



Irrigazette

International Irrigation Magazine

MEDIA KIT 2025



[IRRIGAZETTE.COM](https://www.irrigazette.com)



Irrigazette.com

Our Mission

To provide cutting-edge information and foster connections within the European irrigation industry, to help professionals make informed decisions in a complex global environment with numerous climatic, economic and regulatory constraints, and to stay ahead in a rapidly evolving field.

What is Irrigazette?

IRRIGAZETTE.com is the leading international online media dedicated to the irrigation industry. For over 30 years, we have been the trusted source of professional insight, innovation, and trends in irrigation, serving manufacturers, distributors, farmers, landscapers, and policy makers worldwide. Published in both English and French, our content is written by professionals for professionals, ensuring relevance and accuracy for our global audience.

Audience and Reach

IRRIGAZETTE reaches a diverse and influential audience across key sectors:



Irrigation

Manufacturers, distributors, designers, consultants, dealers, installers, and associations.



Agriculture

Agricultural cooperatives, farmers, research centers, universities, and government institutions.



Landscape/Golf/DIY

Municipalities, landscape architects, golf courses, sports fields, and garden centres.

Our digital media target global decision makers and European stakeholders in the irrigation industry, from manufacturers to end users, ensuring broad visibility for our partners and advertisers



Website and Social Media Statistics

The figures provided are taken from the Google Analytics report of Irrigazette for the year 2024

We use our digital resources to publish articles and additional materials to share news from the world of irrigation and highlight EIA members .

6,500

users per month

3,200

unique visitors per month

10,000

pageviews per month

80%

returning visitor rate



443

followers



3,100

followers



EIA Premium Members who benefit from Irrigazette **YOU COULD ENJOY THESE BENEFITS TOO!**

Hunter[®]

irritec[®]
don't wait for rain[®]

 **LINDSAY**[™]

 **NETAFIM**[™]
An Orbia business.

 **LITE-SOIL**[®]
BUSINESS

RAIN  **BIRD**[®]

 **Rivulis**

 **SOLEM**

 **Urbasense**[®]
La Ville, la Nature, l'Homme

VALLEY 
The Leader in Precision Irrigation.



Online Web Banners

Advertising Rates and Dimensions

HOMEPAGE WEB BANNERS		
BANNER	SIZE	PRICE FOR TWO MONTHS
TOP WEB BANNER	970 X 250 pixels	1 500 €
MIDDLE HORIZONTAL WEB BANNER	720 X 300 pixels	1 200 €
MIDDLE VERTICAL WEB BANNER	300 x 600 pixels	1 200 €
BOTTOM WEB BANNER	720 X 300 pixels	950 €

INSIDE CATEGORY WEB BANNERS**		
BANNER	SIZE	PRICE FOR TWO MONTHS
TOP WEB BANNER	720 X 300 pixels	950 €
BOTTOM WEB BANNER	720 X 300 pixels	750 €

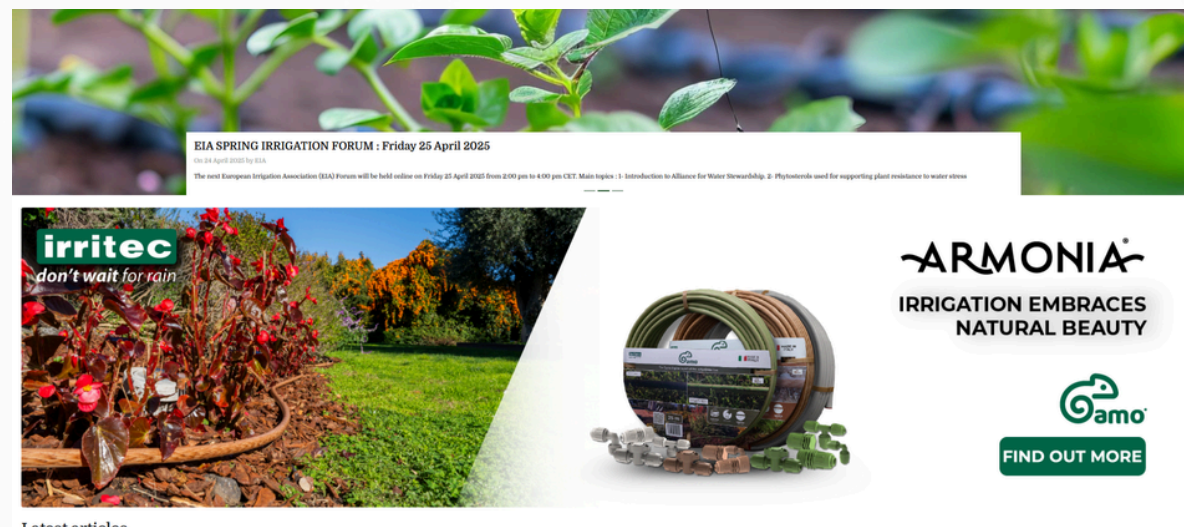
NEWSLETTER*		
BANNER	SIZE	PRICE
WEB BANNER	720 X 300 pixels	1 200 €

*The newsletter is sent every two months to more than 8000 contacts.

** The internal categories are: Industry News – Agriculture – Landscape – Golf – New Products – Water regulations

Online Web Banners

Advertising Rates and Dimensions



Terms and Conditions

Special Offer for EIA Members

**The top homepage banner is free for EIA Premium members.
EIA members benefit from a 30% discount on all web banners.**



Payment Terms

30 days from date of invoice.

Our rates are in Euros, please, ensure that your bank transfer is in Euros for the corresponding amount of your order.

Banners Requirements

Recommended language: English and/or French;

Submission deadline: 1 week before publication;

Web banners must be sent in .jpg, or .gif or .webp format;

Web banners should be no larger than 150KB;

A link can be added to the banner.

For more information, e-mail to:

contact@irrigazette.com





Irrigazette.com

THE EUROPEAN IRRIGATION ASSOCIATION

OFFICIAL MEDIA



EIA – Rue Montoyer 31 – B
1000 – Bruxelles – BELGIUM
Tel : 32 2 720 00 73