



hostel
Vending

DOSSIER 2019



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1/ ¿What is **Hostelvending**?

Hostelvending is a 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 **Hostelvending** is based on self-requirement: always provide the highest quality in design, contents and professional support. Following this set of values in business-making, **Hostelvending** has become – after 17 years of experience in the market – the most useful and unfailing solution for the automatic retailing industry.



Miembro de EVPA



Media partner de EVA





Hostelvending.com

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 11 years – the quality and specialization of articles and reports attracting more and more visitors.

The next year, Hostelvending.com will have a new look and new advanced functionalities and services.

[Hostelvending](http://Hostelvending.com) and Hostelvending.com are perfectly complementary and, together, provide the ultimate solution for the automatic retailing business.





2 / Print run & distribution

Hostelvending 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 3.650 suscriptores PROFESSIONAL subscribers who receive their issue 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 Hostelvending are usually handed out to visitors and exhibitors.

The main goal of Hostelvending 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: 6.000 copies *

Annual print run: 50.000 a 60.000 copies *

Total readers: 150.000 (paper and PDF format)



Subscribers: 3.650

- Nationals: 2.900

- Internationals: 750

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



Evolution web

País	Adquisición			Comportamiento			Conversiones		
	Usuarios	Usuarios nuevos	Sesiones	Porcentaje de rebote	Páginas/sesión	Duración media de la sesión	Tasa de conversión del objetivo	Objetivos cumplidos	Valor objetivo
	184.872 <small>% del total: 100,00 % (184.872)</small>	182.014 <small>% del total: 100,09 % (181.858)</small>	253.196 <small>% del total: 100,00 % (253.196)</small>	29,97 % <small>Media de la vista: 29,97 % (0,00 %)</small>	2,83 <small>Media de la vista: 2,83 (0,00 %)</small>	00:01:53 <small>Media de la vista: 00:01:53 (0,00 %)</small>	0,00 % <small>Media de la vista: 0,00 % (0,00 %)</small>	0 <small>% del total: 0,00 % (0)</small>	0, <small>% c: 0,00 %</small>
1. Spain	120.029 (65,25 %)	118.591 (65,15 %)	175.503 (69,32 %)	29,75 %	3,03	00:02:11	0,00 %	0 (0,00 %)	0,00 €
2. Mexico	12.292 (6,68 %)	12.300 (6,76 %)	14.157 (5,59 %)	22,02 %	2,30	00:01:06	0,00 %	0 (0,00 %)	0,00 €
3. Colombia	7.683 (4,18 %)	7.614 (4,18 %)	11.212 (4,43 %)	23,11 %	2,61	00:01:42	0,00 %	0 (0,00 %)	0,00 €
4. United States	6.967 (3,79 %)	6.949 (3,82 %)	7.263 (2,87 %)	46,44 %	1,86	00:00:27	0,00 %	0 (0,00 %)	0,00 €
5. Peru	4.740 (2,58 %)	4.728 (2,60 %)	5.513 (2,18 %)	20,33 %	2,30	00:01:11	0,00 %	0 (0,00 %)	0,00 €
6. Chile	4.572 (2,49 %)	4.542 (2,50 %)	5.757 (2,27 %)	24,49 %	2,46	00:01:23	0,00 %	0 (0,00 %)	0,00 €
7. Argentina	3.882 (2,11 %)	3.861 (2,12 %)	4.736 (1,87 %)	23,52 %	2,48	00:01:25	0,00 %	0 (0,00 %)	0,00 €
8. Ukraine	2.138 (1,16 %)	2.136 (1,17 %)	2.180 (0,86 %)	86,19 %	1,24	00:00:08	0,00 %	0 (0,00 %)	0,00 €
9. Portugal	1.617 (0,88 %)	1.585 (0,87 %)	2.823 (1,11 %)	33,62 %	3,04	00:01:52	0,00 %	0 (0,00 %)	0,00 €
10. Ecuador	1.587 (0,86 %)	1.577 (0,87 %)	1.923 (0,76 %)	26,89 %	2,51	00:01:32	0,00 %	0 (0,00 %)	0,00 €

Counting over 1.000.000 pages seen and more than 300.000 single users in one year, [Hostelvending.com](https://www.hostelvending.com) has already become a landmark website for the Vending industry. Always in constant evolution, with improved and more professional contents, [Hostelvending.com](https://www.hostelvending.com) will keep bringing new users to the industry of automatic retailing, while encouraging the number of visits.

Usuarios

184.872



Usuarios nuevos

181.858



Sesiones

253.196





3 / ¿What does **Hostelvending** offer?

Quality and specialization in the articles and design are the basic pillars upon which **Hostelvending** 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 **Hostelvending** 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 **Hostelvending** 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 **Hostelvending** 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.

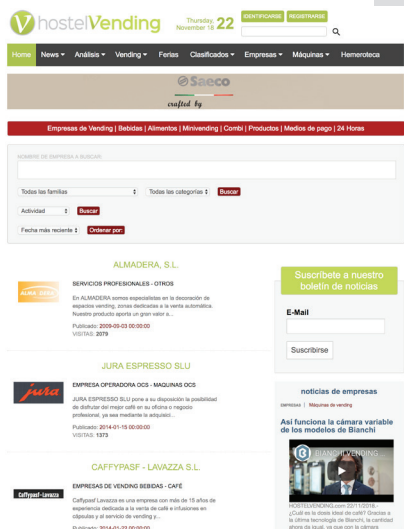
- PERSONALIZED SUPPORT. You know you can count on us for advice on topics where we have more information than anyone else. We can give you tips on how to get the most out of your advertising campaigns. Besides the editorial support, we can even provide proven-quality Design, Illustration and Translation services.



¿What does HostelVending offer?

Being the ONLY online newspaper about automatic retailing in the World, HostelVending.com is, consequently, the largest, nest 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 pro les: PROFESSIONAL readers and the Big Audience.



- 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.

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



youtube.com/user/RevistaHostelVending



¿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. Hostelvending.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.





4 / Subscriber profile

The overall number of subscribers to [Hostelvending](#) (always on the rise) is 3.650, con una distribución que abarca más de 40 países en todo el mundo, divididos en:

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, tters, 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, [Hostelvending](#), 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, [Hostelvending](#) and [Hostelvending.com](#) are the best gateway into this industry.

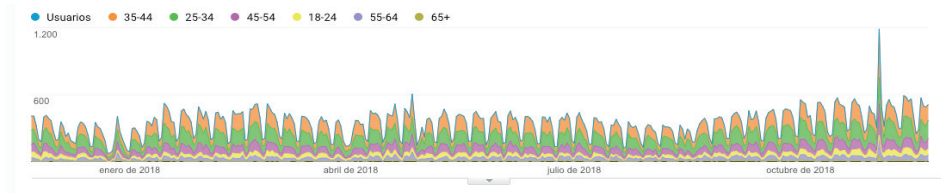


Visitor profile

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.



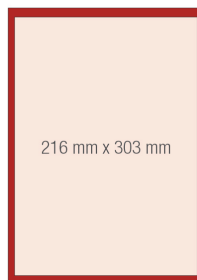


5 / Editorial calendar

ISSUES	Booking of ADs Deadline	DISTRIBUTION IN TRADE SHOWS AND PRINT RUN
108– January / February	14/12/18 - 21/12/18	Salón HT / HIP / CES / Expocafé / China IVS Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
109– March	12/02/19 - 19/02/19	Alimentaria Lisboa / VendExpo Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
110 – April (OCS)	16/03/19 - 23/03/19	Vending París / Alimentaria / NAMA One Show / Vendex Tirada: 11.300 ejemplares Descarga PDF: 3.700 TOTAL: 15.000
111 –May	11/04/19 - 22/04/19	Eu'Vend Et Coffeena / Vending Expo Rumania Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
112 – June (Micromarkets)	18/05/19 - 27/05/19	Noche del vending / World of Coffee / Fispal Café Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
113 – July / August	12/06/19 - 22/06/19	Vendex / Coffee, Tea and Water / ExpoCafé México Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
114 – September	12/08/19 - 22/08/19	Expovending / Canadá Vending Expo / Vend Asean Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700
115 – October (Vendibérica)	12/09/19 - 22/09/19	Vendibérica / Host Milano Tirada: 9.000 ejemplares Descarga PDF: 3.700 TOTAL: 12.700
116 –November/ December	12/09/19 - 22/09/19	EVEX / Coffee, Tea Et Water Tirada: 6.000 ejemplares Descarga PDF: 3.700 TOTAL: 9.700



6 / Prices List



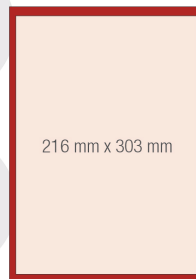
Front page: € 3,310
210 x 297 mm
+ 3 mm bleed



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



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

Advertorial

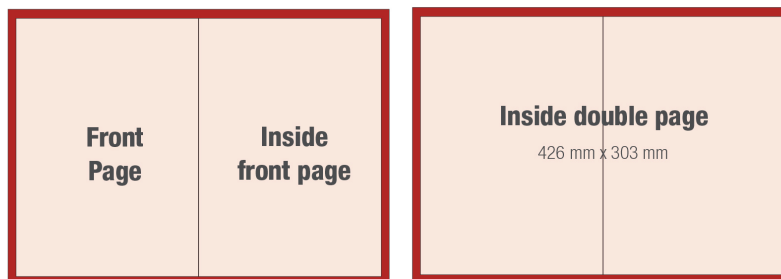
- 2 Pages: 1,800 euros

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.



Price List



Advertorial

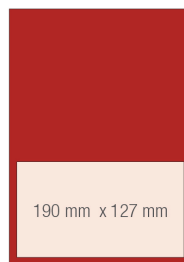
- 2 pages: 1,800 euros

Approved formats:

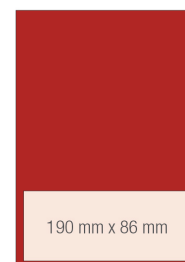
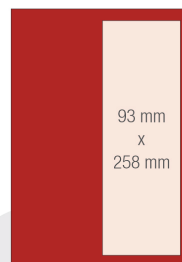
- Jpg: 300 dpi resolution in real size; CMYK mode; the highest quality.
- Pdf: including fonts or with text converted to curves; the highest quality.
- Three mm bleeding is always necessary in full-page ads (whole page size with bleed: 216 mm x 303 mm); it is highly recommended to leave about 5 mm of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

Fold-out flap: € 2,285

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 Space in Hostelvending.com

The screenshot shows the Hostelvending.com website layout with the following advertising spaces identified by red arrows:

- gigante top 950 x 85**: Located at the top of the page, above the main header.
- Megabanner Top (950 x 85)**: Located at the top of the page, below the main header.
- banner derecha 310 x 80**: Located on the right side of the page, below the main header.
- Banner columna (310 x 80)**: Located on the right side of the page, below the main header.
- Robapágina (310 x 250)**: Located on the right side of the page, below the main header.
- Banner izquierda (390 x 90)**: Located on the left side of the page, below the main header.
- Megabanner (950 x 85)**: Located at the bottom of the page, above the footer.
- Botón horizontal (230 x 90)**: Located at the bottom of the page, below the footer.



Price list Hostelvending.com

WWW.HOSTELVENDING.COM

PRODUCTO*	PÁGINA PRINCIPAL	INTERIOR NOTICIAS
Megabanner Top (950x85)	500 €	700 €
Robapágina (310x250)	455 €	625 €
Megabanner (950x85)	375 €	500 €
Banner izquierda (390x90)	300 €	350 €
Botón horizontal (230x90)	125 €	175 €
Banner columna (310x80)	200 €	250 €

PRODUCTO*	DIRECTORIOS, CLASIFICADOS, FERIAS
Megabanner Top (950x85)	350 € (por sección)
Robapágina (220x220)	300 € (por sección)
Megabanner (710x85)	250 € (por sección)
Botón horizontal (230x85)	145 € (por sección)
Banner columna (220x85)	145 € (por sección)

*precios por mes y 3 banners (máximo) de clientes en rotación.



Price list Newsletter

La actualidad de vending

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

hostelVending^v



[El vending made in Italy domina el mercado internacional](#)

HOSTELVENDING.com 23/11/2017.- La exportación de máquinas expendedoras de fabricación italiana alcanzó los 213 millones de euros en los seis primeros meses del año, lo que supone un 5% más que en el mismo período del año anterior. 3.500 millones de facturación para el vending italiano | [leer más](#)

[Herdicasa, premiada como Empresa Responsable con la Infancia](#)

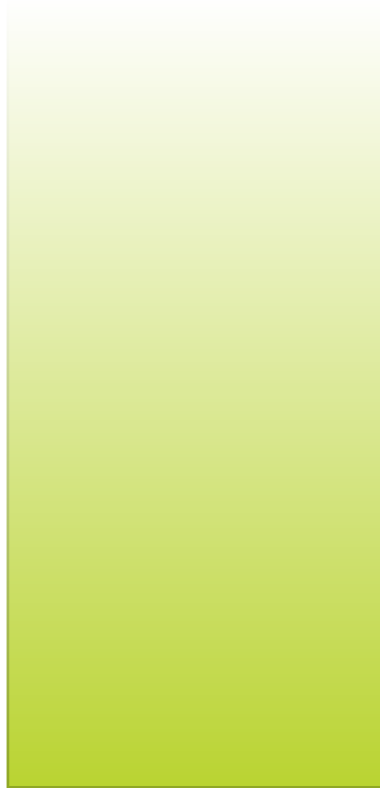
HOSTELVENDING.com 23/11/2017.- Herdicasa, empresa especializada en vending perteneciente al Grupo Carbajosa, recibió el galardón como Empresa Responsable con la Infancia. La Comunidad Valenciana plantea regular los

Banner en Newsletter

Banner Newsletter (310 x 80)

Banner Megabanner (565 x 100)

FORMATOS	MEDIDAS	PRECIO
Banner Megabanner	(565x100)	600,00 €/semana
Banner Newsletter	(310x80)	450,00 €/semana



Hostelvending y Hostelvending.com

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