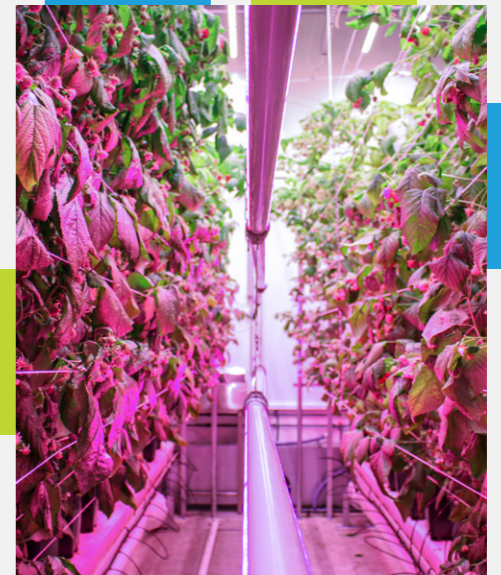




MEDIAKIT '24  
[www.verticalfarmdaily.com](http://www.verticalfarmdaily.com)



verticalfarm  
daily 





# DAILY

## NEWSLETTER & WEBSITE STATS

Every day, Vertical Farm Daily publishes the latest news about the global vertical farming industry. Relevant market insights are shared on our website and in our daily newsletter.

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



## NEWSLETTER SUBSCRIBERS

11.500



## PAGEVIEWS

93.500 (p/month)



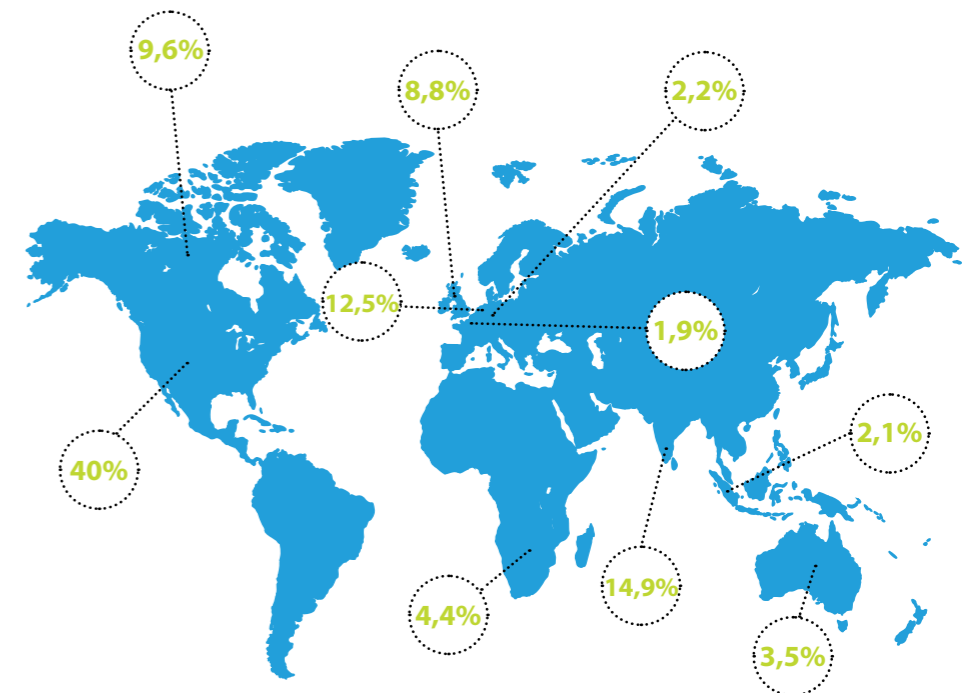
## SOCIAL MEDIA CONNECTIONS

21.000

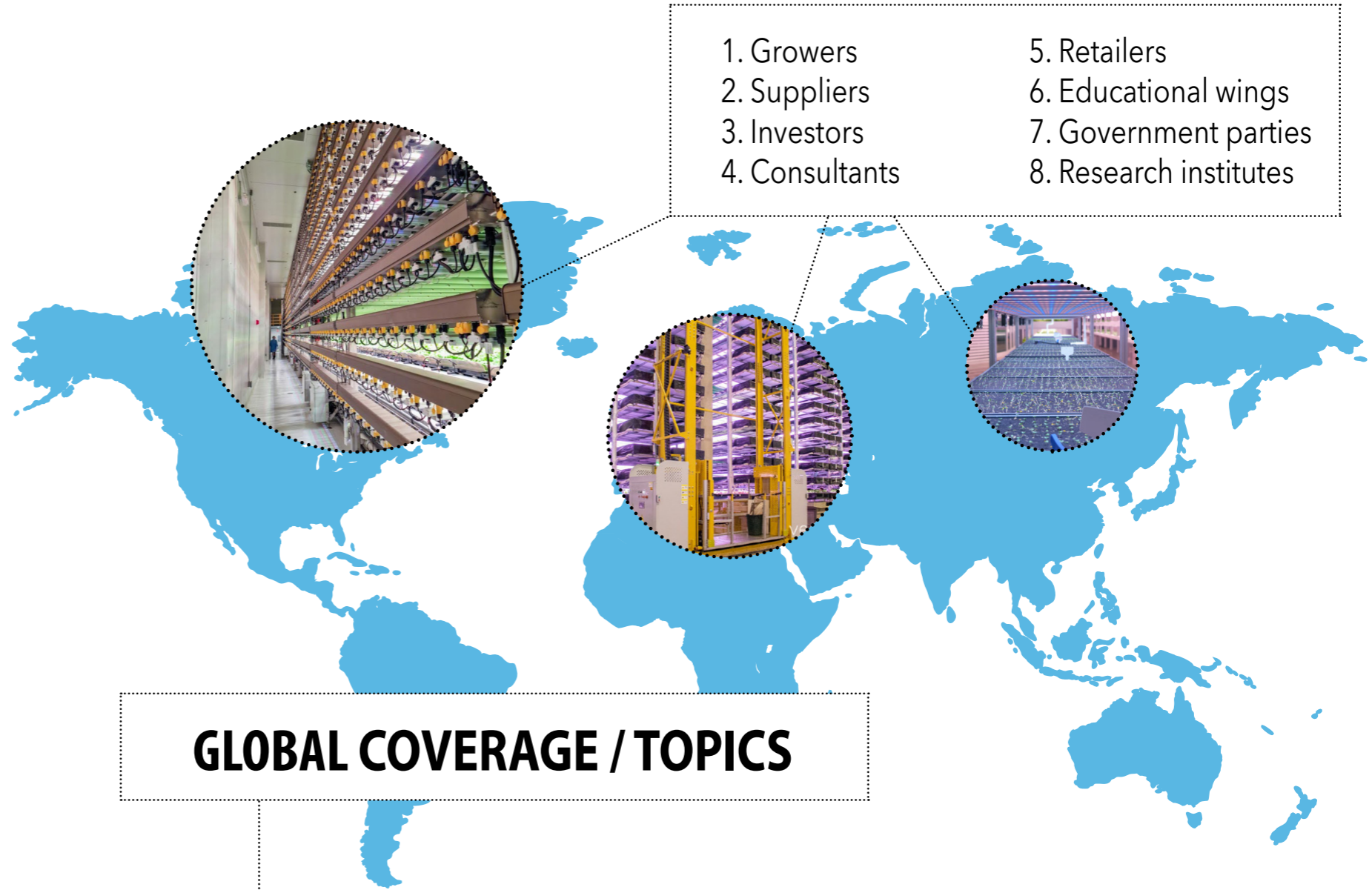
## TOP 10 countries that read verticalfarmdaily.com

US	CANADA	JAPAN
NETHERLANDS	GERMANY	SINGAPORE
INDIA	SOUTH AFRICA	
UK	KOREA	

## FIGURES VERTICALFARMDAILY.COM



# TARGET AUDIENCE



1. Growers
2. Suppliers
3. Investors
4. Consultants
5. Retailers
6. Educational wings
7. Government parties
8. Research institutes

## GLOBAL COVERAGE / TOPICS

- |                         |                        |
|-------------------------|------------------------|
| Alternative products    | Investments            |
| Automation and AI       | Market updates         |
| Company news and visits | New projects           |
| Cultivation             | B2B and Retail         |
| Education and research  | Technique              |
| Farming systems         | Technology             |
| Grower stories          | Trade shows and events |

# CREATING CONTENT TOGETHER

**Combine  
banner ads  
with monthly  
content**

# What is included? in a content plan ?



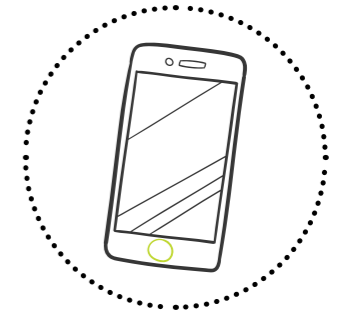
## EDITORIAL EXPOSURE

- 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



## SOCIAL MEDIA

- All editorials will be distributed on our social media channels: LinkedIn, X, and Instagram

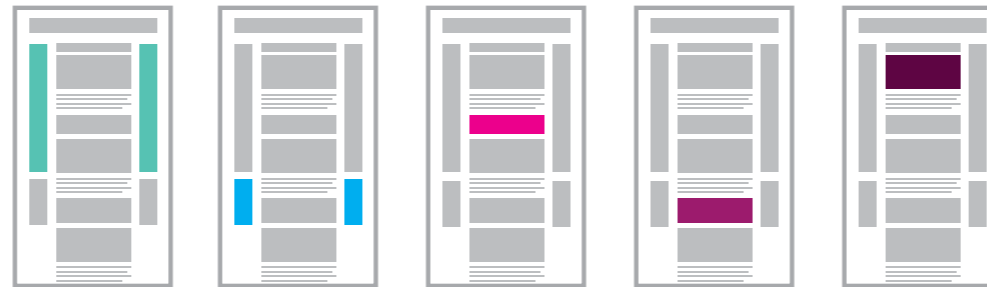


*Banner advertisement order based on booking date*

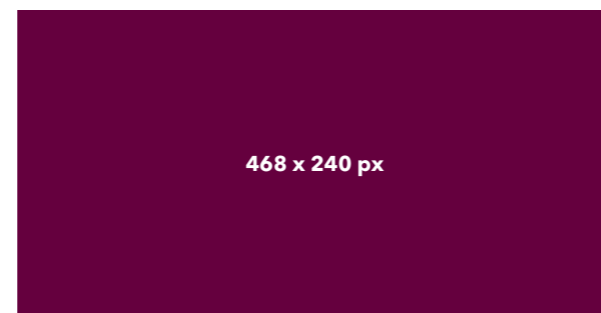
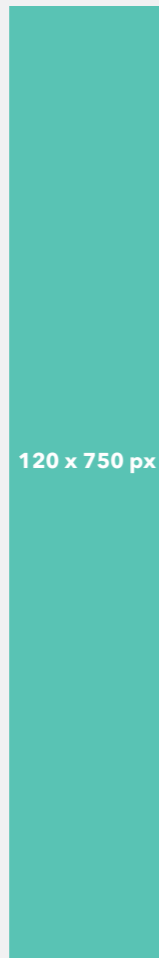
# E-MAIL NEWSLETTER BANNERS RATES

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	€ 1.105
	468 x 180 pixels	€ 1.490
	468 x 240 pixels	€ 1.925
Skyscraper at left or right side	120 x 750 pixels	€ 2.350
		€ 500 one day per week
Banner at left or right side	120 x 250 pixels	€ 950

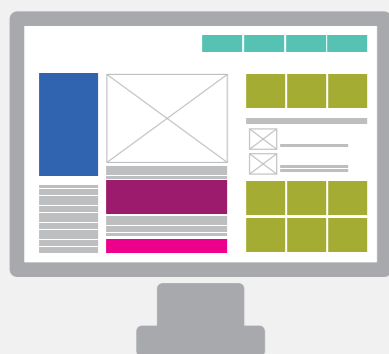
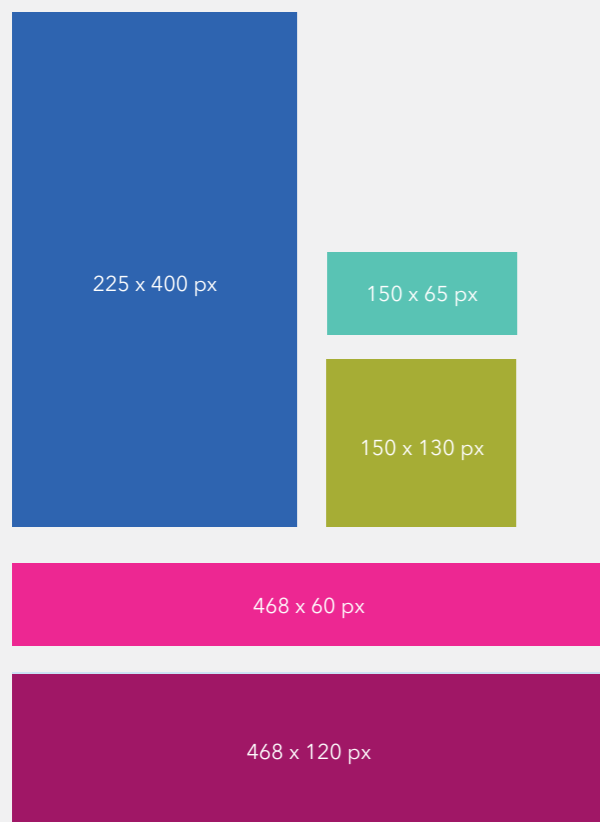


Prices in different formats:  
 Double height banner: + 50%  
 Triple height banner: + 95%



Banner advertisement order based on booking date

# WEBSITE BANNERS RATES



WEBSITE POSITIONS	SIZE	PRICE PER MONTH
At the top *	150 x 65 pixels	€ 500
At the right side	150 x 130 pixels	€ 745
Between Top-10 news	468 x 60 pixels	€ 680
Between Top-10 news	468 x 120 pixels	€ 1010
Between the news (between sectors)	468 x 60 pixels	€ 520
Between the news (between sectors)	468 x 120 pixels	€ 680 (per week)
Skyscraper top left	225 x 400 pixels	€ 2.610 (€ 935 / week)
Skyscraper under job offers	225 x 400 pixels	€ 1.920 (€ 750 / week)
Under every article **	625 x 80 pixels	€ 1.745
Photoreport	2 times 120x600 px 1 time 120 x 600 and 720x100 px	€ 1.500 (per week)
Above every article **	625 x 80 pixels	€ 2.400 (per week)
Pop Up screen	1300 x 120 pixels	€ 3.000 (per week)

**Banner advertisement order based on booking date**

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

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

# GET TO KNOW

OUR PUBLICATIONS

## HORTICULTURE



Global indoor vertical farming industry



Global horticulture industry



Global medical cannabis industry



Dutch and Belgian horticulture industry

**Total subscribers: 100,001**

## FLORICULTURE



Global floriculture industry



Dutch and Belgian horticulture industry

**Total subscribers: 44,290**

## FRESH PRODUCE



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

**Total subscribers: 271,438**