

MEDIAKIT '24
www.floraldaily.com



floral  daily



DAILY

NEWSLETTER & WEBSITE STATS

Every day, FloralDaily publishes the latest news and company information about the global floriculture industry. We share our content on our website and daily newsletter.

- Editorials
- Market updates
- Press releases
- Photo reports: company visits or trade shows



NEWSLETTER SUBSCRIBERS

32.213



PAGEVIEWS

90.000+

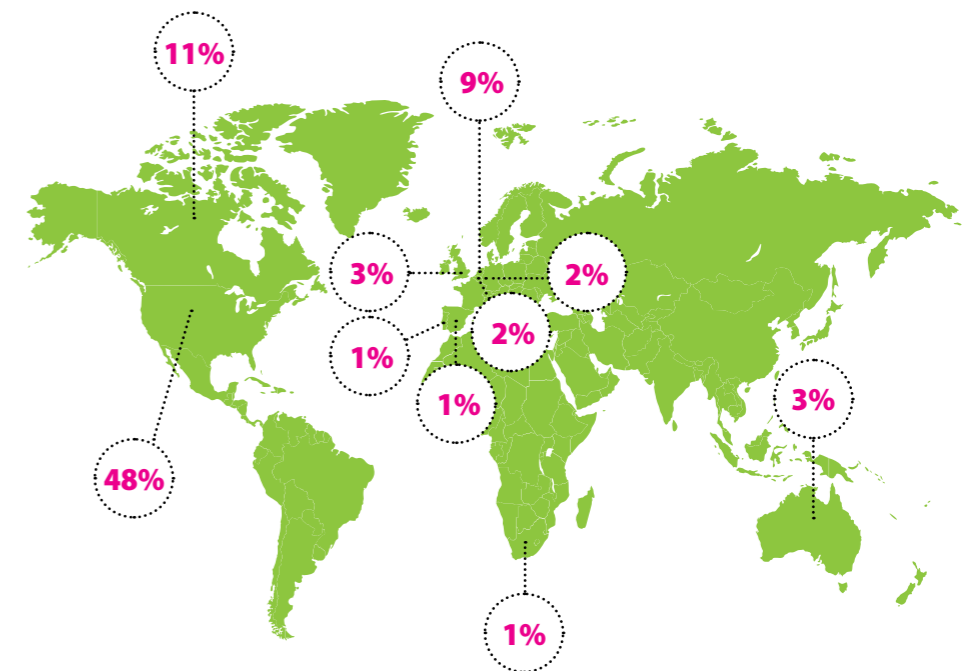
TOP 10

countries that read
floraldaily.com

UNITED STATES
CANADA
NETHERLANDS
UNITED KINGDOM
AUSTRALIA

GERMANY
FRANCE
SPAIN
SOUTH AFRICA
PORTUGAL

FIGURES FLORALDAILY.COM



TARGET AUDIENCE

All links in the ornamental chain



Growers & Advisors, Traders and Suppliers

GLOBAL COVERAGE / TOPICS

- | | |
|------------------------|----------------------|
| Grower stories | Logistics |
| Market information | Trade shows & Events |
| Trends | New projects |
| New varieties | Project updates |
| Breeding / propagation | Crop protection |
| Automation | Fertilization |
| Packaging | Substrates |
| Post-harvest | Labour solutions |

CREATING CONTENT TOGETHER

**Combine
banner ads
with monthly
content**

What is included? in a content plan ?



EDITORIAL EXPOSURE

- Article provided by the company or composed by VFD
- Publish an article up to every 6 weeks
- Relevant articles will be distributed on our international platforms and translated if required



BANNER ADVERTISEMENT

- Visible on our website, and/or in our email newsletter
- Banner design (free of charge)
- Update your banner design at any time

Banner advertisement order based on booking date

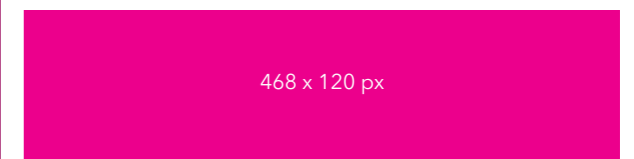
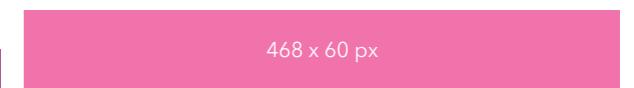
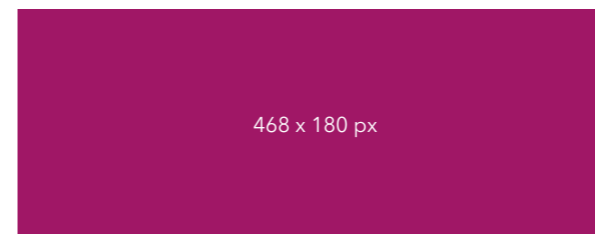
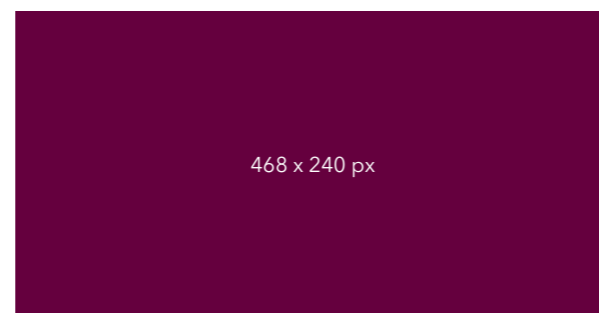
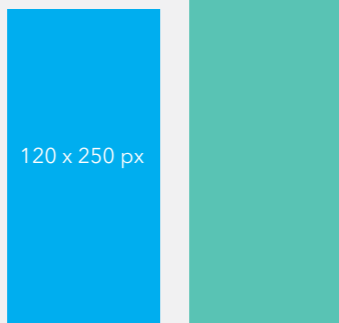
E-MAIL NEWSLETTER BANNERS RATES

All banners in the newsletter must be static, either in .PNG or .JPG format

E-MAIL-NEWSLETTER POSITIONS	SIZE	PRICE PER MONTH
Between the news	468 x 120 pixels	€ 875
	468 x 180 pixels	€ 1.225
	468 x 240 pixels	€ 1.530
Skyscraper at left or right side	120 x 750 pixels	€ 1.620
		€ 435 per week
Banner at left or right side	120 x 250 pixels	€ 950
Banner in the Special	468 x 60 pixels	€ 1.100

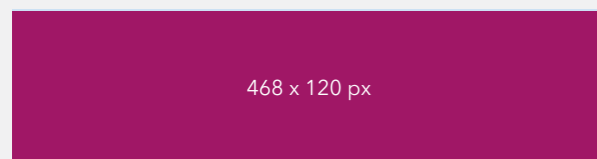
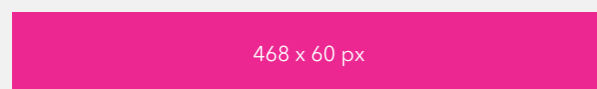
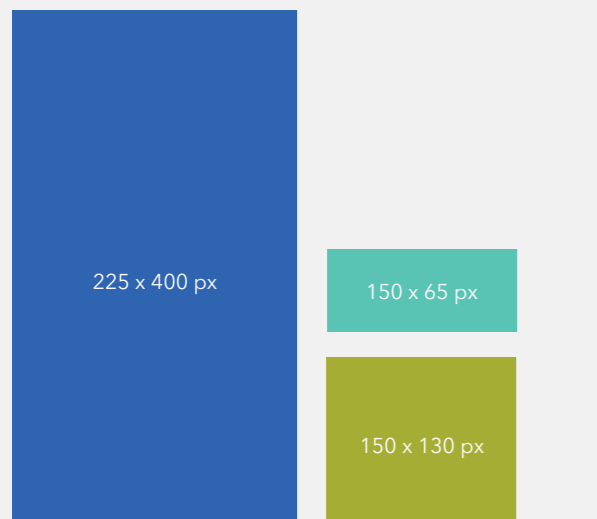


Prices in different formats:
 Double height banner: + 50%
 Triple height banner: + 95%



Banner advertisement order based on booking date

WEBSITE BANNERS RATES



WEBSITE POSITIONS	SIZE	PRICE PER MONTH
At the top *	150 x 65 pixels	€ 415
At the right side	150 x 130 pixels	€ 580
Between Top-10 news	468 x 60 pixels	€ 615
Between Top-10 news	468 x 120 pixels	€ 875
Between the news (between sectors)	468 x 60 pixels	€ 460
Between the news (between sectors)	468 x 120 pixels	€ 610
Skyscraper top left	225 x 400 pixels	€ 2.065 € 710 per week
Skyscraper under exchange rates	225 x 400 pixels	€ 1.385 € 535 per week
In the Special	468 x 60 pixels	€ 785
Under every article **	625 x 80 pixels	€ 1.470
Photoreport	2 times 120x600 px 1 time 120 x 600 and 720x100 px	€ 1.500 (per week)
Above every article **	625 x 80 pixels	€ 2.000 (per week)
Pop Up	1300 x 120 pixels	€ 2.500 (per week)

Banner advertisement order based on booking date

Prices in different formats:
Double height banner: + 33%
Triple height banner: + 50%

MONTHLY SPECIALS

Every month, floraldaily will have a Special section dedicated to one topic.

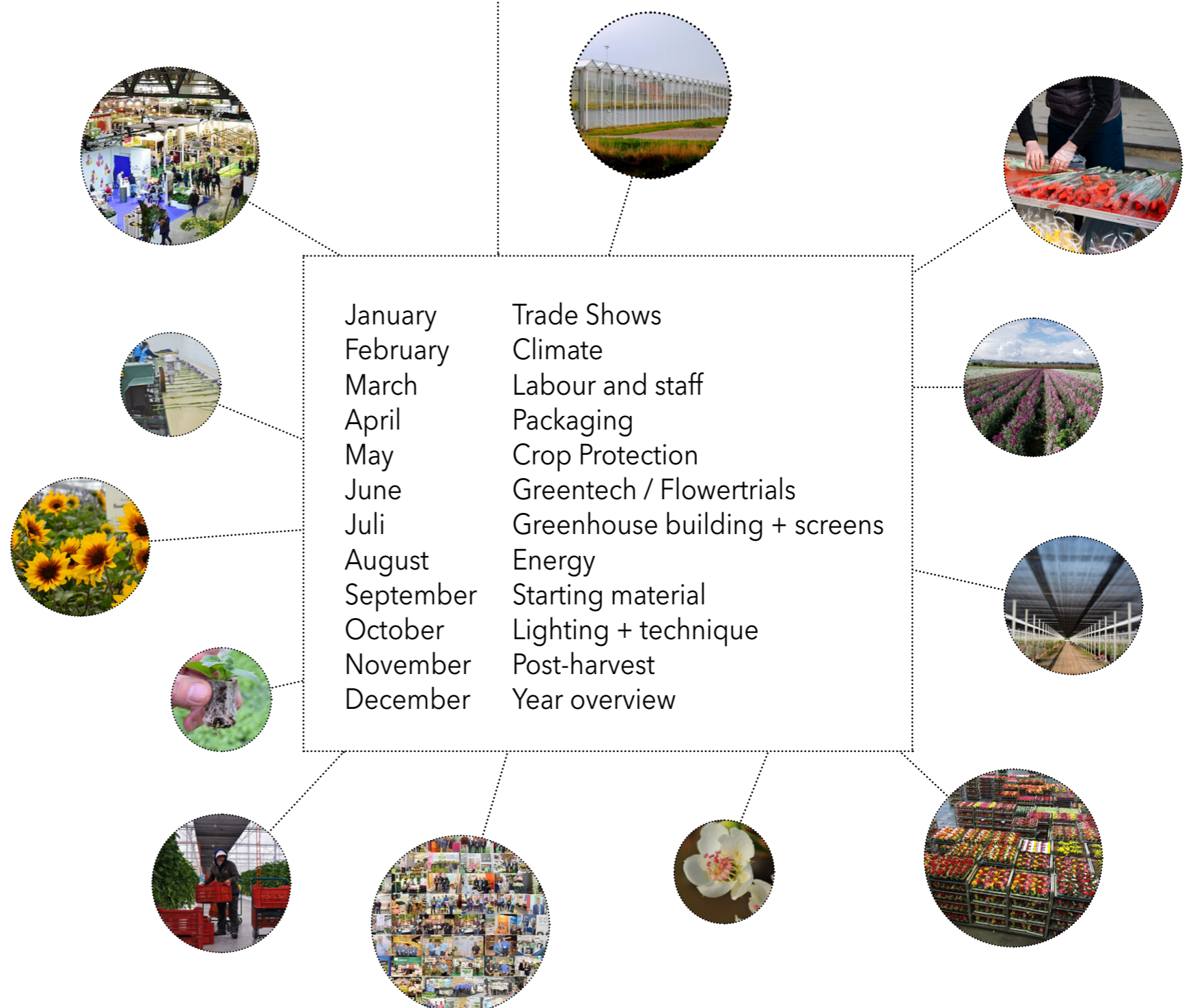
If you have an announcement related to a Monthly Special subject, feel free to send your press release to info@floraldaily.com

You can also contact one of our editors to have an article written. We also offer advertising opportunities in the Monthly Special section. Send us an email for more information.

info@floraldaily.com

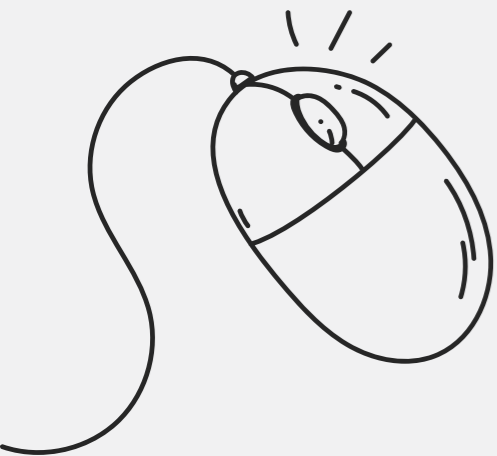


FLORALDAILY SPECIALS 2024



GET TO KNOW

OUR PUBLICATIONS



FLORICULTURE



Global floriculture industry



Dutch and Belgian horticulture industry

Total subscribers: 44,290

HORTICULTURE



Global indoor vertical farming industry



Global horticulture industry



Global medical cannabis industry



Dutch and Belgian horticulture industry

Total subscribers: 100,001

FRESH PRODUCE



Global fresh produce industry
([English](#) | [Dutch](#) | [German](#)
[French](#) | [Spanish](#) | [Italian](#)
[Chinese](#))

Total subscribers: 271,438

