

Irrigazette

international irrigation magazine



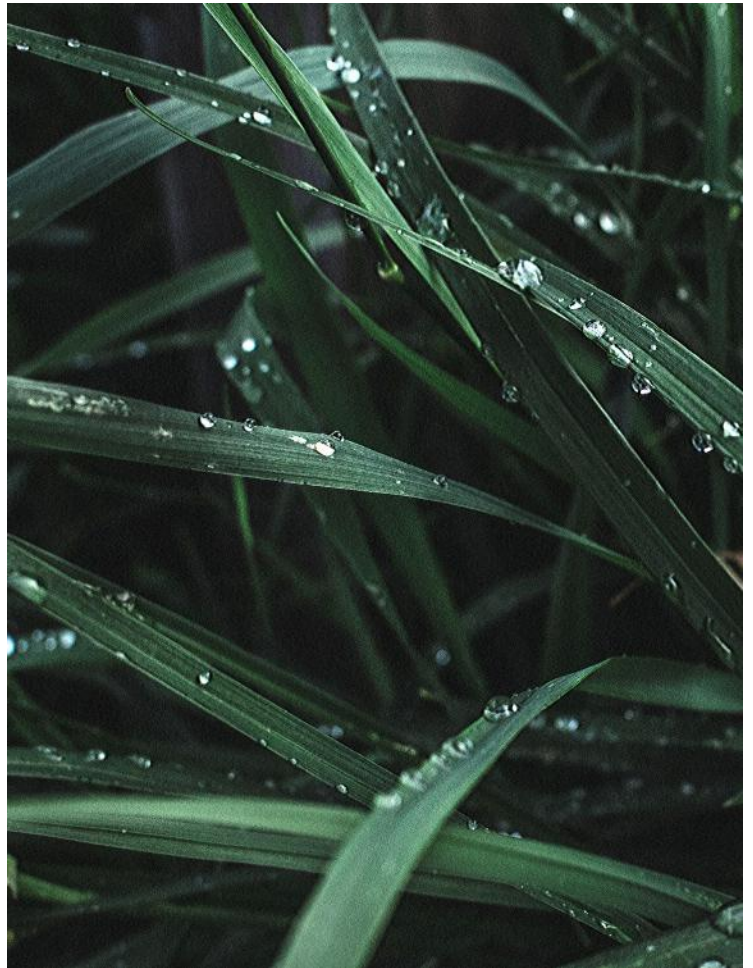
2020

MEDIA KIT

THE INTERNATIONAL IRRIGATION REFERENCE

Build a lasting
impression with an
ad campaign in
IRRIGAZETTE,
In print or online
magazine

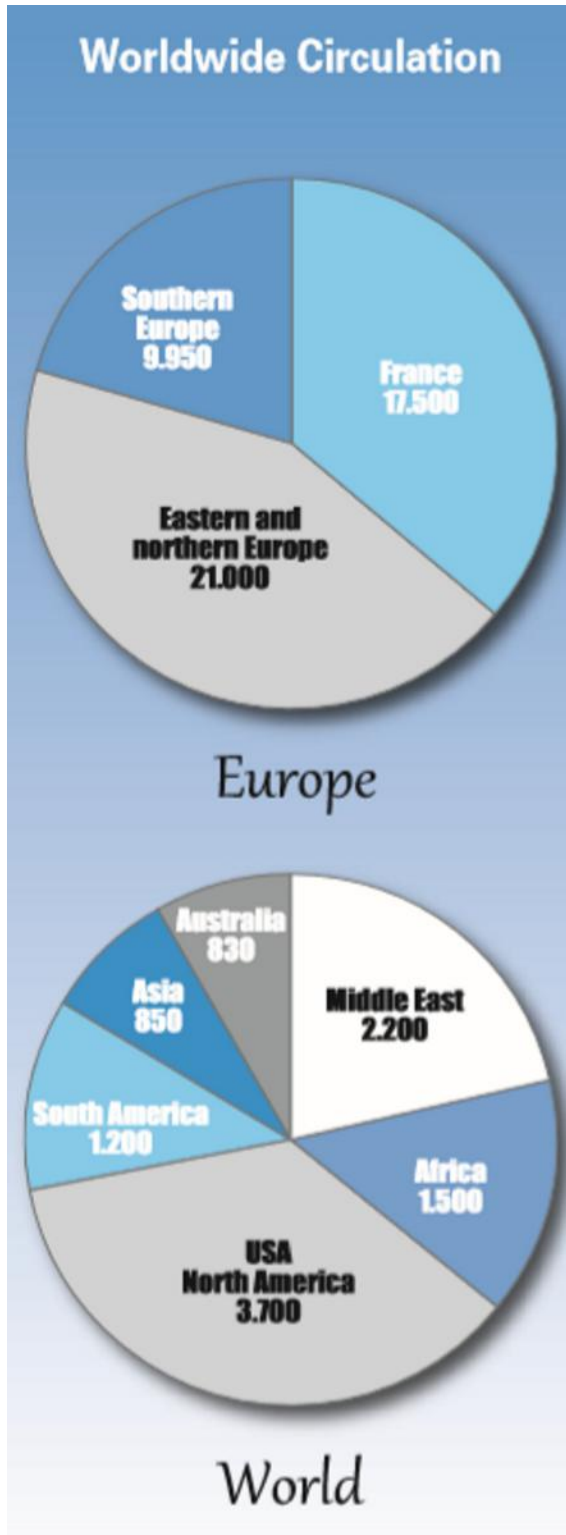
**BIMESTRIAL
PUBLICATION IN
BOTH FRENCH AND
ENGLISH
26 YEARS OF
PROFESSIONALISM**



INTERNATIONAL
CIRCULATION:
10,000/12,000
copies
+
BONUS
CIRCULATION AT
THE MAIN
INTERNATIONAL
TRADE SHOWS

Written by professionals, for professionals
IRRIGAZETTE reaches the entire irrigation industry, from the manufacturer to the end-user

Readership and coverage



PROFESSIONAL

- Manufacturers, Distributors
- Contractors, Importers, Dealers, Associations
- Agricultural cooperatives, Farmers
- Agricultural Schools, Governmental Institutions

TURF/GOLF/DIY

- Municipalities, Consultants, Landscapers
- Horticulturists, Sports Grounds keepers
- Golf Courses
- Garden centers, Buying groups, Wholesalers

IRRIGAZETTE targets decision makers all around the world and covers most of the international irrigation trade shows

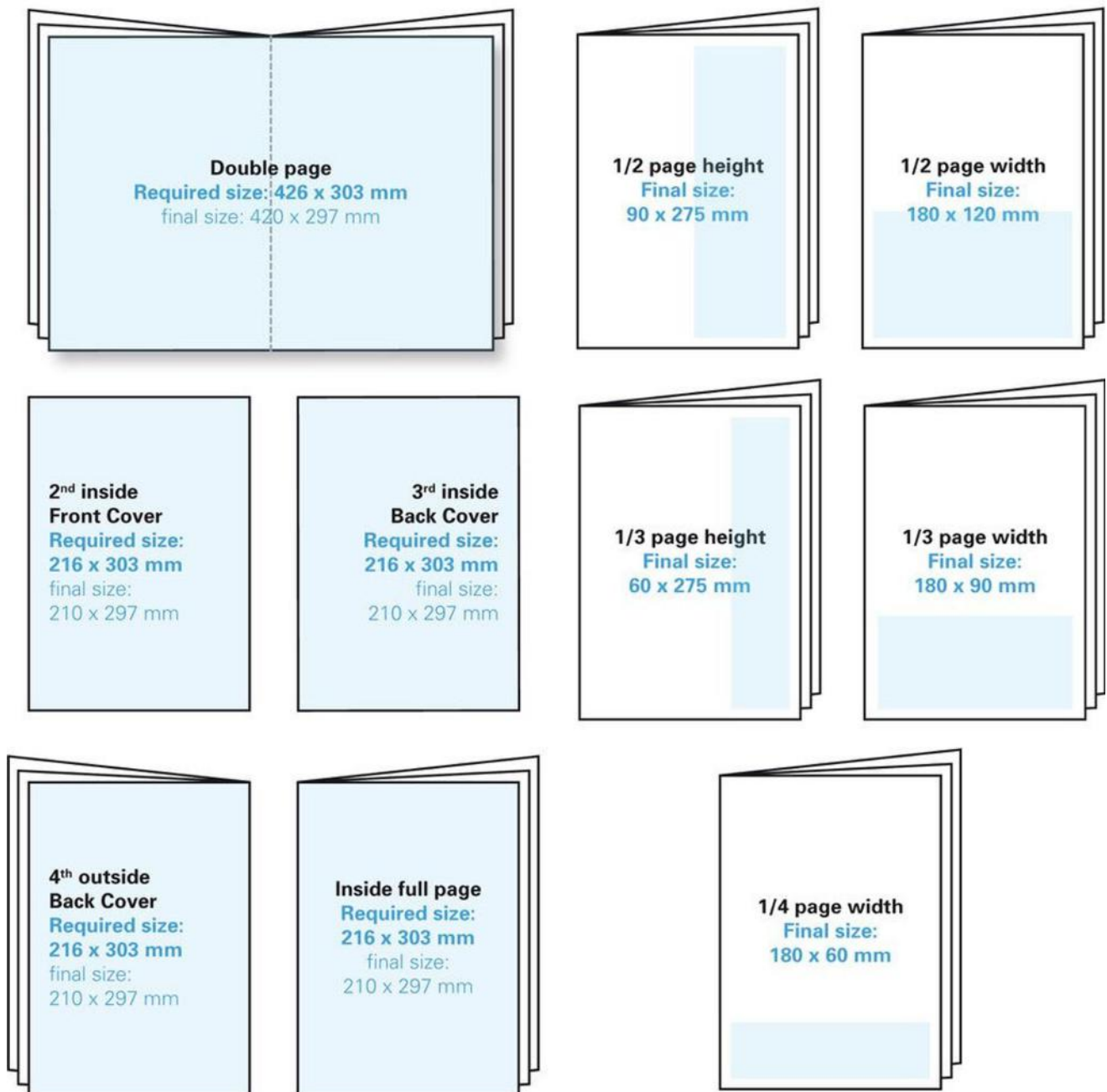
PRINT ADS



2020
ADVERTISING
PRODUCT CATALOG

Irrigazette
international irrigation magazine

PRINT AD DIMENSION

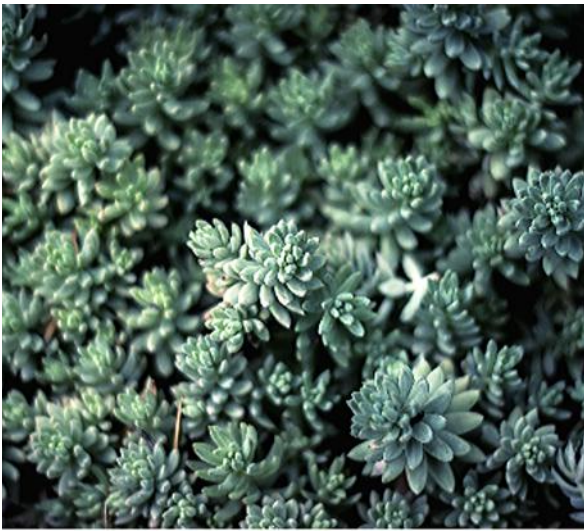


SUBMISSION REQUIREMENTS /ARTWORK

- DIGITAL FILES (JPG, PDF, EPS...)
- HIGH RESOLUTION ARTWORK (350 DPI)
- SUBMISSION DEADLINE: 3 WEEKS BEFORE 1ST OF JAN/MARCH/MAY/JULY/SEPT/NOV

PRINT ADS

PRICE RATES DISCOUNT

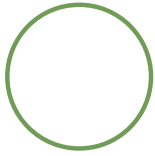


SIZES & RATES	
Full page	4.195 €
½ page	2.550 €
⅓ page	1.800 €
¼ page	1.650 €
Inside front cover	5.600 €
Inside back cover	5.400 €
Outside back cover	5.800 €
Double page	7.900 €
Special Report	On request

FREQUENCY DISCOUNT		ADDITIONAL DISCOUNT*
1 Ad/Year	-	5%
2 Ads/Year	5%	5%
3 Ads/Year	10%	5%
4 Ads/Year	15%	5%
5 Ads/Year	20%	5%
6 Ads/Year	25%	5%

*if booked on the tradeshow

PRINT ADS



*YES, PLEASE BOOK OUR AD CAMPAIGN IN
IRRIGAZETTE FOLLOWING ISSUES:*

ISSUES*	SIZE	DISCOUNT	ADDITIONAL DISCOUNT	RATE/ISSUE
JANUARY/FEBRUARY Shows Report & New Products Guide				
MARCH/APRIL SMAGUA / SIMA-GARDENIA / FIMA Agritech Israel / Journées des Collections				
MAY/JUNE Irrigation Australia / IFAT				
JULY/AUGUST International Buyers Guide				
SEPTEMBER/OCTOBER INNOVAGRI / GALABAU				
NOVEMBER/DECEMBER EIMA / AGROMEK / PAYSALIA / IA / AGRITECHNICA				

* Non exhaustive shows list

PAYMENT TERMS: 30 DAYS. Late payment will be subject to a late payment charge in accordance with the legal minimum set out in French article n° 92-1442 of 31st dec. 1992). Our rates are expressed in euros and all payments must be made in Euros, no other currencies are accepted.

DATE:

COMPANY:

CONTACT:

Please return to Héloïse: irripub@aol.com

ONLINE ADVERTISING RATES

BOOK ONLINE ADVERTISING BANNERS AND
DRIVE TRAFFIC TO YOUR WEBSITE

Online Banners + Hyperlink to the advertising company		Monthly Rates**	Frequency Discounts
Home Page	Premium Headline Banner 872 x 224 px + Hyperlink	1 050 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
	Premium Tower 237 x 475 px + Hyperlink	950 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
	Premium Center Block 575 x 224 px + Hyperlink	950 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
Inside Categories Ag - Golf - Report...	Inside Headline Banner 872 x 224 px + Hyperlink	850 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
	Inside Tower 237 x 475 px + Hyperlink	650 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
	Inside Center Block 872 x 224 px + Hyperlink	750 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %
Newsletter	Newsletter Block 872 x 224 px	950 €	<input type="checkbox"/> 6 months -20 % <input type="checkbox"/> 1 year -30 %

** 2-MONTHS MINIMUM ■ SUBMISSION REQUIREMENTS: .jpg or .gif format (for animated ad) + link
PAYMENT TERMS: 30 DAYS. Late payment will be subject to a late payment charge in accordance with the legal minimum set out in French article n° 92-1442 of 31st dec. 1992). Our rates are expressed in euros and all payments must be made in Euros, no other currencies are accepted.

www.irrigazette.com

reaches 7,000/10,000 unique visitors per month

- Discount: -20% for 6 month / -30% for 1 year
- SUBMISSION REQUIREMENTS: Jpg or Gif format + link
- PAYMENTS TERMS: 30 days from the date of publication
- Net Rates in Euros - no agency discount

Please contact Héloïse: irripub@aol.com

TERMS AND CONDITIONS

A signed...must be provided for each ad...

- Each booked ad requires an Irrigazette "reservation form" duly signed
- Agency discounts will only be granted to qualifying independent agencies (with no affiliation to their clients)
- Irrigazette offer a 10% agency discount as a courtesy
- No additional agency discount will be applied to special limited discount offers.
- Payment Terms: 1 month minimum from the date of publication
- Net rates in Euros - No agency discount
- Irrigazette ads recommended language : English
- Cancellation: 40 days prior to publication



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