

The Leading
International Irrigation Magazine

IRRIGAZETTE

Média Kit 2023



irrigazette.com

The International Irrigation Reference

**BUILD A LASTING IMPRESSION
WITH AN AD CAMPAIGN
IN THE PRINTED OR ON-LINE VERSION
OF THE MAGAZINE IRRIGAZETTE**

30 YEARS OF PROFESSIONALISM



PUBLISHED EVERY TWO MONTHS IN BOTH
FRENCH AND ENGLISH



INTERNATIONAL CIRCULATION



10,000 - 12,000 COPIES PER EDITION



ADDITIONAL CIRCULATION AT THE MAIN
INTERNATIONAL TRADE SHOWS

READERSHIP AND COVERAGE



IRRIGATION

Manufacturers, Distributors,
Contractors, Importers, Dealers,
Associations

AGRICULTURAL

Agricultural Cooperatives, Farmers,
Research Centers, Universities,
Schools, Governmental Institutions



LANDSCAPE / GOLF / DIY

Municipalities, Landscape
Architects, Golf Courses,
Diy Stores, Garden Centers

Written by professionals, for professionals

**4800 PAID
SUBSCRIBERS**



**70 % INTERNATIONALLY
30 % IN FRANCE**

IRRIGAZETTE REACHES THE ENTIRE IRRIGATION INDUSTRY,
FROM THE MANUFACTURER TO THE END-USER
WORLDWIDE DATABASE : **60 000 CONTACTS**

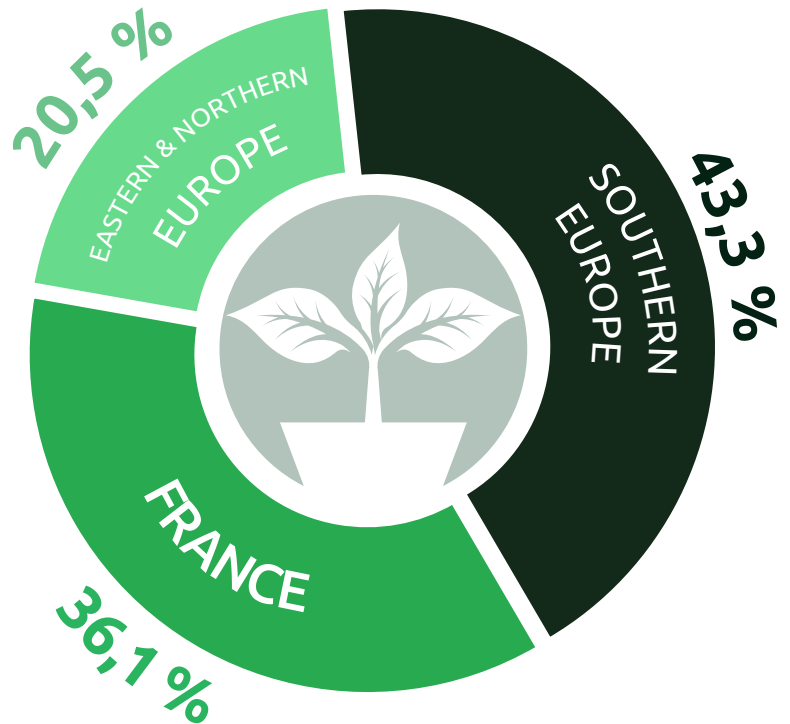
IRRIGAZETTE targets decision-makers world-wide
and covers most of the international irrigation trade shows

READERSHIP AND COVERAGE

DATA BASE : **63 000 CONTACTS**

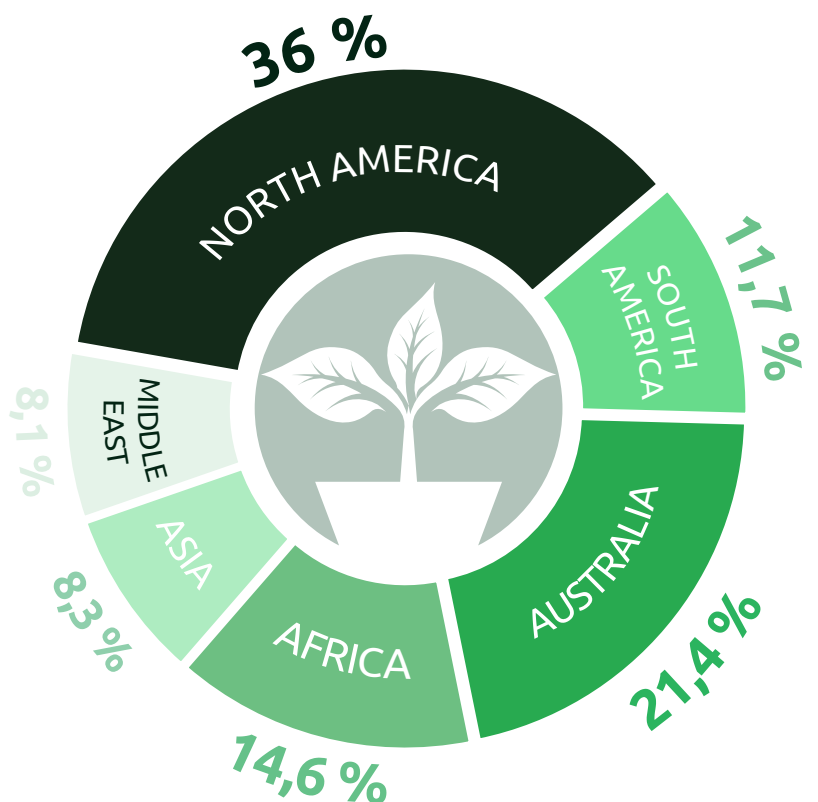
EUROPE

48 000 Addresses



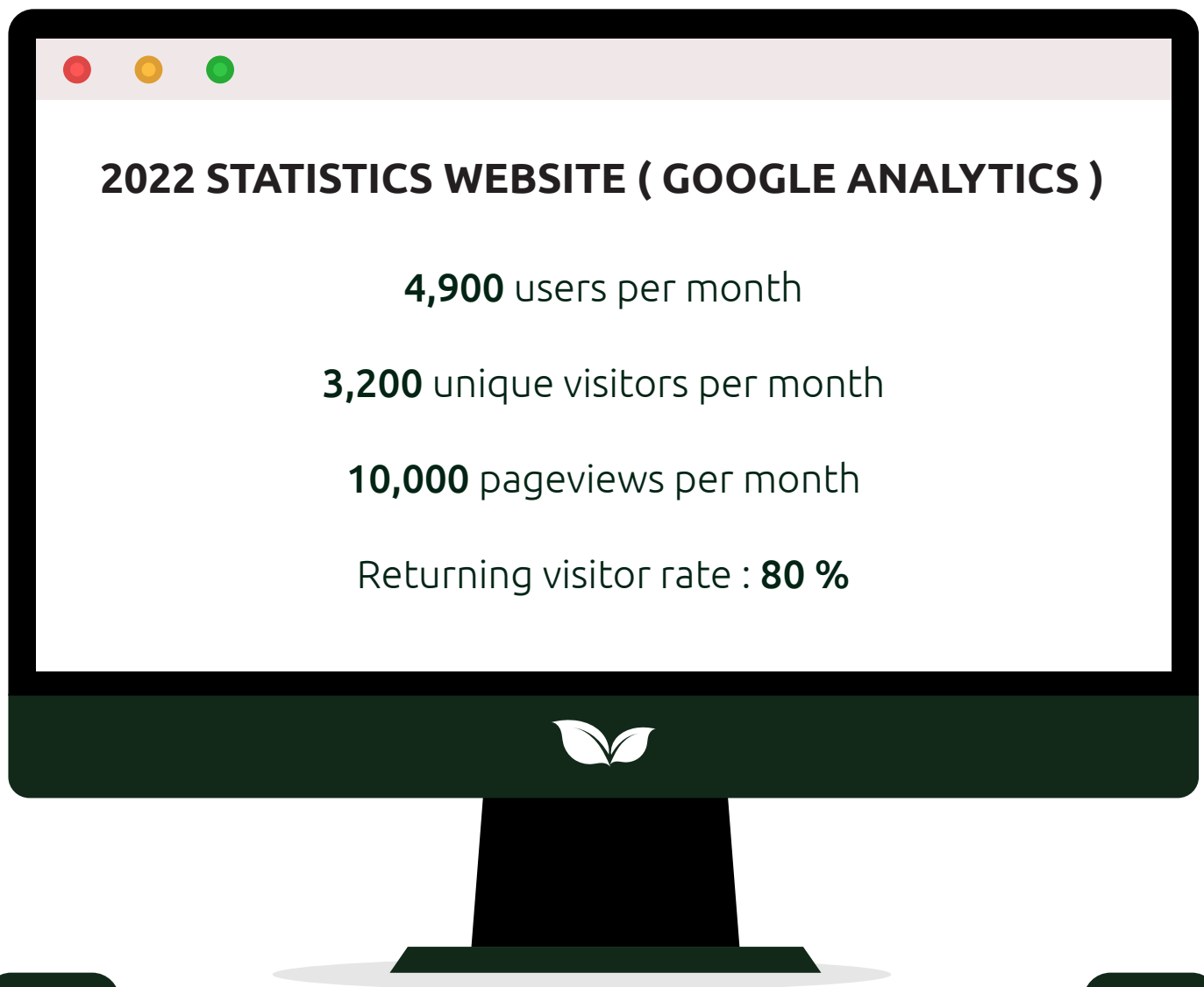
WORLD

12 000 Addresses



IRRIGAZETTE WEBSITE AND SOCIAL MEDIA

ARTICLES ARE PUBLISHED BOTH
ON THE IRRIGAZETTE WEBSITE AND IN THE PRINT EDITION



716
Followers



2 300
Followers

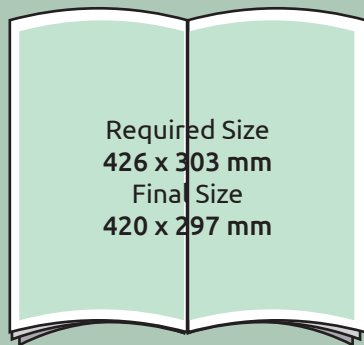
IN ADDITION TO SOCIAL NETWORKS POSTS



2023
PRINT AND WEB RATES



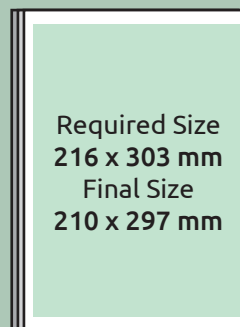
ADVERTISING RATES & DIMENSIONS FOR THE PRINTED VERSION



Required Size
426 x 303 mm
Final Size
420 x 297 mm

**DOUBLE PAGE
SPREAD**

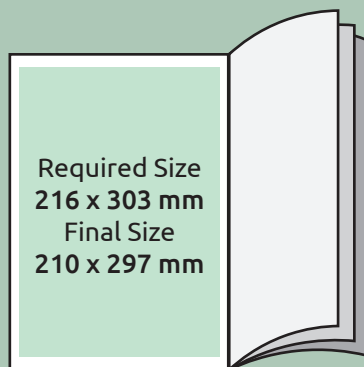
**RATE :
6 000 €**



Required Size
216 x 303 mm
Final Size
210 x 297 mm

**OUTSIDE
BACK COVER**

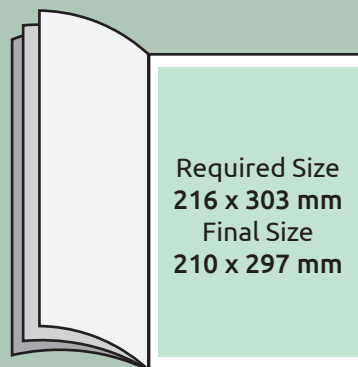
**RATE :
5 500 €**



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Final Size
210 x 297 mm

**INSIDE
FRONT COVER**

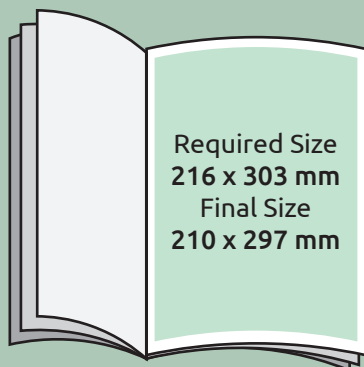
**RATE :
4 200 €**



Required Size
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Final Size
210 x 297 mm

**INSIDE
BACK COVER**

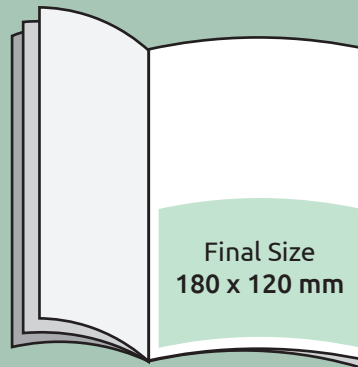
**RATE :
4 200 €**



Required Size
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Final Size
210 x 297 mm

INSIDE FULL PAGE

**RATE :
3 000 €**

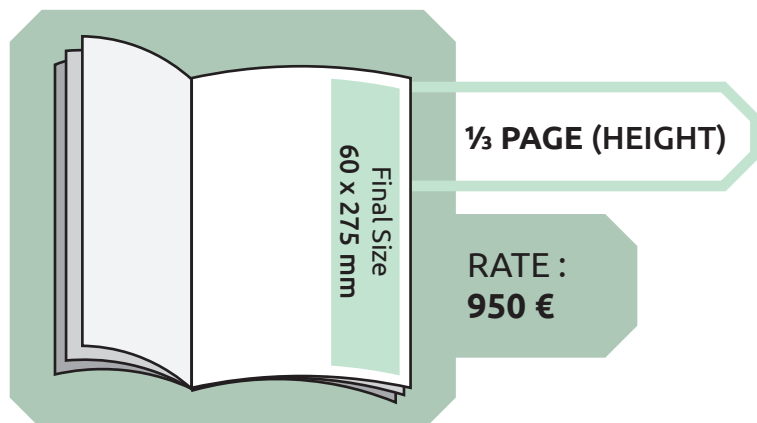
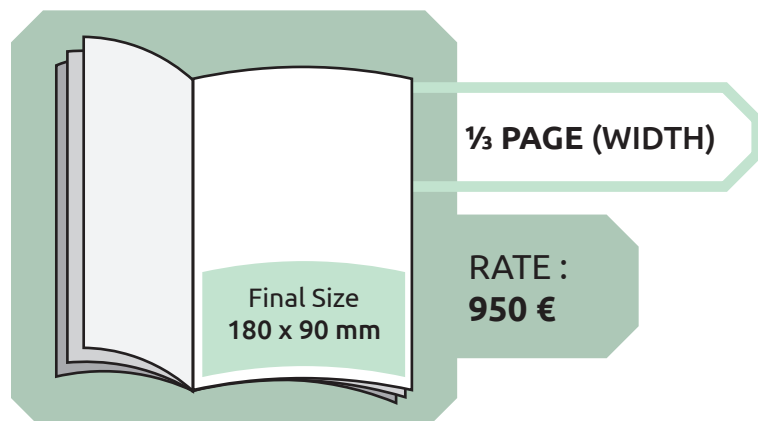
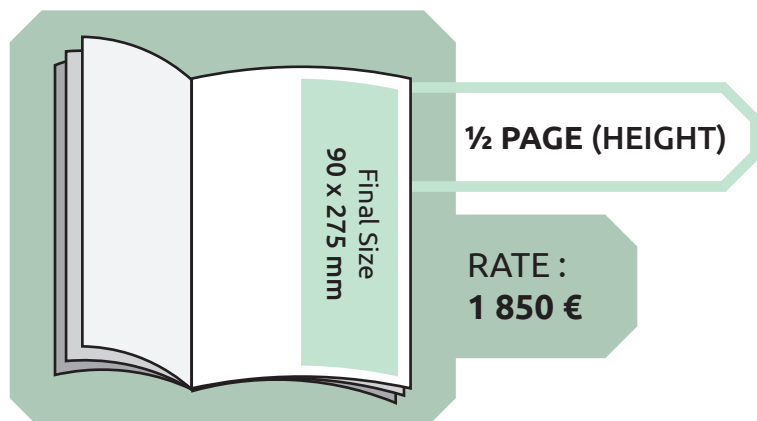


Final Size
180 x 120 mm

½ PAGE (WIDTH)

**RATE :
1 850 €**

ADVERTISING RATES & DIMENSIONS FOR THE PRINTED VERSION



SIZES	RATES
1/3 Page	950 €
1/2 Page	1 800 €
Inside Full Page	3 000 €
Double Page	6 000 €
Inside Front Cover	4 200 €
Inside Back Cover	4 200 €
Outside Back Cover	5 500 €
Infomercial (print + web)	2 500 €

FREQUENCY DISCOUNT		
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	30 %	5 %

*If booked on website

WEB ADVERTISING RATES & DIMENSIONS

HOME PAGE BANNER		
BANNER	PRICE FOR 1 MONTH	PRICE FOR 2 MONTHS
HEADLINE 970 × 250 px	1 200 €	2 100 €
CENTER AND BOTTOM BLOCK 720 × 300 px	1 100 €	1 700 €
SIDE TOWER 300 × 600 px	1 000 €	1 600 €
MIX 1 SIDE TOWER AND 1 BLOCK	2 000 €	2 800 €

INSIDE CATEGORIES BANNER		
BANNER	PRICE FOR 1 MONTH	PRICE FOR 2 MONTHS
CENTER BLOCK 720 × 300 px	950 €	1 500 €
INSIDE TOWER 300 × 600 px	950 €	1 500 €
MIX 1 SIDE TOWER AND 1 BLOCK	1 300 €	2 100 €

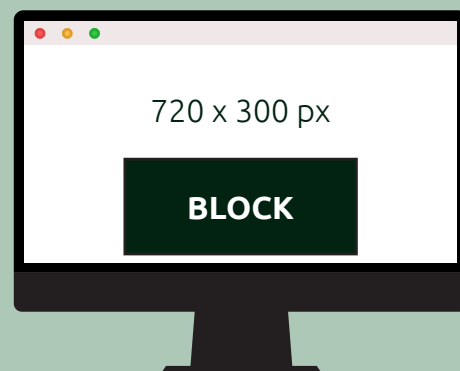
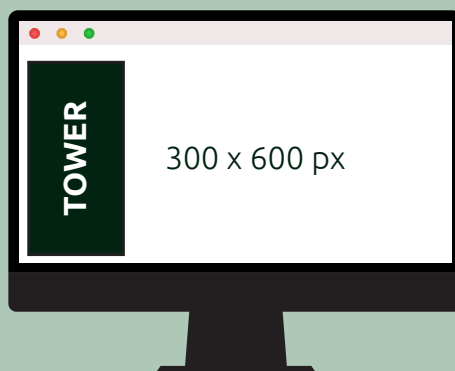
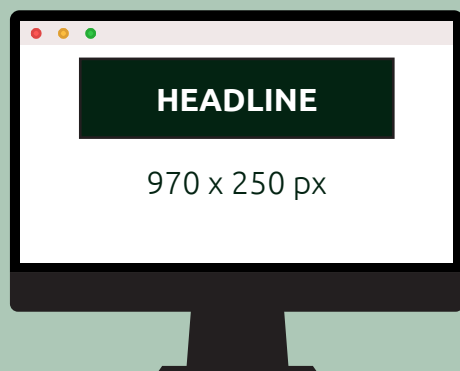
NEWSLETTER	
BANNER	PRICE
NEWSLETTER HEADLINE 970 × 250 px	950 €

ADVERTISING REQUIREMENTS

.jpg or .gif format (for animated ad) and website link

TERMS OF PAYMENT

Cash with order, prior to publication
Net rates in euros



RESERVATION FORM

IRRIGAZETTE
JAN / FEB ISSUE

☐

SPECIAL EDITION

Shows report & New products guide

EVENT : SIVAL (France)

AD FORMAT : _____

IRRIGAZETTE
MAR / APR ISSUE

☐

STANDARD EDITION

Articles

EVENT : SMAGUA (Spain)

AD FORMAT : _____

IRRIGAZETTE
MAY / JUNE ISSUE

☐

STANDARD EDITION

Articles

AD FORMAT : _____

IRRIGAZETTE
JULY / AUG ISSUE

☐

SPECIAL EDITION

International Buyer's Guide

AD FORMAT : _____

IRRIGAZETTE
SEPT / OCT ISSUE

☐

STANDARD EDITION

Articles

EVENT : INNOVAGRI (France)

AD FORMAT : _____

IRRIGAZETTE
NOV / DEC ISSUE

☐

STANDARD EDITION

Articles

SALON : AGRITECHNICA (Germany) - PAYSALIA (France) - IA SHOW (United-States)

AD FORMAT : _____

PLEASE INDICATE THE REQUIRED ADVERTISING FORMAT

(WEB/PRINTED VERSION & SIZE)

AND SEND AN EMAIL TO HÉLOÏSE AT

advertising.irrigazette@gmail.com



A signed document must be provided for each ad

Every ad booked must be accompanied with a duly signed Irrigazette “reservation form”



Terms of payment

30 days from invoicing date

Delays in payment will be subject to a minimum late payment charge at the statutory rate

(in accordance with article n° 92-1442 of 31st Dec 1992)



Our rates are in euro

Please ensure that your swift transfer for the corresponding amount is made in euros or US\$



Recommended language

English



Deadline for submission

3 weeks before printing



Deadline for cancellation

40 days prior publication

TERMS AND CONDITIONS

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