



MEDIAKIT '23  
[www.hortidaily.com](http://www.hortidaily.com)



horti  daily





# DAILY

NEWSLETTER  
& WEBSITE

- EDITORIAL ARTICLES
- MARKET INFORMATION
- PRESS RELEASES
- PHOTO REPORTS
- REPORTS OF EXHIBITIONS  
AND TRADE FAIRS



NEWSLETTER  
SUBSCRIBERS

55.000+



PAGEVIEWS

260.000+



SOCIAL MEDIA  
CONNECTIONS

27.000

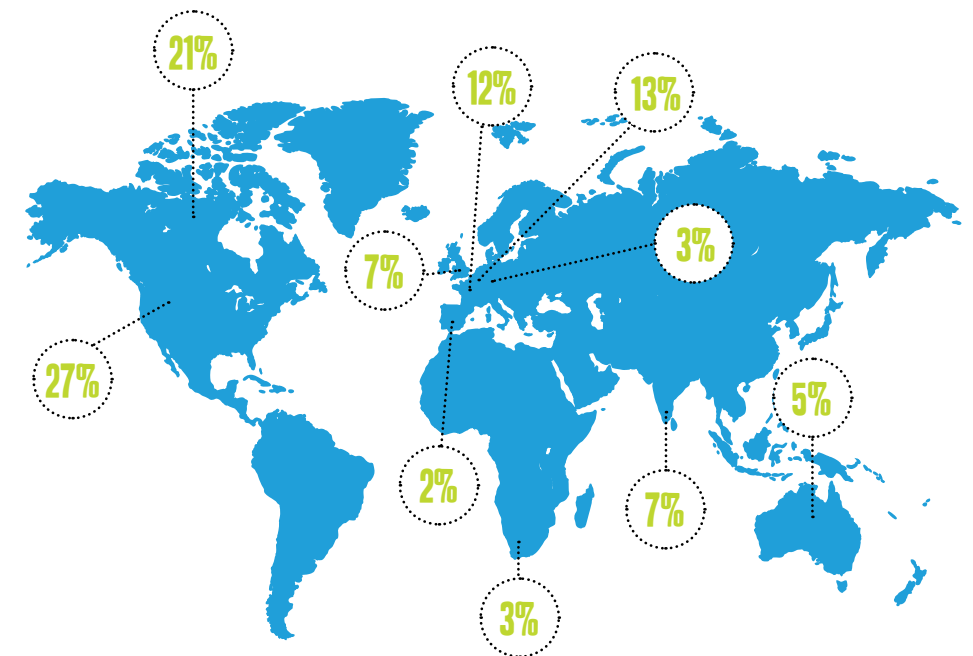
## TOP 10 COUNTRIES

UNITED STATES  
CANADA  
NETHERLANDS  
FRANCE

UNITED KINGDOM  
INDIA  
AUSTRALIA  
SOUTH AFRICA

GERMANY  
SPAIN

## FIGURES HORTIDAILY.COM



# TARGET AUDIENCE



# CREATING CONTENT TOGETHER

## BUILD YOUR BRAND IN THE MOST EFFICIENT WAY



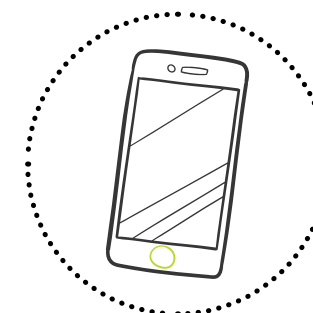
### EDITORIAL EXPOSURE

- Provided by the company or composed by VFD/ Hortidaily/MMJ, etc.
- Up to every six weeks.
- Relevant articles will be shared on our international platforms and translated if needed.



### BANNER ADVERTISEMENT

- Exposure on our website, and/or email newsletter
- Free of charge banner design
- Update your banner advert at any time



### SOCIAL MEDIA

- All editorials will be distributed on our Twitter page



*Banner advertisement order based on booking date*

# WHAT IS INCLUDED IN A MARKETING PACKAGE DEAL ?

# E-MAIL NEWSLETTER BANNERS RATES

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

120 x 250 px

120 x 750 px

## E-MAIL-NEWSLETTER POSITIONS

Between the news

## SIZE

468 x 120 pixels

468 x 180 pixels

468 x 240 pixels

120 x 750 pixels

120 x 250 pixels

468 x 60 pixels

## PRICE PER MONTH

€ 1.105

€ 1.480

€ 1.660

€ 2.325

€ 500 one day per week

€ 935

€ 1.510



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

468 x 240 px

468 x 180 px

468 x 60 px

468 x 120 px

All banners that are placed in the mail must be static in the .PNG or .JPG format

# WEBSITE BANNERS RATES

225 x 400 px

150 x 65 px

150 x 130 px

468 x 60 px

468 x 120 px



| WEBSITE POSITIONS                  | SIZE   | PRICE PER MONTH        |
|------------------------------------|--|------------------------|
| At the top *                       | 150 x 65 pixels  | € 500                  |
| At the right side                  | 150 x 65 pixels  | € 500                  |
| At the right side                  | 150 x 130 pixels   | € 745                  |
| Between Top-10 news                | 468 x 60 pixels  | € 665                  |
| Between Top-10 news                | 468 x 120 pixels   | € 990                  |
| Between the news (between sectors) | 468 x 60 pixels  | € 505                  |
| Between the news (between sectors) | 468 x 120 pixels   | € 665                  |
| Skyscraper top left                | 225 x 400 pixels   | € 2.555 (€ 935 / week) |
| Skyscraper under job offers        | 225 x 400 pixels   | € 1.920 (€ 750 / week) |
| Under every article **             | 468 x 60 pixels  | € 1.745                |
| Photoreport                        | 2 times 120x600 px<br>1 time 120 x 600<br>and 720x100 px | € 1.500 (per week)     |
| Above every article ** NEW         | 468 x 60 pixels  | € 2.400 (per week)     |
| Pop Up                             | 1000 x 120 pixels  | € 3.000 (per week)     |

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

MEDIAKIT 2023 [www.hortidaily.com](http://www.hortidaily.com)

\* Shared position max. 8 banners \*\* Shared position max. 3 banners Banners that are placed on the websites can be static or animated



# MONTHLY SPECIALS

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

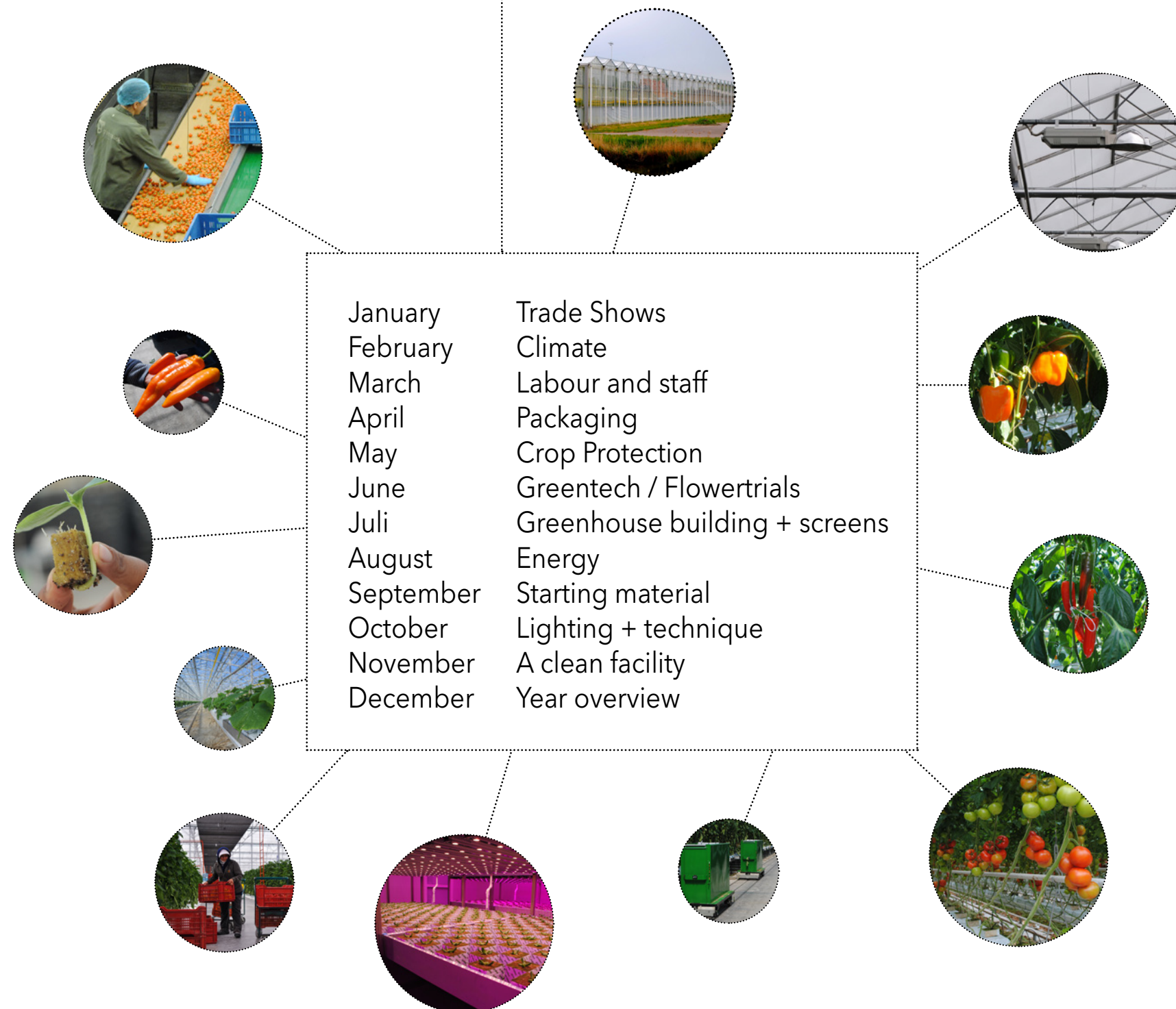
**IF YOU HAVE AN ANNOUNCEMENT RELATED TO A MONTHLY SPECIAL SUBJECT, FEEL FREE TO SEND YOUR PRESS RELEASE TO [INFO@HORTIDAILY.COM](mailto:INFO@HORTIDAILY.COM)**

**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@HORTIDAILY.COM](mailto:INFO@HORTIDAILY.COM)**



## HORTIDAILY SPECIALS 2023



# GET TO KNOW

OUR PUBLICATIONS



## HORTICULTURE



Global horticulture industry



Chinese global horticulture industry



Global indoor vertical farming industry



Global medical cannabis industry



Dutch and Belgian horticulture industry

**Total subscribers: 100.180**

## FLORICULTURE



Global floriculture industry



Dutch and Belgian horticulture industry

**Total subscribers: 42.971**

## FRESH PRODUCE



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

**Total subscribers: 156.389**

