

# MEDIA KIT 2025

# HOSTELVENDING

LEADING MEDIA FOR AUTOMATIC DISTRIBUTION AND  
AUTOMATIC RESTORATION

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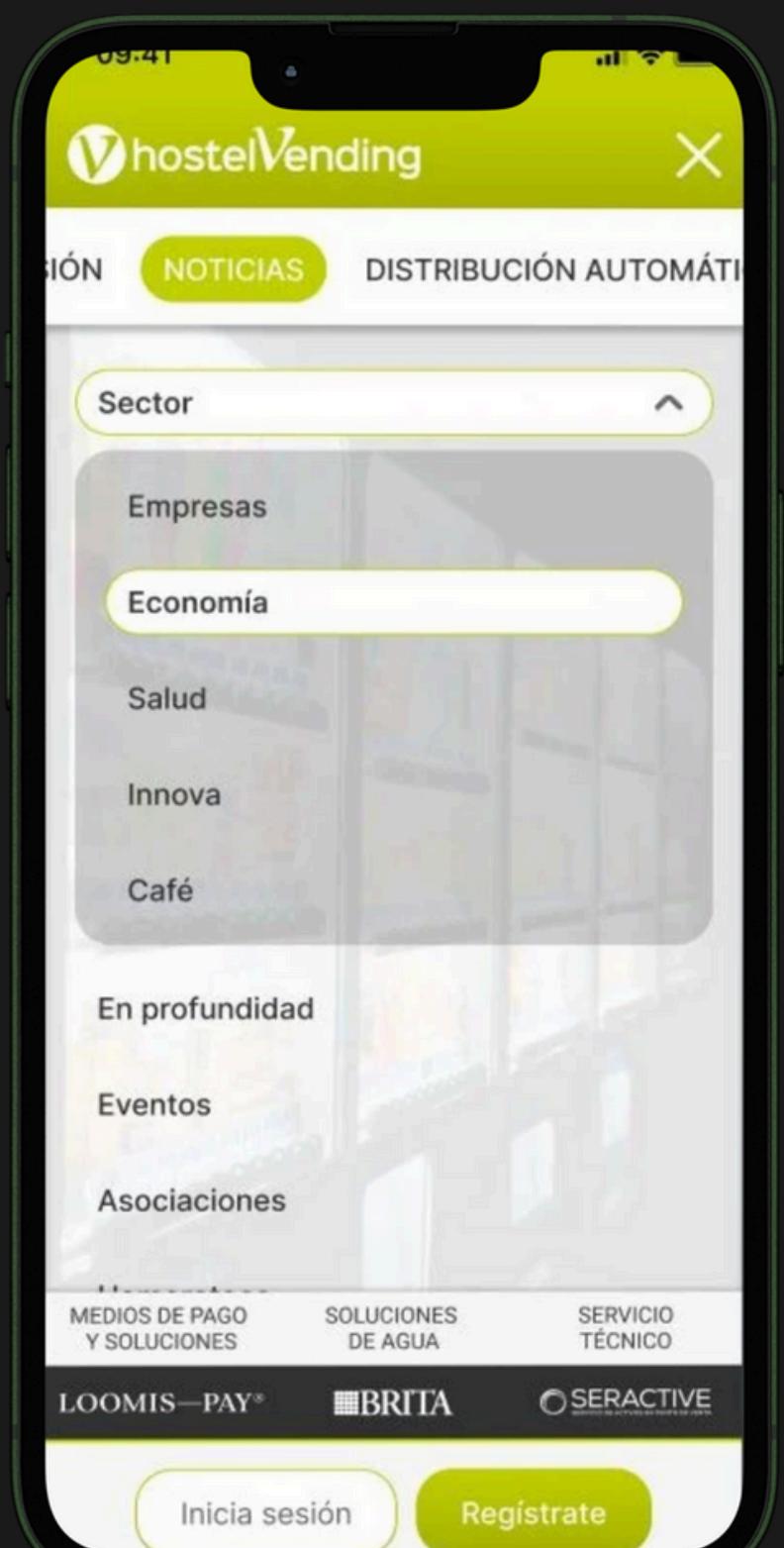
# NATIONAL AND INTERNATIONAL BENCHMARK



Hostelvending.com is the **first online media about automatic restoration and distribution.**



We inspire the industry through our **special features, reports and articles on micro-markets, payment systems, OCS, coffee, new self-service solutions, machines and water fountains, operator and manufacturer rankings**, as well as interviews with leading industry professionals.



# OUR HIGHLIGHTS



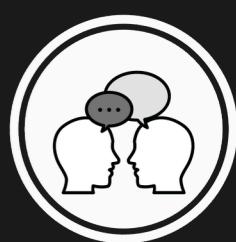
## MOBILE-FRIENDLY MEDIA

Hostel vending more adapted than ever to the biggest window in the world, the mobile phone. New advertising formats and portability.



## +1.500 VISITS PER DAY

And more than 320,000 annual users



## WEB REGISTRATIONS

+2,000 companies  
+6,000 users



**NEWSLETTER:** Recent growth 6 new subscribers in one month +2,000 base Spain +1,000 base Portugal

The screenshot shows a Google News search results page for the query "hostelvending". The results are as follows:

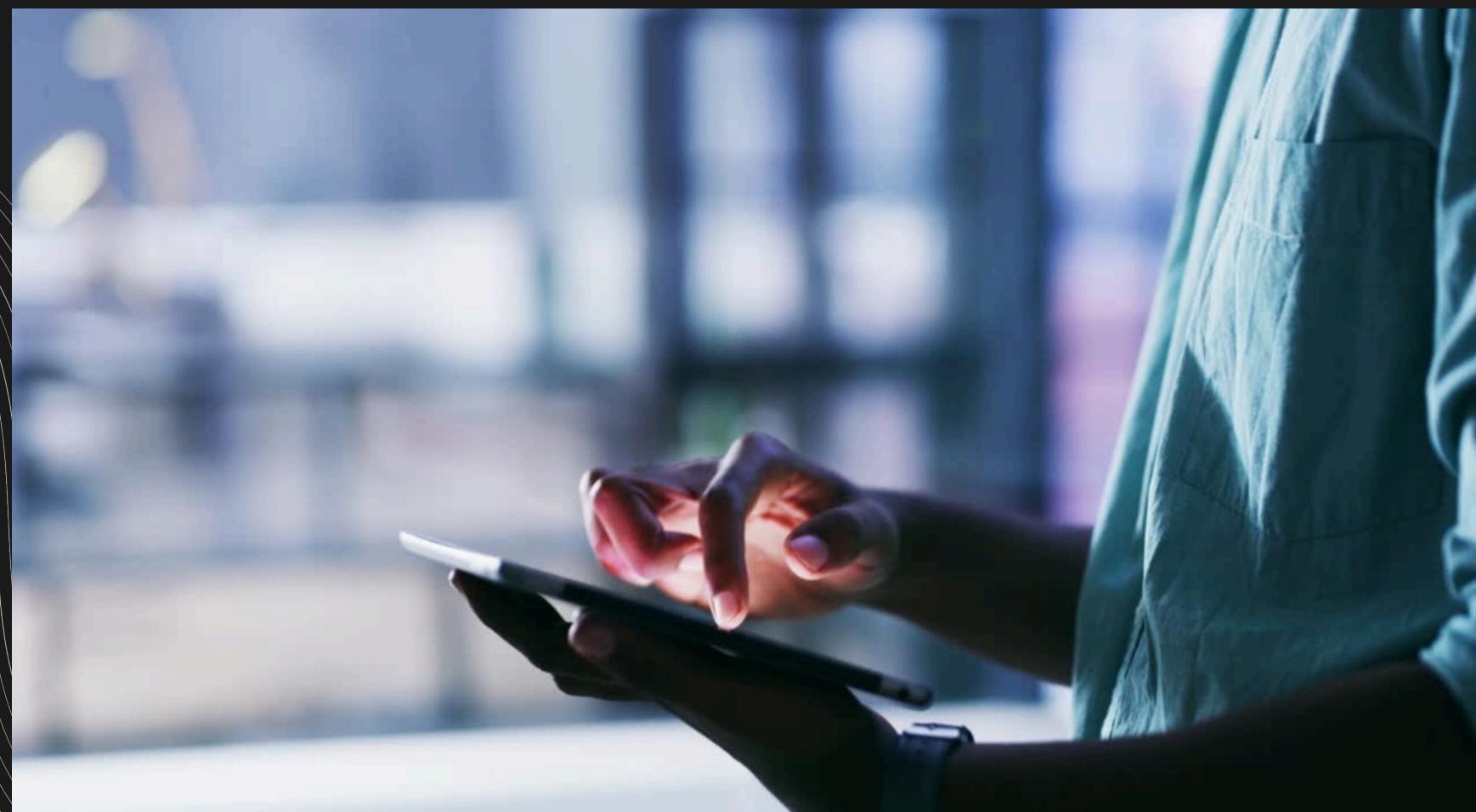
- Article 1:** "Espressa se une a la gran tendencia y lanza una crema fría de pistacho" by Hostel Vending. Published on HOSTELVENDING.COM 26/03/2025. The text describes a new pistachio cream dessert. A small image of the dessert is shown to the right.
- Article 2:** "Serunion crece un 16,8% en 2024 y refuerza su posición en restauración colectiva" by Hostel Vending. Published on HOSTELVENDING.COM 26/03/2025. The text discusses the company's growth and reinforces its position in collective catering. A small image of a kitchen or restaurant interior is shown to the right.
- Article 3:** "La mejor amiga del barista: la automatización le quita presión y le otorga artesanía" by Hostel Vending. Published on HOSTELVENDING.COM 26/03/2025. The text highlights how automation减轻了咖啡师的压力并赋予了他们更多的艺术性。A small image of a coffee machine is shown to the right.

# HOSTELVENDING 4.0

## INNOVATION STARTS AT HOME

*"The renewal of our website responds to a real need in the sector and aims to offer a benchmark model. It is a natural step in our transformation process. We preach with deeds. We work with the resources available, but with the clear intention of moving forward", Álvaro de Laguno, CEO of Hostelvending.*

- This redesign marks the **beginning of a stage in which we aim to meet more ambitious technical requirements**. One of the main focuses has been to optimise the mobile experience, given that it has become the most relevant and direct interaction channel with the end user.
- Beyond appearance, we are committed to **offering added value through the incorporation of new digital tools**. If everything evolves as planned, this year we will consolidate this transformation with the incorporation of audiovisual content, including formats such as podcasts with a visual component, integrated into new sections within the portal.
- The rise of **artificial intelligence** is driving us to explore solutions that are more agile, personalised and aligned with market expectations, thus reinforcing our commitment to innovation and continuous improvement in all our digital channels.



# AN INCREASINGLY INTERNATIONAL VOICE

One of our greatest assets is our international projection. With us, our partners can walk on this international path, reaching new markets and regions.

The new website will indeed allow us to increase our web speed and therefore our international visibility.

## YOUR VOICE MATTERS TOO

*"You inform about what is happening in the sector and you show possible developments in the sector, not only in this channel, but also in other channels where automated catering was not present before, but will be in the very near future. But for me there is something much more important... you try to show new ways for the sector to grow in value and be more attractive for all the actors. I offer you my most sincere congratulations and thanks for the work you are doing.", JAVIER GARCÍA, NESTLÉ PROFESSIONAL.*

*"From our position as one of the leading companies in the sector, we deeply value the work of Hostelvending, a key voice that drives the visibility, analysis and development of vending in Spain and Portugal.", JAVIER ARQUERONS, ARBITRADE.*

*"Hostelvending is a key medium that boosts the visibility and development of the sector, offering a specialised and constant platform that connects the entire vending and OCS value chain.", ERWIN WETZEL, EVA.*

*"Hostelvending is essential!!! ", ALFONSO LÓPEZ, LAQTIA.*

# CONTENT

## Featured reports from 2026

### **-January–February (No. 153): '*Great alliances for great projects*'.**

We will focus on the importance of partnerships between all stakeholders (operators, manufacturers, payment systems, producers, catering companies, etc.) in view of all the new automated catering service proposals that are emerging. We will emphasise the search for partners in the catering sector to form part of these major projects.

### **-March–April (No. 154): '*Partnerships to Create Solutions, Part II*'.** We will gather all the conclusions discussed at our Automated Foodservice Expo Summit. We will address topics such as: Embracing technology: Autonomous restaurants, robotics and new partnerships; Business models for foodservice: Every space, an opportunity; and DRS 2026: Regulations, reverse vending, costs and challenges for foodservice.

### **-May–June (No. 155): '*Coffee on the go*'.** This report is dedicated to one of the most promising business models, the famous coffee on the go. We will discuss new solutions (machinery) and beverages. Super-automatic machines and creations from leading manufacturers, instant coffee, iced coffee and specialities... Value propositions.

### **-July–August (No. 156): '*Business models for automated catering*'.** We will review and update all business models linked to automatic catering (healthcare, educational centres, market restaurants, service stations, hotels, micro-markets, etc.).

### **-September–October (No. 157): '*Payment Systems II*'.** We return to a field where technology, connection and communication intersect. Payment systems are, we could say, the voice of the machine, its channel of communication or, if we get even more metaphorical, its handshake. We will discuss new trends in 2026, new needs and the need for "integration".

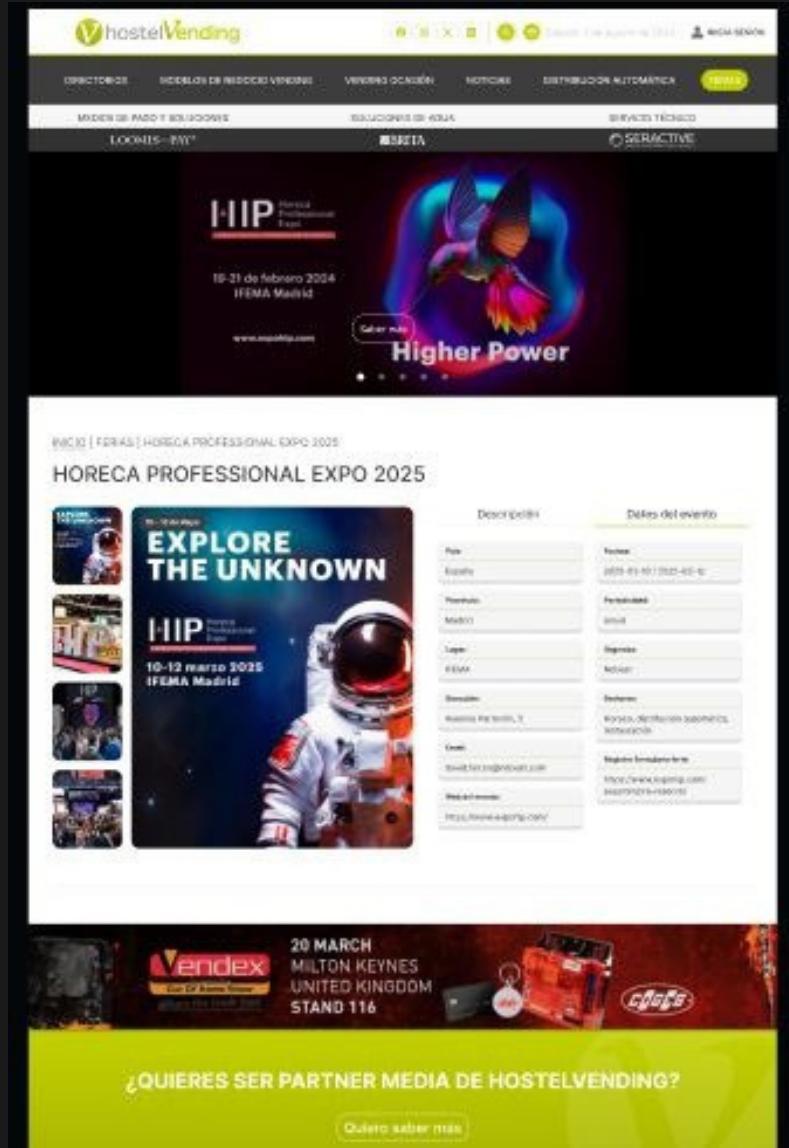
### **-November–December (No. 158): '*Operator Ranking*'.** Our most eagerly awaited special feature: turnover figures for the top 30 operators nationwide, together with industry figures and business results for manufacturing companies.

# COOPERATION OFFERS

**With great enthusiasm and looking forward to collaborating with the company you represent in this new stage, we would like to present this new version of the most visited media in the Automatic Distribution sector.**

With **more than 25 years of experience**, and more than 1,500 daily visits, Hostelvending has become the leader in the vending sector with its specials, reports and articles on a new and exciting scenario, **Automatic Catering**. This includes a wide range of unattended solutions for all types of locations, using the most **modern machines**, the best and healthiest **products** and, of course, **payment systems**, the true protagonists of the great revolution we are experiencing.

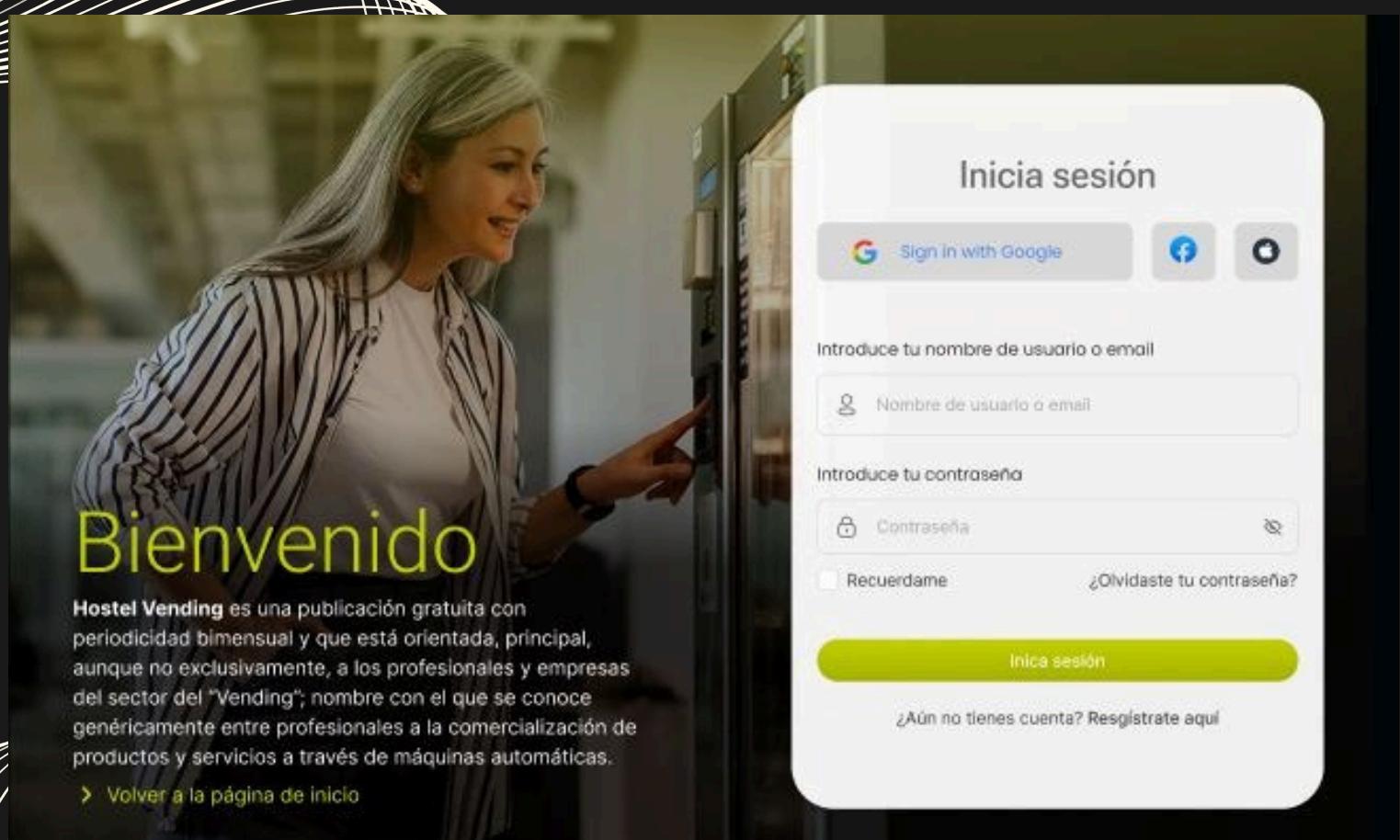
And at the heart of all this evolution is a key figure: the **operator**. From our perspective, the operator (or advisor) is a **provider of premium automatic catering services**, which implies breaking with traditional catering models and constantly implementing new technologies that make it possible to dispense to a large extent with human presence, providing added value both in the offer to the site and in the experience of the end customer.



# COOPERATION OFFERS

## ANNUAL BASIC OFFER

- Annual Premium Offer National and international news coverage of the company, participation in dedicated specials as actors: Service stations, new locations...
- Presence in Google news.
- Links to your website in all news and specials (once a month).
- 1 annual interview with the contents to be decided.
- Presence with logo and link in the slider of collaborating companies.
- Publication of this information in Hostelvending.com, newsletters, pdf magazines, social networks...
- Updating of the company's registration in Hostelvending and unlimited access to utilities, news and PDF magazine.

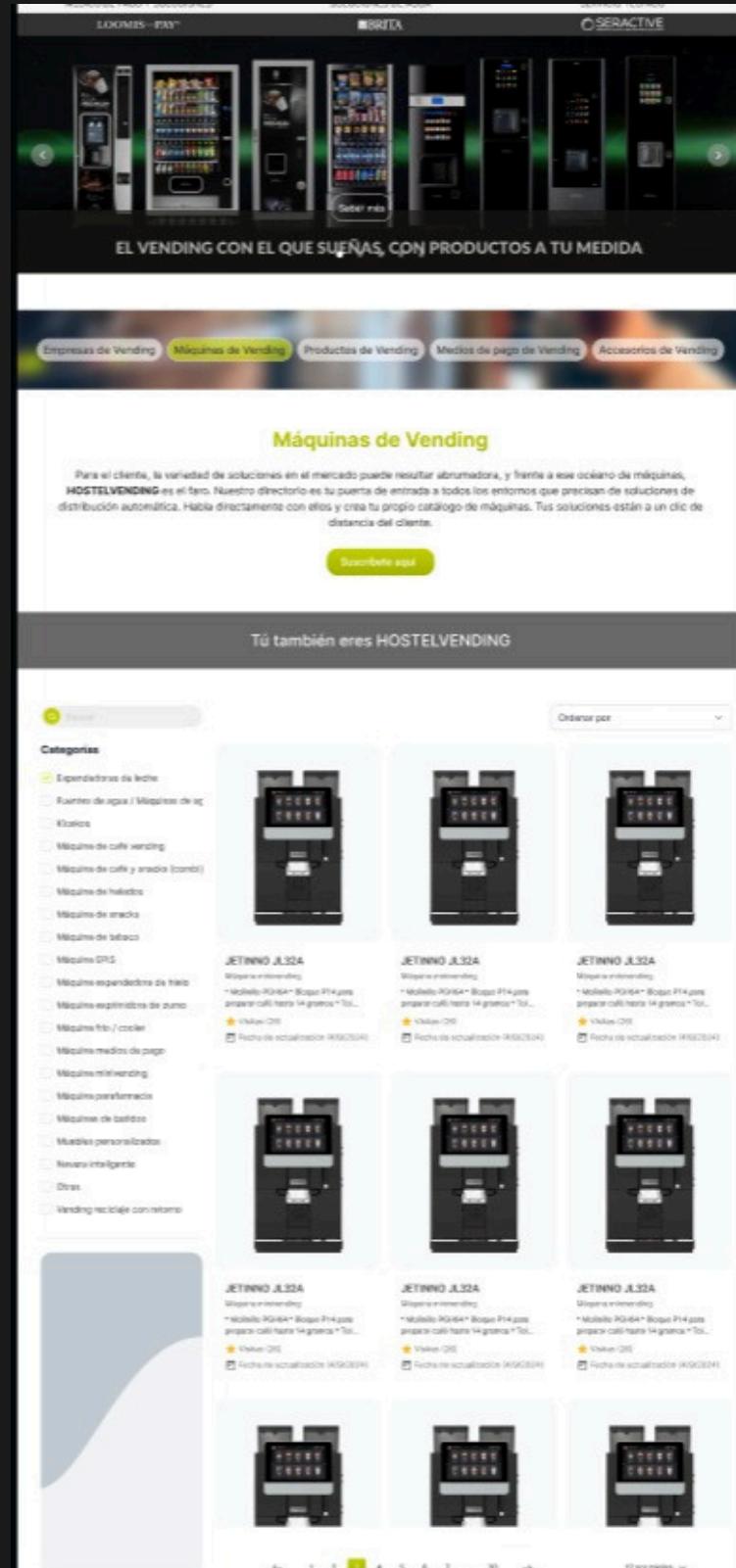


**OFFER: 1,275€ PER YEAR**

# COOPERATION OFFERS

## ANNUAL PREMIUM OFFER

- Annual Premium Offer National and international news coverage of the company, participation in dedicated specials as actors: Service stations, new locations...
- Presence in Google news.
- Links to your website in all news and specials (once a month).
- 1 annual interview with the contents to be decided.
- Presence with logo and link in the slider of collaborating companies.
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- Updating of the company's registration in Hostelvending and unlimited access to utilities, news and PDF magazine.



# PLUS...

# COOPERATION OFFERS

## ANNUAL PREMIUM OFFER

- **Giant slider on distribution pages** (main pages of each section: news, directories, vending occasion...) in rotation of 5 companies - (1920 x 629 px).
- **Megabanner in newsletter** 1 week minimum per month (1920 x 275 px)
- **1 page** Din A4 in the PDF magazine.
- **1 vertical banner** in news detail and related sections in pages such as company directories, accessory directories, product directories, payment system directories, etc.
- **1 week of featured space throughout the website** for a big launch, or failing that, a mass mailing to the database.

The newsletter preview features a central image of various Naming food products (Go! bars) and a sidebar for HostelVending. The HostelVending sidebar includes a photo of a man at a vending kiosk, a video player, and a list of news items.

**Naming**  
Casual food  
NUEVOS GO!  
Ensaladilla Rusa y Barbacoa  
Peso neto 140g · Vida útil 20 días  
NUEVAS RECETAS MEJORADAS YA DISPONIBLES

**HOSTEL VENDING**

**RESTAURACIÓN AUTOMÁTICA: NUEVOS AMBIENTES**

EL SERVICIO OFRECIDO POR LAS MÁQUINAS DEBE ADAPTARSE A LAS NECESIDADES Y PETICIONES DE LOS CONSUMIDORES, Y NO AL REVÉS.

38/ Solare LatteVelluto: la innovación de Gaggia que amplía las recetas de café y espuma de leche

39/ Jofemar estrena 2025 por todo lo alto: El despliegue de novedades en distribución automática

40/ Costa Rica avanza como nuevo competidor entre los países productores de café

**EMPRESAS**

6/ Alfonso López, CEO en Laqtia  
18/ Jesús Ramos, responsable de desarrollo de producto de Carimali para España y Portugal  
64/ Xavier Arquerons, CEO en Arbitrade

**CAFÉ**

8/ Lamentos en vending: ¿Hasta dónde llegarán el precio del café? Y el cacao?

**ARTÍCULOS**

35/ La fiebre de la gastronomía asiática y su vinculación con la restauración automática  
64/ El sector habla: por qué exponer en hip 2025  
71/ El café premium lleva la batuta en 2024 y

**SUSCRÍBETE A NUESTRA NEWSLETTER !**  
Recibe las noticias más destacadas sobre vending en tu correo

Escribe tu email  Suscríbete

Acepto haber leído, y estoy de acuerdo con las [Condiciones Generales](#) y la [Privacidad](#) de este sitio.

Acepto el tratamiento de mis datos personales para el envío de comunicaciones comerciales, promociones, invitaciones a eventos u otra información que opueda resultar de mi interés.

**OFFER: 3,500€ PER YEAR**

# COOPERATION OFFERS

## ANNUAL GOLD OFFER

- **Giant slider on distribution pages** (main pages of each section: news, directories, vending occasion...) in rotation of 5 companies - (1920 x 629 px).
- **Megabanner in newsletter** 1 week minimum per month (1920 x 275 px)
- **1 page Din A4** in the PDF magazine.
- **1 vertical banner** in news detail and related sections in pages such as company directories, accessory directories, product directories, payment system directories, etc.
- **1 week of featured space throughout the website** for a big launch, or failing that, a mass mailing to the database.



## PLUS...

# COOPERATION OFFERS

## ANNUAL GOLD OFFER

- **Sponsorship of the business model of your choice.** Adding to it all the images, links and content of the sponsoring company.
- **Giant slider in the generic section BUSINESS MODELS and within the SPONSORED BUSINESS MODEL.**
- **Giant Slider on news page in rotation of 5 companies + SPACES TO CHOOSE (15.000 different news items = 15.000 URLs).**
- **Megabanner in newsletter 1 week minimum per month (PVP 630€ month).**
- **2 vertical banners in news detail and related sections.**
- **1 Din A4 page in the PDF magazine.**
- **1 week of skyscrapers all over the web for a big launch or otherwise mass mailing to the database (900€).**

**OFFER: 7.000€ PER YEAR**

The screenshot shows the HostelVending website. At the top, there is a navigation bar with links for 'DIRECTORIOS', 'MODELOS DE NEGOCIO VENDING' (which is highlighted in yellow), 'VENDING OCASIÓN', 'NOTICIAS', 'DISTRIBUCIÓN AUTOMÁTICA', and 'FERIAS'. There is also a 'INICIA SESIÓN' button. The main banner features the text 'METRO24st' and 'TIENDAS 24 HORAS'. Below the banner, there is a call-to-action button 'INICIA TU NEGOCIO RENTABLE Y AUTOATENDIDO' and a 'SOLICITA TU VIABILIDAD GRATUITA' button. To the right of the banner, there is a image of vending machines. Below the banner, there is a section titled 'Servicios Vending y Modelos de Negocio relacionados' with a sub-section about visibility for businesses. At the bottom, there is a list of services with a 'Ordenar por' dropdown menu and a 'más reciente' option selected.

# COOPERATION OFFERS

## COVER OFFER

- **News coverage** of the company at national and international level, participation in specials dedicated as actors: Service stations, new locations...
- Presence in **Google news**.
- **Links to your website** in all news and specials (once a month).
- **1 annual interview** with the contents to be decided.
- **Presence with logo and link** in the slider of collaborating companies.
- **Publication of this information** in Hostelvending.com, newsletters, pdf magazines, social networks...
- **Updating of the company's registration** in Hostelvending and unlimited access to utilities, news and PDF magazine.

The screenshot shows a dark-themed website section. At the top, there's a yellow header with a small image of the Eiffel Tower and a 'Descúbrelo' button. Below this, a large image of a person's face is partially visible. On the left, there's a section for the 'Revista Hostel Vending' with a call-to-action to view the full catalog. On the right, a slider displays several magazine covers for 'hostelVending' issues 140, including 'La Barista', 'UN BUEN CAFE', and 'TEMPLO SERVICIOS'. A button at the bottom right of the slider says 'Regístrate aquí para descargar'.

Revista Hostel Vending

Ahora puedes disfrutar de todo nuestro catálogo y no perderte ninguno de nuestros contenidos. Busca los números que quieras consultar y accede a ellos con un solo click.

Ver catálogo completo

Regístrate aquí para descargar

LOOMIS—PAY® BRITA Culligan TEMPLO naming rhea Nestlé PROFESSIONAL

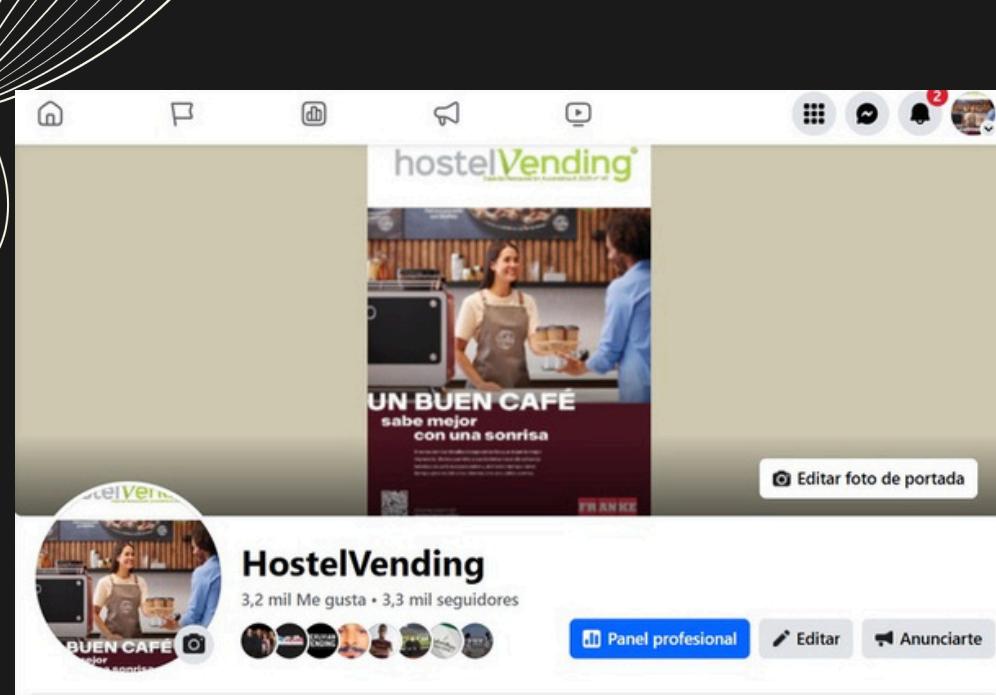
VhostelVending

# PLUS...

# COOPERATION OFFERS

## COVER OFFER

- Offer front page header on hostevending's social networks. Slider header on home and distribution (main news, etc.) together with the front page of the magazine (which also belongs to the company, as detailed in the offer) (1920 x 629 px). Megabanner - appears on each and every page of Hostevending- (1920 x 275 px). Din4 magazine cover.
- 



OFFER: 2,000€ PER ISSUE

# COOPERATION OFFERS

## MEDIA PARTNER OFFER

- Information coverage of the fair/event at national and international level, participation in the specials dedicated as an expert organisation: automatic catering, horeca, new environments...
- Presence in Google news.
- Links to your website in all news and specials (once a month).
- 1 annual interview with the contents decided.
- Presence with logo and link in the slider of collaborating companies.
- Publication of this information in Hostelvending.com, newsletters, magazines in pdf, social networks...
- Updating of the fair in Hostelvending and unlimited access to utilities, news and PDF magazine.

## PLUS...



### Automated Foodservice Expo llega a HIP 2025 de la mano de los líderes del sector

HOSTELVENDING.COM 07/11/2024.- El encuentro se desarrollará en un momento de transformación del segmento, que está evolucionando hacia conceptos más experienciales e hiperpersonalizados para dar respuesta a la creciente demanda.

HOSTELVENDING • 07/11/2024

Eventos

→ Leer más



### Explora lo desconocido en HIP 2025: La feria especializada en...

HOSTELVENDING.COM 11/07/2024.- HIP – Horeca Professional Expo, el evento ...

HOSTELVENDING • 10/07/2024

Eventos

→ Leer más



### Despegue HIP 2025, el mayor planeta de innovación en el...

HOSTELVENDING.COM 27/06/2024.- El pasado mes de marzo se celebró la mejor ...

HOSTELVENDING • 27/06/2024

Eventos

→ Leer más

# COOPERATION OFFERS

## OFERTA MEDIA PARTNER

- A4 in magazine.
- Trade fair module slider in home page, in the Trade fairs section and in the trade fairs section (1920 x 629 px).
- Newsletter published in our mailing.

**OFFER: 350€ PER MONTH**



**09:41**

hostelVending

**HIP** Horeca Professional Expo

19-21 de febrero 2024  
IFEMA Madrid

[www.expohip.com](http://www.expohip.com) [Saber más](#)

**Higher Po**

**Ferias de Vending**

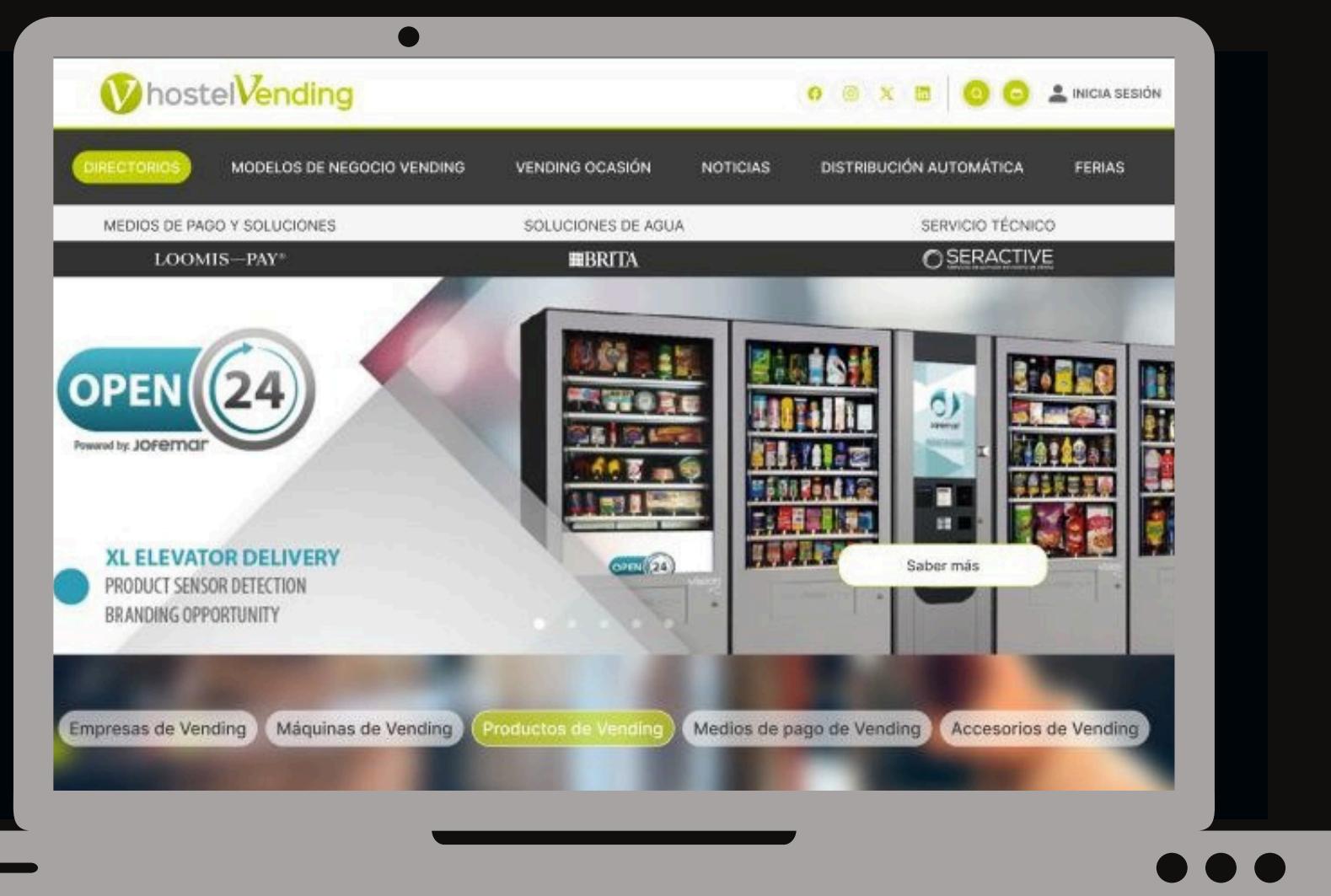
¿Estás buscando **exponer tus productos de distribución automática**? Este es tu espacio. Nuestro directorio es ese puente que conecta con los mejores mayoristas, productores y distribuidores con el gran público; asegurando que muestres toda tu gama de productos. Inscríbete para proyectar tu catálogo:

[Suscríbete aquí](#)

Tú también eres HOSTELVENDING

# ADVERTISING RATES AND FORMATS

Advertising rates and formats  
New advertising options adapted to the latest digital formats,  
both in desktop and mobile versions.



\*(Publicidad para desk)

Slider Cabeceras: 1920 x 629 px



Slider Ferias home: 1920 x 629 px



Publicidad entre módulos web: 1920 x 275 px



\*(Publicidad para mobile)

Mobile - Slider Cabeceras: 991 x 700 px



Mobile - Slider Ferias home: 991 x 660 px



Mobile - Publicidad entre módulos web: 991 x 370 px



# ADVERTISING RATES AND FORMATS

## SLIDER

deveNloepwmSENT

Directories

(14.000 urls) rotating with a maximum of 5 sliders

625€

Trade fairs

+ section Automatic distribution rotating with a maximum of 5 sliders

625€

+ index + development of rotating trade fairs with a maximum of 5 sliders

325€



hostelVending

DIRECTORIO MODELOS DE NEGOCIO VENDING VENDING OCASIÓN NOTICIAS DISTRIBUCIÓN AUTOMÁTICA FERIAS

MEDIOS DE PAGO Y SOLUCIONES LOOMIS-PAY SOLUCIONES DE AGUA SERVICIO TÉCNICO SERACTIVE

OPEN 24 by Jofemar

XL ELEVATOR DELIVERY PRODUCT SENSOR DETECTION BRANDING OPPORTUNITY

Empresas de Vending Máquinas de Vending Productos de Vending Medios de pago de Vending Accesorios de Vending

Productos de Vending

Estás buscando exponer tus productos de distribución automática? Este es tu espacio. Nuestro directorio es ese puente que conecta con los mejores mayoristas, productores y distribuidores con el gran público; asegurando que muestres toda tu gama de productos.

Inscríbete para proyectar tu catálogo:

¡Inscríbete aquí!

# ADVERTISING RATES AND FORMATS

## VERTICAL BANNER

Vertical banner

Directories (companies, products, accessories, payment systems), news development and trade fair section. Rotating with a maximum of 6.

450€



Indica que dirigirte, dejara escuchar y sentirás en el gran público.

Sector En profundidad Eventos Asociaciones Hemerotecas

Sector

NOTICIAS | NOTICIAS DEL SECTOR | EMPRESAS | FINANCIERO

Flappers BIENVENIDO AL VENDING 4.0

100% CASHLESS VENTA SUGERIDA CONTROL REMOTO

¿TE UNES? >

Juan José Mach, el catalizador del sector

Mi tincidunt ait, id quisque ligula ac diam, amet. Vel etiam suspendisse morbi eleifend faucibus eget vestibulum fells. Dictum quis montes, sit sit. Telus aliquam enim uma, etiam. Mauris posuere vulputate arcu amet, vitae nisi, tellus tincidunt. Ali feugiat sapien varius id.

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Image caption goes here.

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Flappers

TE FORMAMOS

TE APOYAMOS

TE ACOMPAÑAMOS

¿INVIERTES? >

"ipsum sit mattis nulla quam nulla. Gravida id gravida ac enim mauris id. Non pellentesque congue egestas consectetur turpis. Sapien, dictum molestie sem tempor. Diam eit, orci, tincidunt aenean tempus."

Tristique odio sanctus nam posuere ornare leo metus, ultricies. Blandit quis vulputate morbi feugiat cras placarunt eit. Aliquam tellus lorem sed ac. Montes, sed mattis pellentesque suscipit accumsan. Curabitur viverra aenean magna risus elementum faucibus molestie pellentesque. Arcu ultricies sed mauris vestibulum.

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Odio felis sagittis, morbi feugiat tortor vitae feugiat fusce aliquet. Nam elementum urna nisi aliquet erat dolor enim. Ornare id morbi eget ipsum. Aliquam sanctus neque ut id eit consectetur dictum. Donec posuere pharetra odio consequat scelerisque et, nunc toror nulla adipiscing erat a erat. Condimentum lorem posuere gravida enim posuere cursus diam.

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Morbi sed imperdiet in ipsum, adipiscing eit dui lectus. Telus id scelerisque est ultricies ultricies. Duis est sit sed leo nisi, blandit eit sagittis. Quisque tristique consequat quam sed. Nisi id scelerisque amet nulla purus habitasse.

Nunc sed faucibus bibendum feugiat sed interdum. Ipsum egestas condimentum mi massa. In tincidunt pharetra, consectetur sed quis facilisis metus. Etiam egestas in nec sed et. Quis lobortis at sit dictum eget nibh toror commodo cursus.

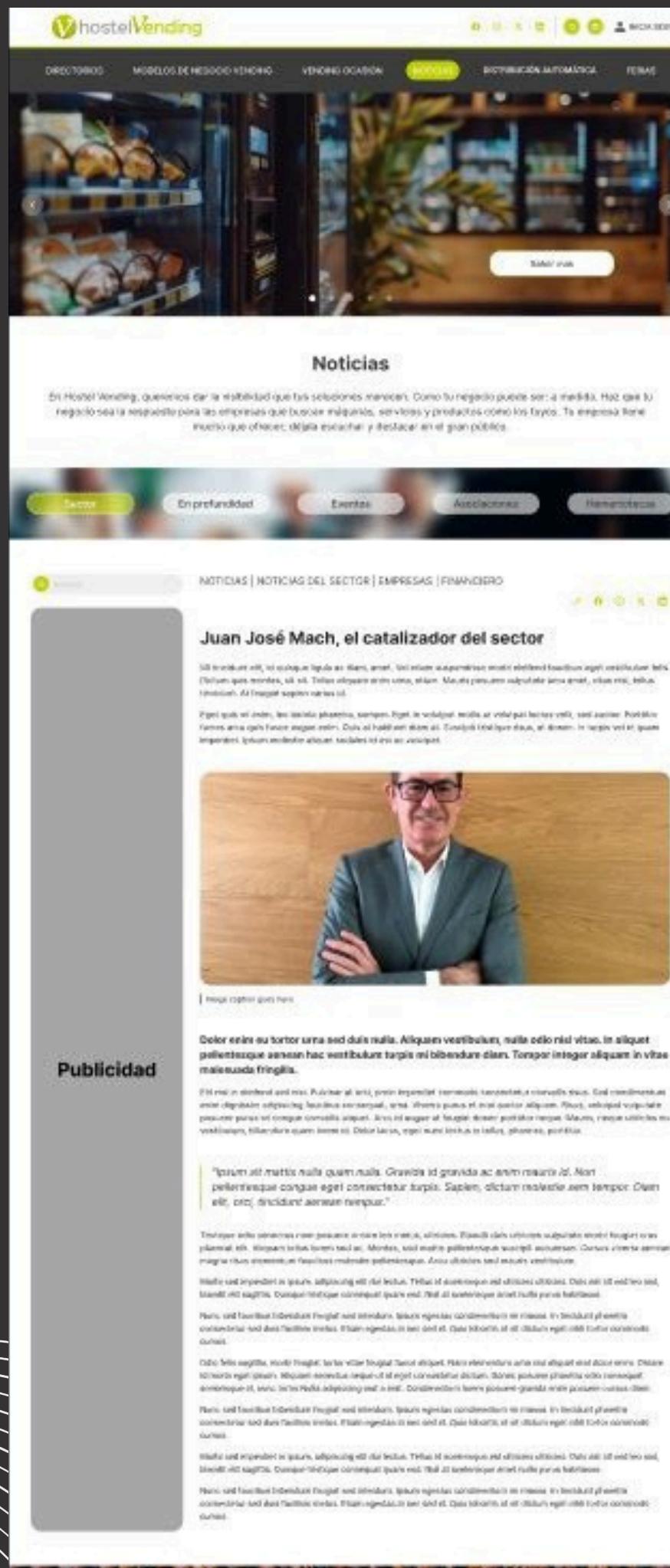
# ADVERTISING RATES AND FORMATS

## SKYSCRAPERS

skyscrapers

**Directories** (companies, products, accessories, payment systems), **news development** and **trade fair section**. Rotating with a maximum of 6.

1,000€



Publicidad

# ADVERTISING RATES AND FORMATS

## MEGABANNER

**Inferior  
Megabanner**

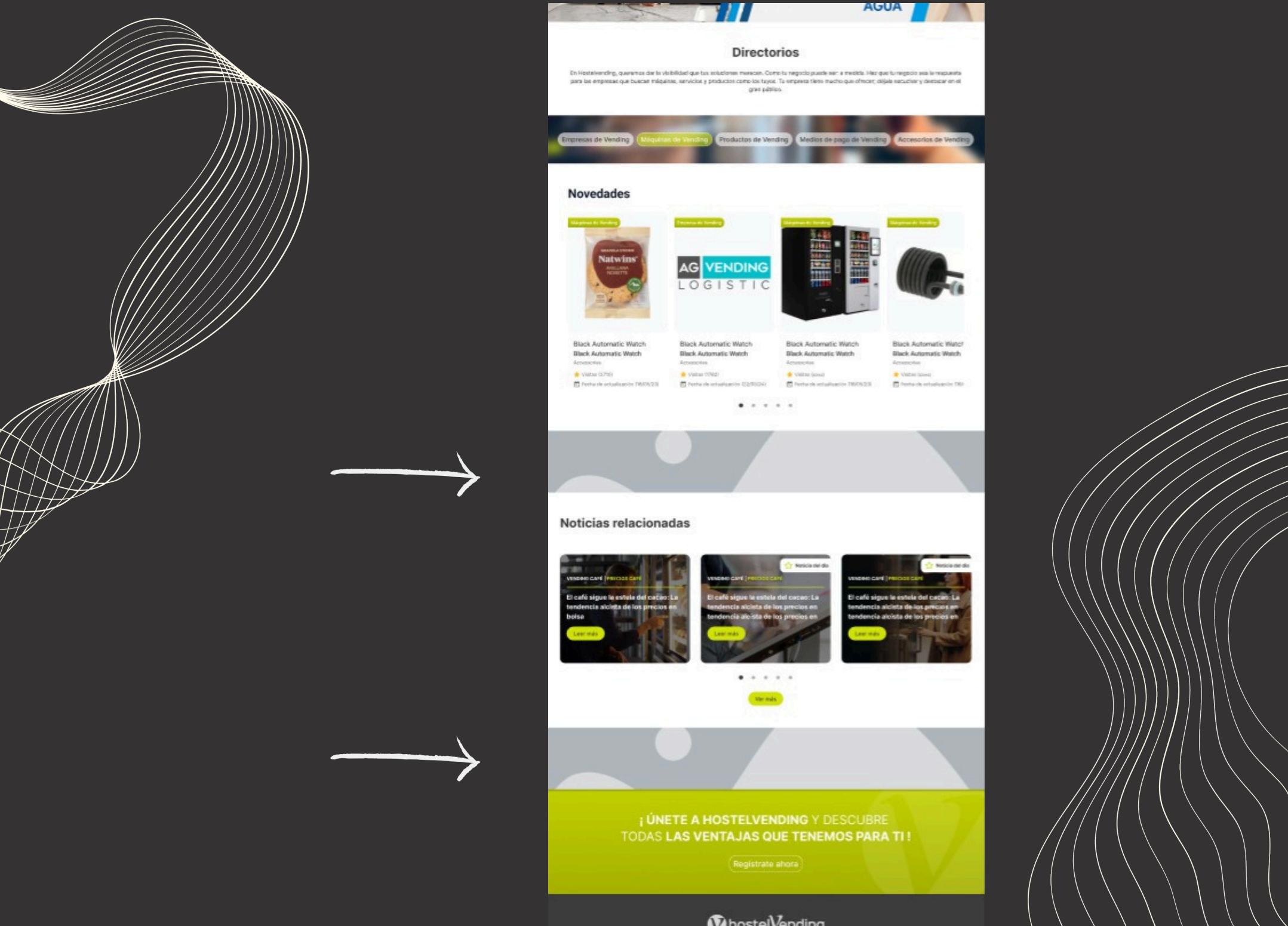
Placed on all Hostelvending pages, rotating with a maximum of 3.

**1.000€**

**Superior  
Megabanner**

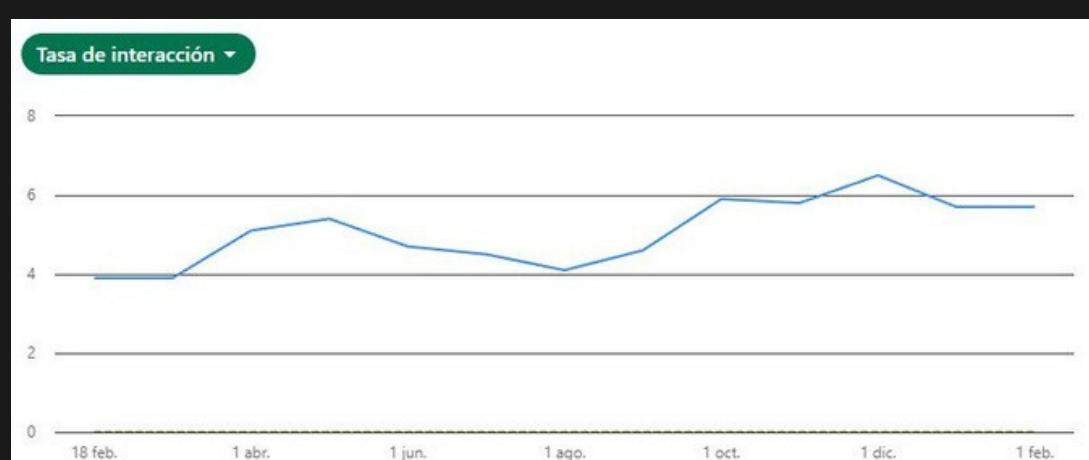
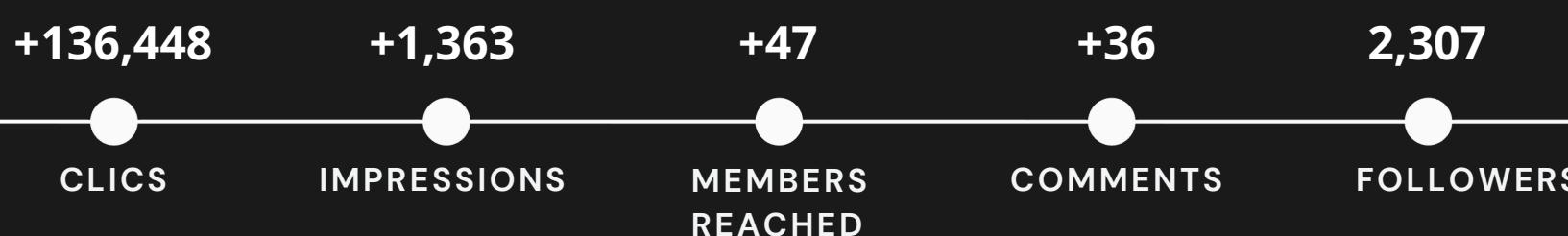
On all distribution pages (directories, news, automatic distribution, trade fairs) rotating with a maximum of 3.

**400€**



# GROWTH IN RRSS

In recent years, we have experienced exponential growth in social networks, highlighting our presence in professional networks such as LinkedIn, LinkedIn, etc., as well as in the social media.



**15 New followers in the last 30 days**

**▲150%**



\*Datos extraídos de LinkedIn desde el 18/02/2024 hasta el 16/02/2025

# OUR TEAM



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**hostelVending**

**Nuevas referencias en vending recetas que apuestan por el bienestar**

HOSTELVENDING.COM 29/11/2024 - La operadora de vending gallega lanza una nueva gama de producto formada por 3 recetas de ensaladas frescas. Los platos están elaborados directamente en sus propios obradores.

**Hostelvending** Publicado por Álvaro De Laguno Gorria · 29 de noviembre de 2024

Nuevas referencias en vending recetas que apuestan por el bienestar... Ver más

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**Nuevas referencias en vending recetas que apuestan por el bienestar**

<https://lnkd.in/dGdqPXv3>

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