



Irrigazette

International Irrigation Magazine

MEDIA KIT 2026



[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 last trimester of 2025

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

9,500

readers per month

47%

engagement rate

18,200

pageviews per month

20+

countries reached globally,
China, France, USA and others



570
followers



3,150
followers



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

Hunter[®]

VALLEY 
The Leader in Precision Irrigation.

 **NETAFIM**[™]
An Orbia business.

 **LITE-SOIL**[®]
All in ONE: Air-Soil-Water


IRRIFRANCE

irritec[®]
don't wait for rain[®]

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

RAIN  **BIRD**[®]

 **POELSAN**[®]

 **Rivulis**

 **LINDSAY**[™]

 **SOLEM**



Online Web Banners

Advertising Rates and Dimensions

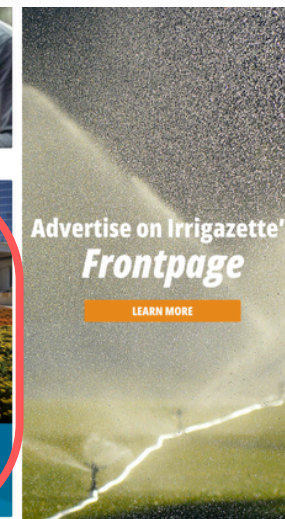
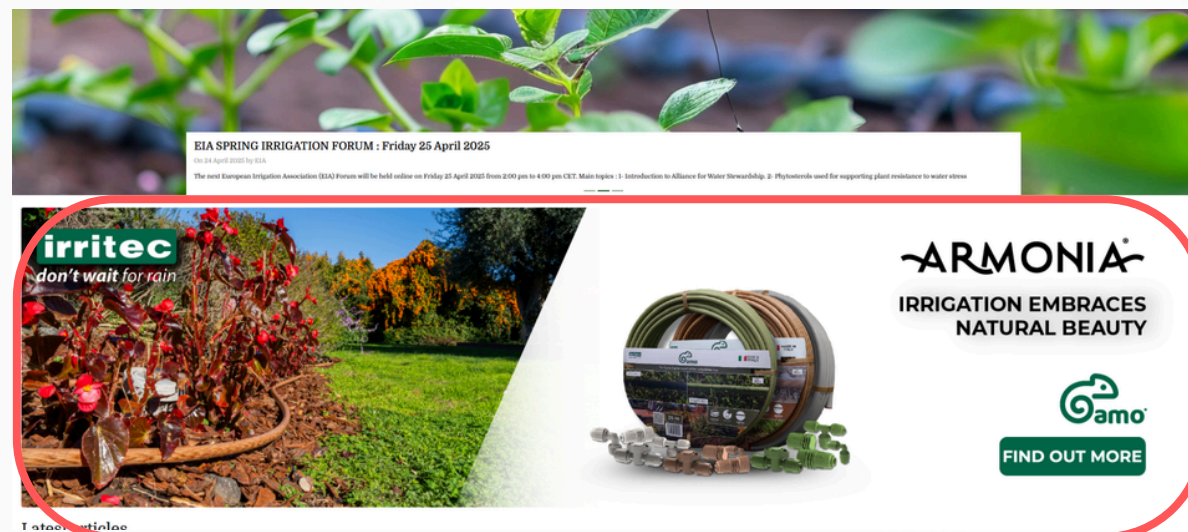
Banner	Size	Price for 2 months	Discounted price for members
HOMEPAGE WEB BANNERS			
top web banner	970x250 pixels	1,500€	1,050€
middle web banner	720x300 pixels	1,200€	840€
bottom web banner	720x300 pixels	950€	665€
INSIDE CATEGORY WEB BANNERS*			
top web banner	720x300 pixels	950€	665€
bottom web banner	720x300 pixels	750€	525€
NEWSLETTER**			
top web banner	720x300 pixels	1,500€	1,050€
bottom web banner	720x300 pixels	1,200€	840€

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

**The newsletter is sent is sent every two months to more than 12000 contacts.

Online Web Banners

Advertising Rates and Dimensions



Business promotion

Advertising Possibilities and Rates



Registration in the Digital International Buyer's Guide

350€
200€ for members
free for premium

Your company information will be provided with your logo and a link to your website for one year.

The search engine allows to search for companies by products categories and field of activity.

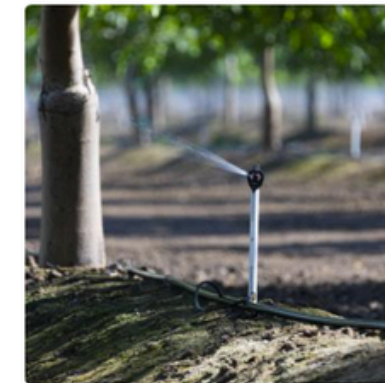
New Product Press Release

650€ per press release (free for members)

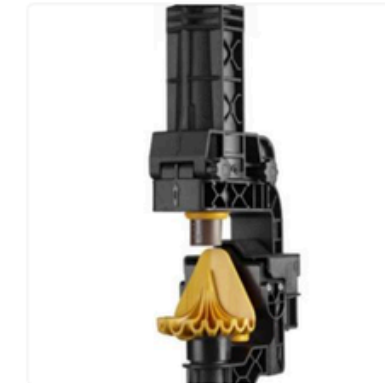
Highlight on New Products



IRRILAND FORES GUN: the dual-barrel sprinkler that redefines rain irrigation efficiency



Nelson Irrigation Corporation – Revolutionizing Micro Irrigation for Tree Fruit & Nuts



Komet Launches Precision Wave (KPW): Smarter, More Uniform Pivot Irrigation



Nelson Irrigation Introduces the new R65 VT and R65i VT End of Pivot Irrigation Sprinklers

On 13 November 2025 by Nelson NIC

Walla Walla, Washington November 7, 2025 – Nelson Irrigation, a global leader in agricultural irrigation is excited to highlight their R7 Rotator® Sprinkler.



The R7 Rotator is the latest addition to the Rotator family. It incorporates all of the benefits of Rotator full coverage irrigation with the 7 series modularity and quick-connect, quick-clean features. This micro-sprinkler is a superior option for durability and reliability. The 7 Series Quick Clean (QC) technology reduces irrigator hours, simply turn, flush and reconnect. Retrofitting an existing micro-irrigation system to the 7 Series can be done in just a couple simple steps. Or, in some regions, it's desirable to mount the R7 with a Trellis Clip. This reduces the total system cost by eliminating the tube and stake assemblies. Systems with sprinklers and lateral pipes mounted on trellis wires also cost less to maintain.

Nelson Irrigation continues to lead the way in irrigation innovation with providing improved solutions to conserve resources and provide greater uniform water application for farmers.

For more information about Nelson Irrigation Corporations R7 series, please visit : <https://nelsonirrigation.com/products/rotator-sprinklers/r7-rotator>

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: at least 2 days 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.



2025 Membership fees

Profile / Classification	Annual turnover related to Irrigation				
	<1M€	1-15M€	15-30M€	>30M€	
OEM Manufacturer : Premium	3 000 €	5 000 €	8 000 €	10 000 €	Concerns manufacturing of products and goods that allow irrigation to operate, or improve its performance
OEM Manufacturer : Classic	1 500 €	2 500 €	4 000 €	5 000 €	
Commerce / Consulting / Service : Premium	2 000 €	3 000 €	5 000 €	6 000 €	Includes Distribution, Design, Installation, Maintenance or other private Services
Commerce / Consulting / Service : Classic	1 000 €	1 500 €	2 500 €	3 000 €	
R&D / Academic, Technical services	450 €				
Start-up, NGO	200 €				
Individual	50 €				

Remark : For all non European members the tarif is 150% of the above

Are considered as European companies with head office or subsidiaries in one of the EU/ EEU/EFTA country

Irrigazette.com the official media of EIA

Irrigazette.com is the official media of the European Irrigation Association. By joining the Association, you benefit from a number of opportunities to promote your company and your products on Irrigazette.com.

First-time members have a **30% discount** on their first yearly membership fee.



For more information, e-mail to:

contact@irrigazette.com



Irrigazette.com

THE EUROPEAN IRRIGATION ASSOCIATION

OFFICIAL MEDIA



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