

MEDIA KIT 2023

HOSTELVENDING

FIRST ONLINE MEDIA ABOUT
AUTOMATIC DISTRIBUTION

+ 1.500 DAILY VISITS

- MORE INTERACTIVE AND
MOBILE-FRIENDLY WEBSITE
- NEW SOLUTIONS
- INTERNATIONALISATION

A collage of stationery items including a laptop keyboard, a ruler, a pen, and a book. The background is a dark, textured surface. The items are arranged in a way that they overlap and create a sense of depth. The laptop keyboard is in the top left, the ruler is in the top right, the pen is in the bottom left, and the book is in the bottom right.

CONTENTS

- 01 Hostelvending, our figures speak for us
- 02 Interactive magazine (coming soon!)
- 04 Communication proposals
- 05 Advertising formats



Much more than a news portal

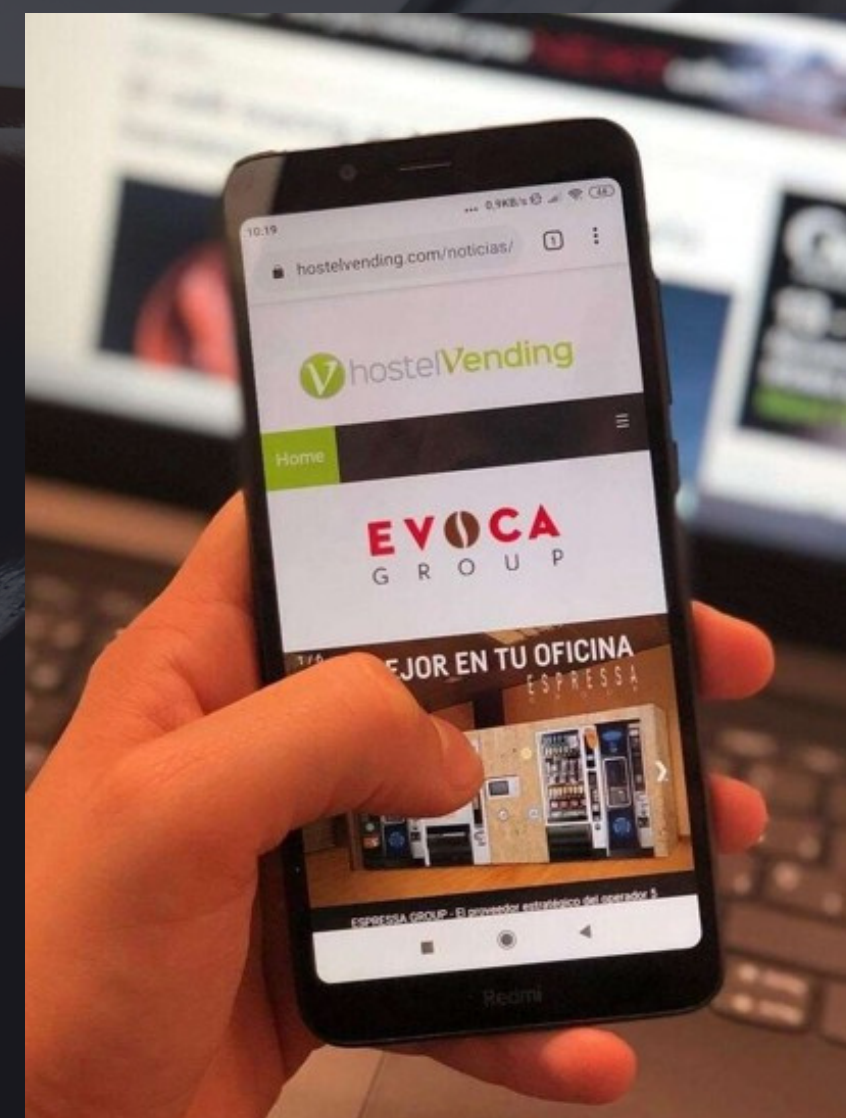
Hostelvending.com is the first online newspaper about vending and vending at an international level.

With more than 22 years of experience, and more than 1,500 daily visits, Hostelvending has become the leader in the vending sector with its special features, reports and articles on micro-markets, payment systems, OCS, coffee, new self-service solutions, machines and water fountains, ranking of operators and manufacturers, as well as interviews with the most prominent professionals in the industry.

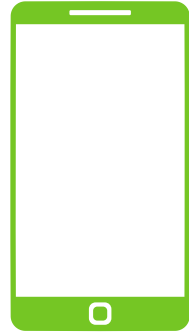
WE ARE...

We are much more than a bimonthly magazine and a web portal: we are your directory of companies and solutions, a window to the world and a bridge between the professionals involved in this distribution channel.

Therefore, our main added value is to give the opportunity to be part of the largest catalogue of companies in the industry, with all the information of each one, products, services, machines, contacts, etc.; projecting it worldwide.



HIGHLIGHTS



ONLINE MEDIA ADAPTED TO MOBILE PHONES

More adapted than ever to the world's largest window, the mobile phone. New advertising formats and portability.



+1.500 DAILY VISITS

And + 320.000 annual users



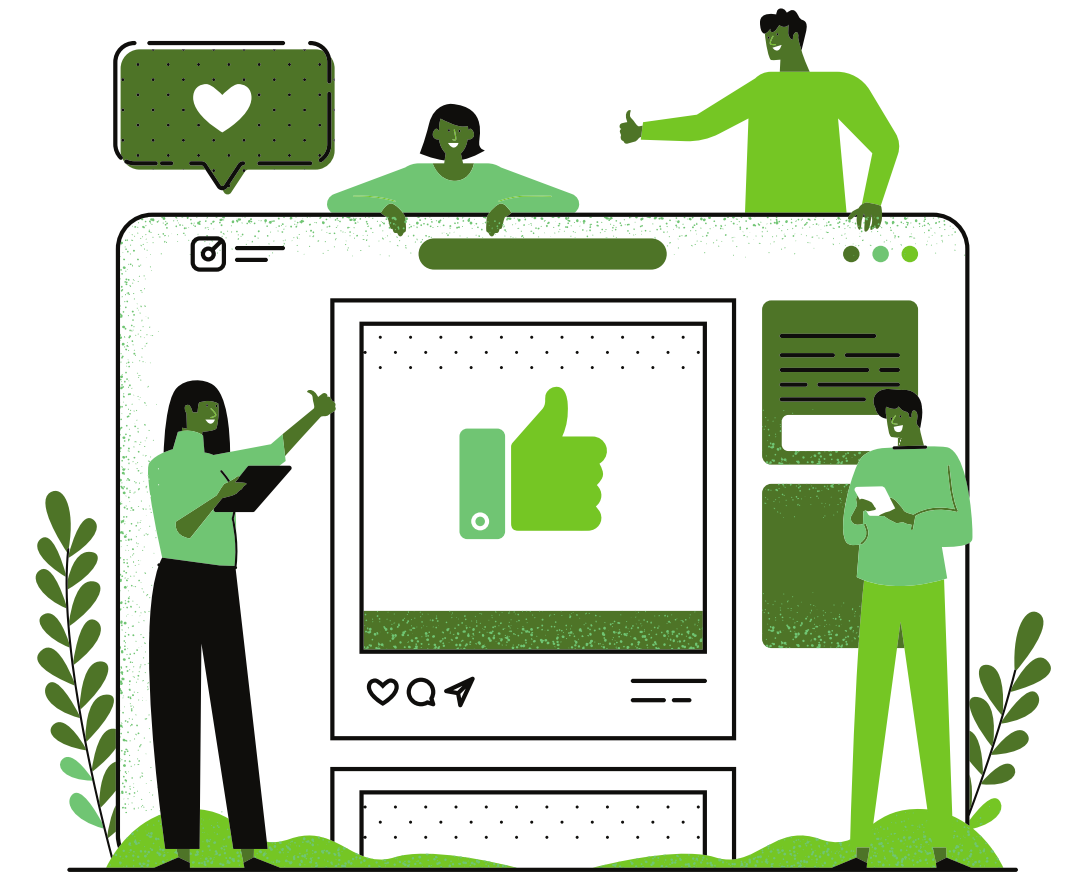
WEBSITE SUBSCRIPTIONS

+ 2.000 companies
+ 4.000 users



NEWSLETTER SUBSCRIPTIONS

Recent growth
6 new subscribers in one month
+2.000 base Spain
+1.000 base Portugal

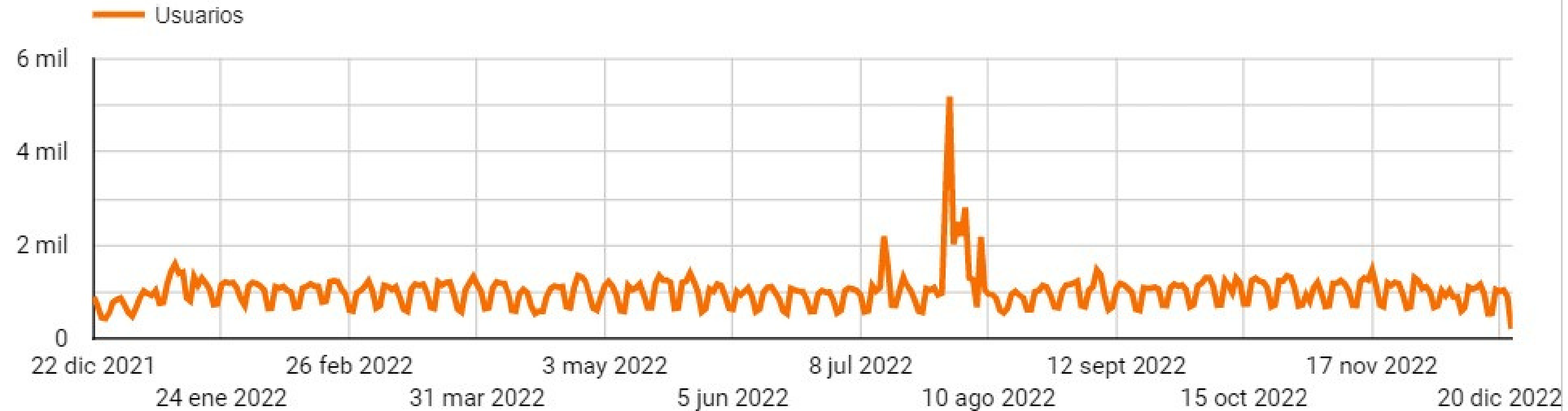


+ INTERACTIVE MAGAZINE

COMING SOON!



HOSTELVENDING IN NUMBERS



Usuarios
322.002



Nuevos Usuarios
320.614



Número de sesiones por usuario
1,22



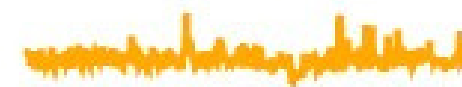
Sesiones
391.920



Páginas vistas
563.414



Páginas/ Sesiones
1,44



Duración media sesión
00:01:03



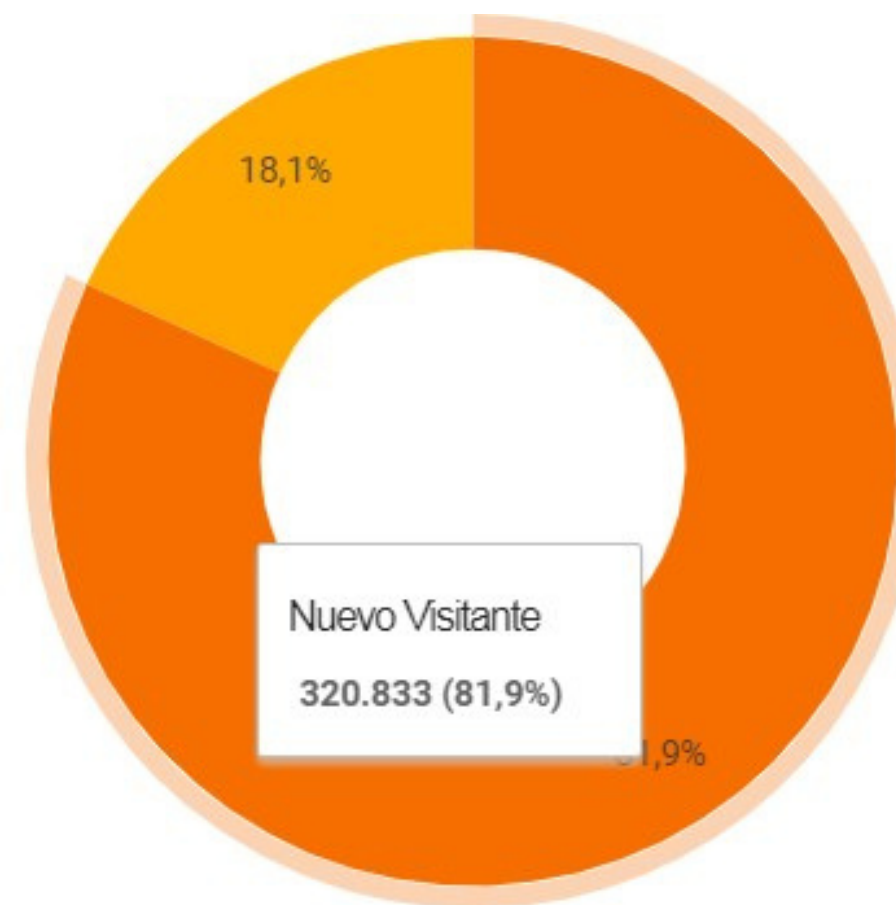
*Datos extraídos de
Google Analytics*

HOSTELVENDING IN NUMBERS

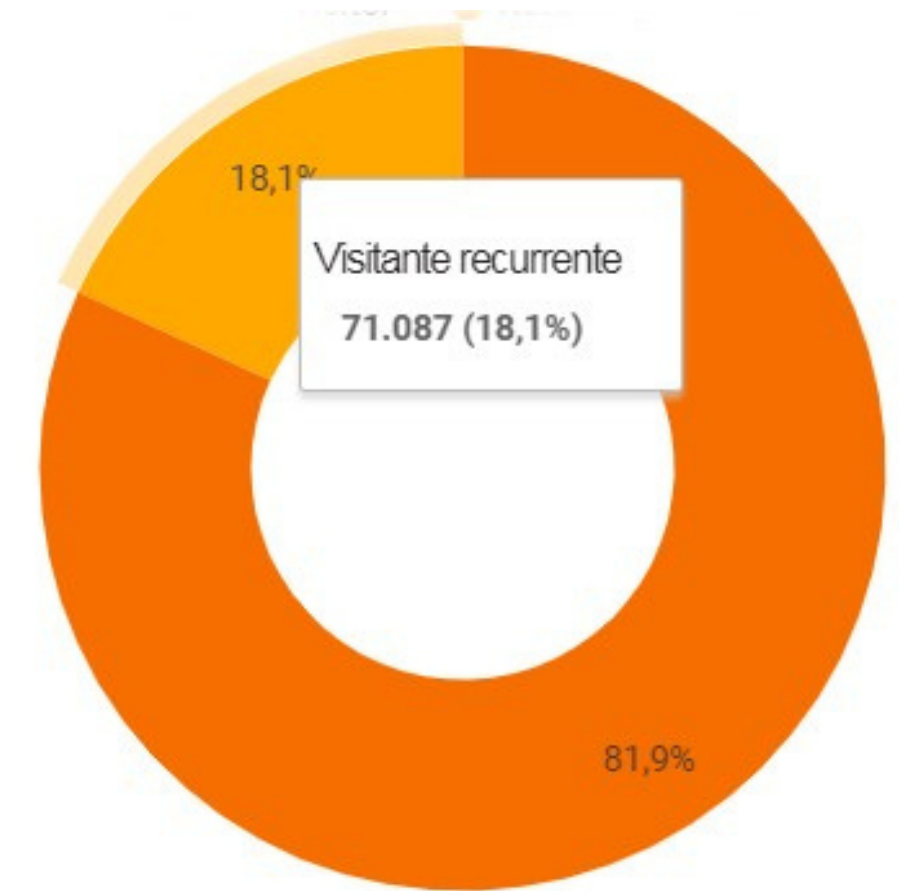


All Users

Usuarios



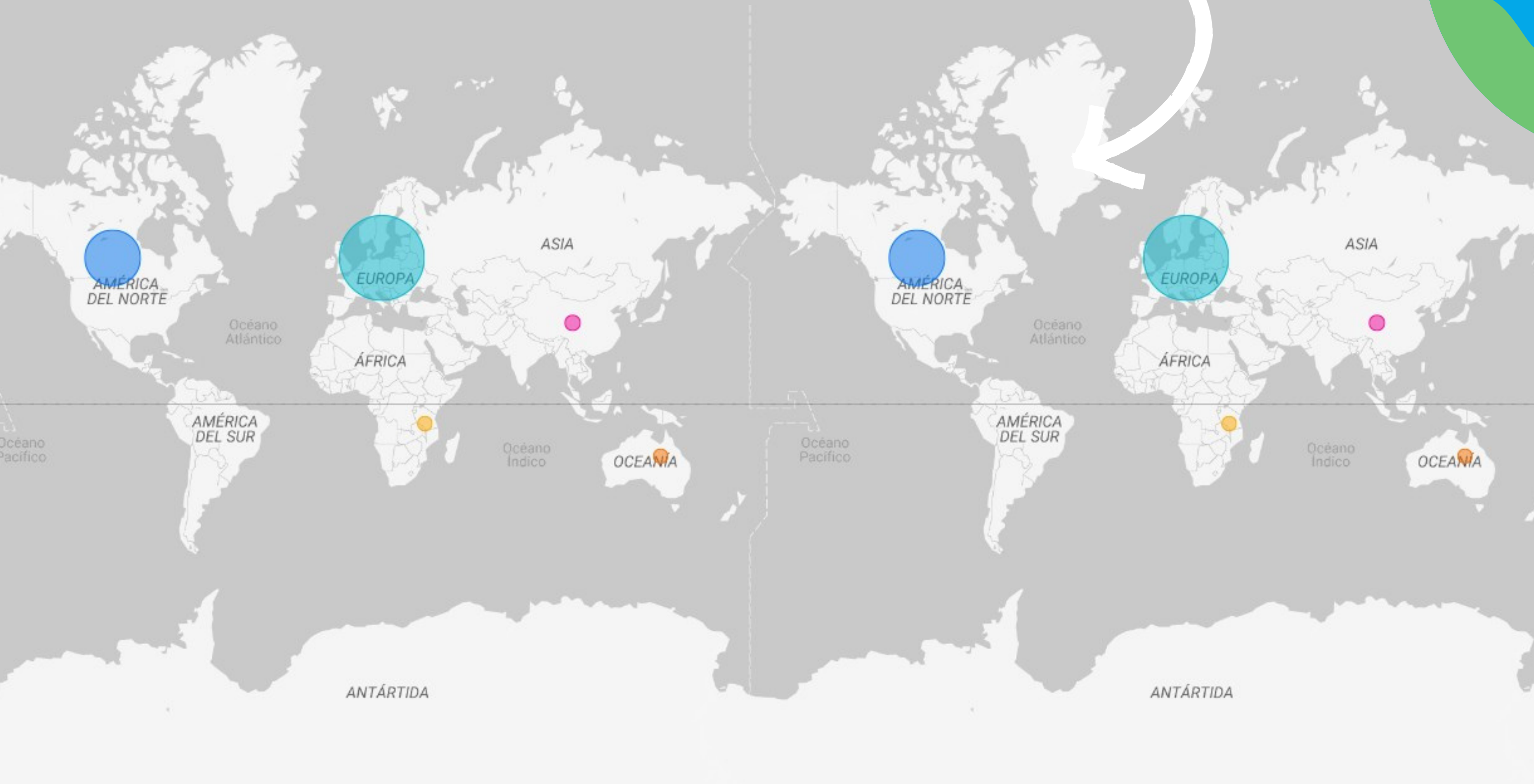
Nuevo Visitante
320.833 (81,9%)



Visitante recurrente
71.087 (18,1%)

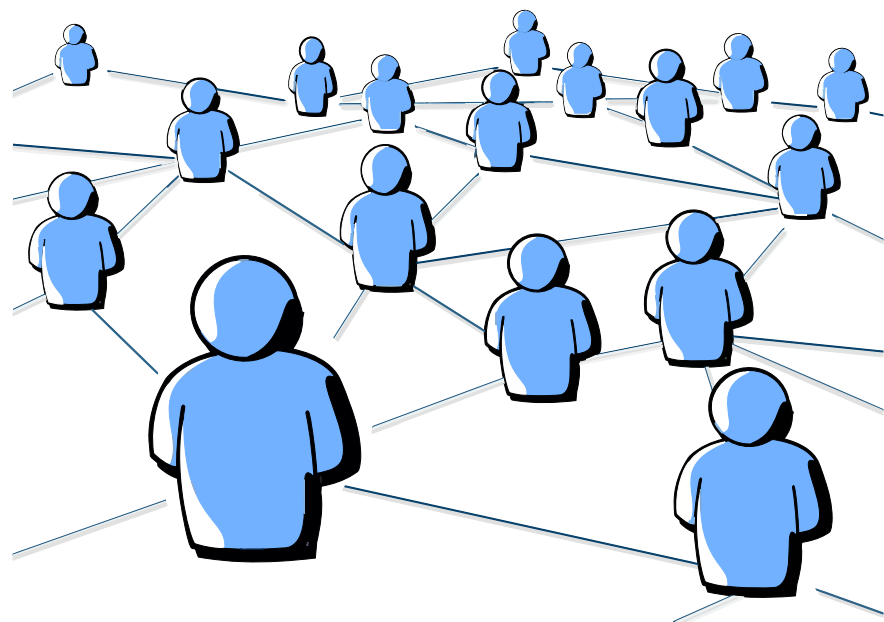
*Datos extraídos de
Google Analytics*

A MEDIUM ON AN INTERNATIONAL SCALE: DISCOVER OUR AUDIENCE



DIVISION BY CONTINENT

In recent years, we have experienced strong growth in LATAM.



Continente		Usuarios	Nuevos Usuarios
1.	Europe	201.052	199.493
2.	Americas	118.022	116.778
3.	Asia	3.446	3.416
4.	Africa	737	729
5.	(not set)	272	271
6.	Oceania	147	146

Goals and Tasks



En el corazón de Magic se encuentra un grupo de café con cámara variable, que puede contener de 8,5 a 15 gramos de café, lo que permite erogar dos cafés de forma simultánea.

Magic - Evoca

NOTICIAS VENDING | NOTICIAS VENDING CAFÉ | PRECIOS CAFÉ

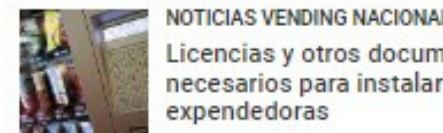
exportación mundial de café asciende a los 8,5 millones de sacos durante el último año.



Publicidad



Noticias relacionadas



We present below our offer of advertising formats for web and mobile.

ONLINE
ADVERTISING
FORMAT



RATES



HOME

NEWS DEVELOPMENT

NEWS

FAIRS

BANNER

425x110 PX

250€

250€

200€

200€

MEGABANNER

1250x110 PX

550€ TOP
600€ INFERIOR
FIJO

700€ TOP
750€ INFERIOR
FIJO

300€ TOP
350€ INFERIOR
FIJO

300€ TOP
350€ INFERIOR
FIJO

ROBAPÁGINAS

425X340 PX

500€

625€

300€

300€

RATES



EL FORMATO RASCACIELOS APLICA A TODA LA WEB

SKYSCRAPER

3033x375 PX

600€

HOME

SLIDER

827x419 PX

2000€

NEWS DEVELOPMENT

1250x419 PX

2500€

Discover what the Skyscraper format looks like and its possibilities



Another benefit of the Skyscraper is that it includes a bottom mega banner top.



Possibility to sponsor business models

Personalised spaces that include images, videos and other elements to highlight to position your business in a specific automatic distribution model. Customise the text, sections and accompany it with amazing advertising sliders.





Banner

250€

Megabanner

600€

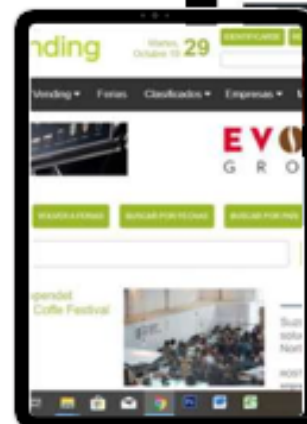
Mailing*

600€

*THE MAILING (HTML) MUST BE DELIVERED READY TO BE SENT TO OUR BBDD SPAIN AND PORTUGAL IF DESIRED.



+ 1.690
SEGUIDORES



+ 2.980
SEGUIDORES



+ 2.400
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