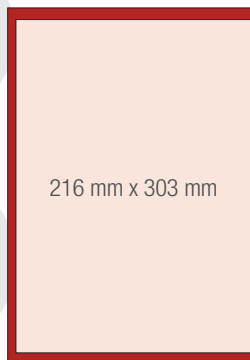


**Front page: € 3,310**  
210 x 297 mm  
+ 3 mm bleed



**Double page: € 2,800**  
2 x (210 x 297 mm)  
+ 3 mm bleed

**Page: € 1,325**  
210 x 297 mm  
+ 3 mm bleed



**Back page: € 1,765**  
210 x 297 mm  
+ 3 mm bleed

### Advertorial

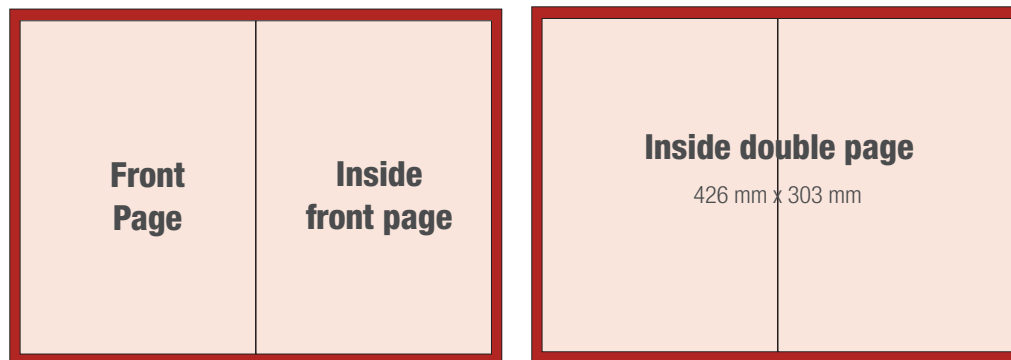
- 2 Pages: 1,800 euros

### Approved formats:

- Jpg: 300 dpi resolution in real size; CMYK mode; the highest quality.
- Pdf: including fonts or with text converted to curves; the highest quality.
- Three mm bleeding is always necessary in full-page ads (whole page size with bleed: 216 mm x 303 mm); it is highly recommended to leave about 5 mm of margin from the cut line.
- Microsoft Word and Corel Draw ads will not be accepted.

VAT (18 %) NOT included. Placement extra: 15%

## Price list



**Fold-out flap: € 7,285**

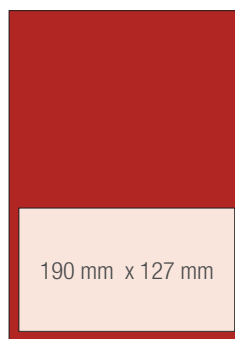
### Advertorial

- 2 pages: 1,800 euros

### Approved formats:

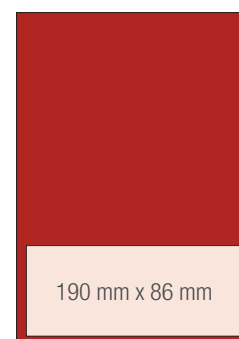
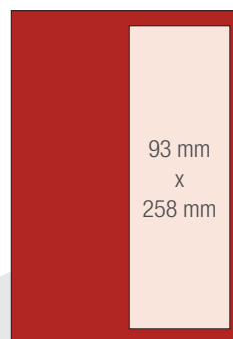
- Jpg: 300 dpi resolution in real size; CMYK mode; the highest quality.
- Pdf: including fonts or with text converted to curves; the highest quality.
- Three mm bleeding is always necessary in full-page ads (whole page size with bleed: 216 mm x 303 mm); it is highly recommended to leave about 5 mm of margin from the cut line.
- Microsoft Word and Corel Draw ads will not be accepted.

Front page (210 x 297 mm) + Inside front page (210 x 297 mm)  
+ inside double page (420 x 297 mm) + 3 mm bleed



**1/2 page: € 705**

190 x 127 mm - 93 x 258 mm



**1/3 page: € 550**

190 x 85 mm

**VAT (18 %) NOT included. Placement extra: 15%**

## Advertising spaces in Hostelvending.com

gigante top 950 x 85

hostelvending magazine ONLINE DEL VENDEDOR

Jueves, 25 el magazine

Actualidad Vending | El Vending | Ferias y Eventos | Anuncios Clasificados | Directorio de Empresas | Máquinas de Vending | Galería de Imágenes

Nacional | Internacional | Empresas | Economía | Productos | Salud | Tecnología | Ferias | Franquicias | Asociaciones | Reportajes | Entrevistas | Artículos | Hemeroteca

NACIONAL | Descarga en pdf

Ya está aquí la edición 51 de Hostel Vending, totalmente gratis

hostelvending SABORES AUTÉNTICOS

A partir de hoy puedes descargar la última edición de la revista HOSTEL VENDING, de forma totalmente gratuita. Para descargar una copia en PDF, pincha AQUÍ para visitar nuestra Hemeroteca, una vez allí, pincha en NÚMERO 51 (Enero - Febrero 2010). Entre en el contenido de la noticia para ver un resumen de las temáticas más destacadas de este celebrado número.

NACIONAL | Fecha límite: 24 de marzo

Se anuncia un concurso abierto para cubrir servicios de catering y vending en Vigo

El BOE del día de hoy, Jueves 25 de febrero, publica un anuncio en el que se convoca procedimiento abierto para la contratación del servicio de catering e instalación de máquinas expendedoras de bebidas y alimentos sólidos en el edificio de la Delegación de la Agencia Tributaria de Vigo. El adjudicatario no detalla el número de expendedoras requeridas, ni contempla un presupuesto de licitación, por lo que el adjudicatario se beneficiará de las ventas que se produzcan en las máquinas instaladas.

banner izquierda 390 x 90

NACIONAL | Presupuesto de licitación: 3.964,32 euros

El distrito madrileño de Ciudad Lineal necesita 12 máquinas de vending

NACIONAL | Rly en vanguardia

illy entrega su Premio a jóvenes artistas en ARCOmadrid 2010

El Premio creado por illycaffè en colaboración con ARCOmadrid reconoce los artistas jóvenes menores de 35 años de Los Angeles, cuyas obras están presentes en la sección especial "Panorama: Los Angeles" de la feria. Entre los miembros del jurado se encontró el director de arte de illycaffè Carlo Biaz.

NACIONAL | Hasta el 24 de marzo

El fisco de Palma de Mallorca anuncia un concurso de máquinas de vending

Se publica en el BOE del 24 de febrero el anuncio de la Delegación de Economía y Hacienda de las Illes Balears, con el que se convoca un concurso abierto para la instalación y explotación de máquinas expendedoras de bebidas y snacks en el edificio mencionado.

INTERNACIONAL | Guatemala, 26-28 febrero

La OIC invita a la industria del café a asistir a la Conferencia Mundial 2010

El Director Ejecutivo de la Organización Internacional del Café (OIC), Roland Ochoa, será anfitrión de la Conferencia Mundial del Café 2010, organizada por la Asociación Nacional del Café de Guatemala (Anacafé), que tendrá lugar en el Hotel Westin Camino Real de Ciudad de Guatemala (Guatemala) del 26 al 28 de febrero de 2010.

ver más >>

Anuncios Clasificados

DAP-7 PLUS | SAECO

MÁQUINAS DE BEBIDAS - CAFÉ

Tenemos por renovación de parque varias DAP 7 Plus en estado óptimo de funcionamiento[...]

Precio: 150 Euros

Provincia: Barcelona

banner derecha 310 x 90

Licitaciones

OFERTA MASIVA DE PLAZAS DE VENDING EN LA UNIVERSIDAD DE ALMERÍA

MÁS DE 30 MÁQUINAS A LICITACIÓN EN EL AEROPUERTO DE TENERIFE SUR

CONCURSO ABIERTO PARA LA INSTALACIÓN Y EXPLOTACIÓN DE EXPENDEDORAS EN CHAMARTÍN

robapáginas 310 x 250

Left Banner (390 x 90)

VENDEX JAPAN 2010

6 al 12 de Marzo | Tokio, Japón

LES JOURNÉES DE LA DA

11 al 12 de Marzo | Avignon, Francia

gigante 950 x 85

boton 1 - 230 x 90

boton 1 - 230 x 90

boton 1 - 230 x 90

boton 1 - 230 x 90

Horizontal Banner (230 x 90)

ÚLTIMAS NOVEDADES ver más >>

La máquina expensora (vending mac [...])

La serie Brisa de Achoyen de máquina [...]

La serie Brisa de Achoyen de máquina [...]

La serie Brisa de Achoyen de máquina [...]

La serie Brisa de Achoyen de máquina [...]

La serie Mistral de Achoyen de máquina [...]

La serie Mistral de Achoyen de máquina [...]

Top Megabanner (950 x 85)

Right Banner (310 x 80)

Junior Banner (310 x 250)

Left Banner (390 x 90)

Megabanner (950 x 85)

Horizontal Banner (230 x 90)



## Price list - **Hostelvending.com**

MONTHLY RATES (3 banners rotating, max.)			
BANNER TYPE	SIZES (in pixels)	HOME PAGE	NEWS
Top Megabanner	(950x85)	€ 500	€ 700
Junior Banner	(310x250)	€ 455	€ 625
Megabanner	(950x85)	€ 375	€ 500
Left Banner	(390x90)	€ 300	€ 350
Horizontal Banner	(230x95)	€ 200	€ 250
Right Banner	(310x80)	€ 200	€ 250

BANNER TYPE	SIZES (in pixels)	PRODUCTS & COMPANY LIST; TRADE SHOWS; CLASSIFIEDS
Top Megabanner	(950x85)	€ 350 (per section)
Junior Banner	(220x220)	€ 300 (per section)
Megabanner	(710x85)	€ 250 (per section)
Horizontal Banner	(230x85)	€ 145 (per section)
Right Banner	(220x85)	€ 145 (per section)

Special combo discount: **HOSTEL VENDING MAGAZINE + WWW.HOSTELVENDING.COM**



WWW.HOSTELVENDING.COM

HOSTEL VENDING MAGAZINE

FORMATS	RATES
1 Full Page Ad + banner in www.hostelvending.com Home Page*	€ 700,00/ month
1/2 page Ad + banner in www.hostelvending.com Home Page*	€ 450,00/ month
* banners in rotation, 3 clients maximum.	

## Price list - newsletter



### Banners in Newsletter

Top Megabanner (600 x 80)

Vertical Banner (160 x 320)

FORMAT	SIZE	RATES
Newsletter Megabanner	(600x80)	€ 600,00 / week
Newsletter Vertical Banner	(160x320)	€ 450,00 / week

Hostelvending.com.pt



**HOSTEL VENDING** broadens new commercial horizons and international expansion, introducing **HOSTELVENDING** Portugal: the first of our franchised subsidiaries featuring the **HOSTEL VENDING** brand.

With **HOSTELVENDING.com.pt**, Portuguese-speaking readers can now enjoy the first and only B2B daily newspaper in the Internet that specializes in automatic retailing, catering and food services. And, of course, it shares the same values of quality and self-requirement that have given a leading status to **HOSTEL VENDING**.

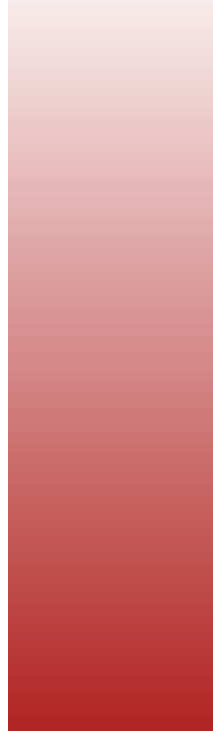
With the Portugal market now on hand, it is extremely easy and flexible for companies to fit their advertising budgets and campaigns for the whole Iberian Peninsula. And their promotional impact will now be wider and more accurate.

And, if that is not enough, you can use **HOSTELVENDING.com.pt** as a gateway to enter a huge market with 191 million potential customers: Brazil.

Do not hesitate to contact us if you have any questions about the different advertising and editorial solutions of **HOSTELVENDING** Portugal.

The screenshot displays the HostelVending Portugal website. At the top, there's a navigation bar with links like 'Início', 'Sobre', 'Contacto', 'Publicidade', 'Assinatura', 'Links', 'Galeria', 'Directório de empresas', 'Directório de produtos', 'Classificação', and 'Notícias'. Below the navigation bar, there's a section titled 'Mundo de Vending' with a globe icon. The main content area is divided into several columns. The left column features articles such as 'Barry Callebaut lança primeiro chocolate feito com açúcar de fruta', 'MEI lança novo moedero Conlux MCM5', and 'Abloy apresenta soluções de segurança adaptadas ao vending'. The middle column includes 'Incidente "Mini Vending Machine"', 'Verizon lança-se no mercado M2M', 'Café com Especiarias - Uma nova categoria de Cafés', and 'Máquina de venda de pão "Vendingon"'. The right column contains advertisements for 'DouroVending', 'HOT VENDING', and 'AZKOYEN'. At the bottom, there's a section for 'ULTIMAS EMPRESAS' and 'ULTIMOS PRODUTOS'.

Likewise, we are happy to explain our franchising and business concept for any international market.



HOSTEL VENDING & HOSTELVENDING.com

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info@hostelvending.com