



REVISTA
IDE

Información del
Envase y Embalaje

2024

media kit

All about the packaging world

ide-e.com

About Us

IDE is a technical professional media specialize since 1959, Spanish referent and recognized in Europe and South America.

We publish daily quality information about packaging; from materials, manufactures, machinery, packing and packaging systems, logistics, recycling, sustainability... giving information both to **user companies** and **manufacturers** of the packing sector.

We have more than 15.000 subscribers. The readers profile of IDE is very varied: CEO, commercial director, marketing director, manager, project manager, factory director, purchasing manager, account manager, sales manager.

We believe that **synergy** is the way we all it is a win-win. We give you a close attention and we adapt to you putting it at your fingertips different services.

In this media kit 2024 you will find all the digital media support we offer for you can raise your voice.

Audience



Suscribers
+15.000




Web Visits
+6.000 /mes



Followers in Social Media
+6.600

■ **80% users companies.** Users of food, drinks, perfumery, cosmetics, pharmacy, industry, non-food...

■ **20% manufactures companies.** Manufacturers of materials, machinery, components, packing services, packaging, logistics.

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- 1/ Digital Magazine
- 2/ Banners
- 3/ Brandend Content
- 4/ Email Marketing
- 5/ Sponsored Video
- 6/ Exclusive Newsletter Space
- 7/ Advertising Pack

1/ Digital Magazine

PUBLISHING PROGRAM 2024

659. JANUARY-FEBRUARY 2024 edition

Plastics & Rubber, Hospitalet, 6th-7th March
Alimentaria & HOSTELCO, Barcelona, 18th-21st March
Anuga FoodTec, Colonia, 19th-22nd March
Cosmopack, Bolonia, 21st-23th March
Pick&Pack, Bilbao, 16th-18th April
Techtextil, Frankfurt, 23th-26th April

Close date: 2024, February 20
Departure date: 2024, February 27

660. MARCH-APRIL 2024 edition

Hispack, Barcelona, 7th-10th May
BIEMH, Bilbao, 3th-7th June
SIL, Barcelona, 5th-7th June

Close date: 2024, April 19
Departure date: 2024, April 25

661. MAY-JUNE 2024 edition

SRR, Madrid, 18th-20th June
Labelexpo Americas, Rosemont, Illinois, 10th-12^{sd} September

Close date: 2024, June 6
Departure date: 2024, June 13

662. JULY - AUGUST 2024 edition

Farmaforum, Madrid, 25th-26th September
Fruit Attraction, Madrid, 8th-10th October

Close date: 2024, August 22
Departure date: 2024, August 29

663. SEPTEMBER-OCTOBER 2024 edition

All4Pack, París, 4th-7th November
Empack, Madrid, ?-? November
Logistics & Automation, Madrid, ?-? November

Close date: 2024, October 17
Departure Date: 2024, October 24

664. NOVEMBER-DECEMBER 2024 edition

Packaging, processes and logistics for perfumery and cosmetics

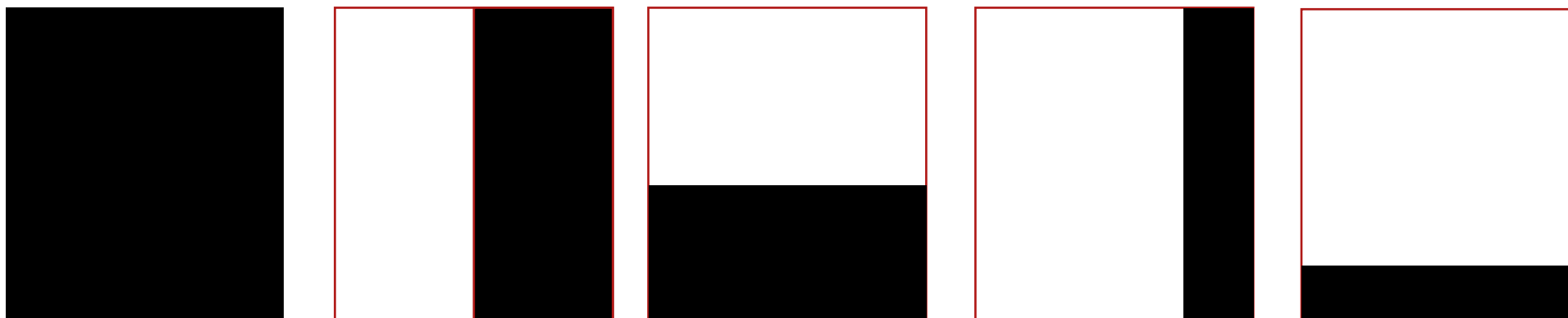
Close date: 2024, December 9
Fecha de salida: 2024, December 16

[See previous editions](#)

Sizes and prices:

Cover	210 x 235 mm	800 euros*
Back Cover	210 x 297 mm	600 euros*
Full page	210 x 297 mm	550 euros*
1/2 vertical page	90 x 285 mm	330 euros*
1/2 horizontal page	190 x 140 mm	330 euros*
1/3 vertical page	70 x 280 mm	275 euros*
1/3 horizontal page	190 x 100 mm	275 euros*

** IVA not included*



2/ Banners

WHAT SIZES ARE AVAILABLE?

Top cabecera - 728x90 px - 800 euros/month*

Position 1 - 728x90 px - 400 euros/month*

Position 2 - 728x90 px - 300 euros/month*

Position 3 - 728x90 px - 200 euros/month*

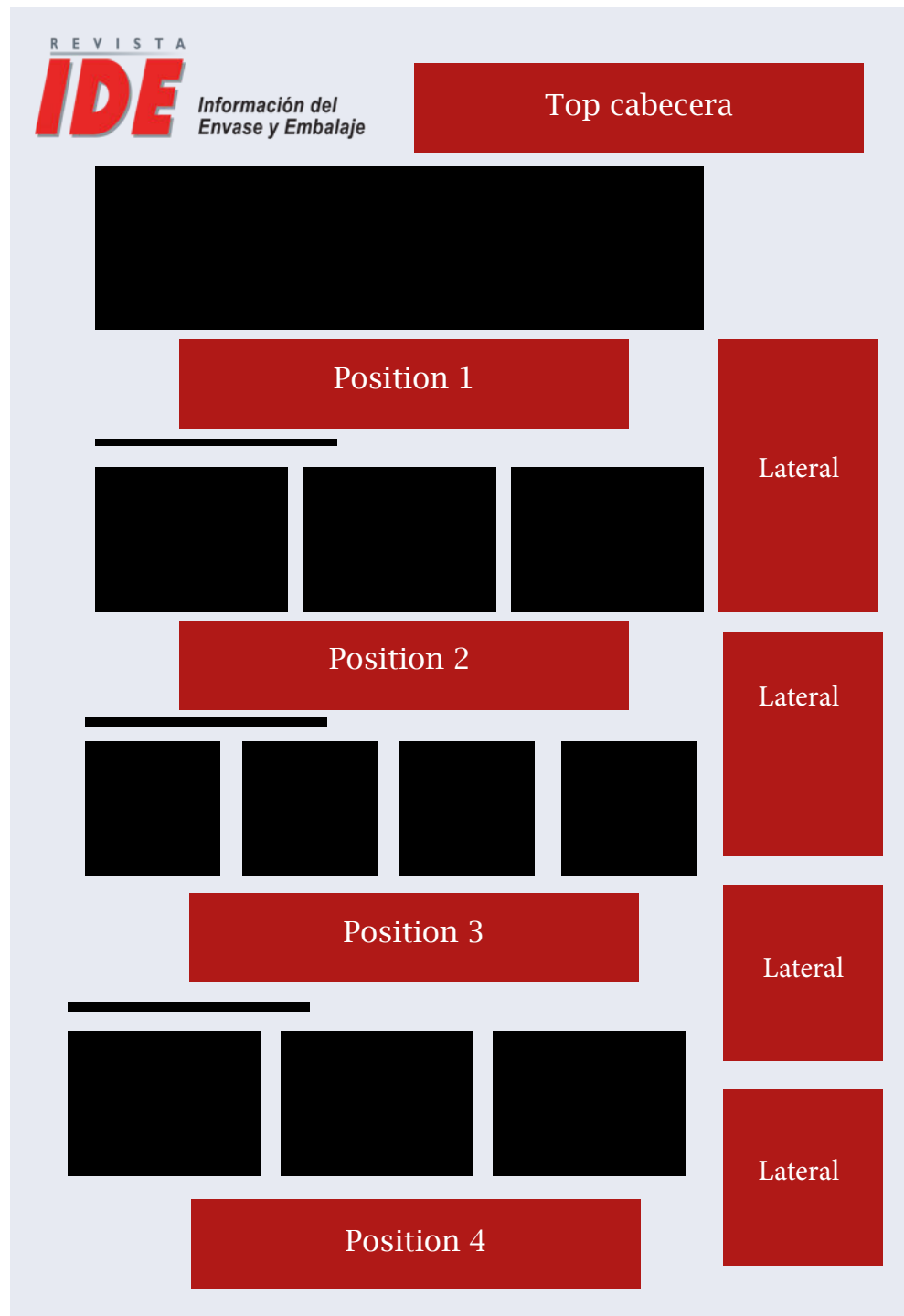
Position 4 - 728x90 px - 150 euros/month*

Lateral - 250x551 px - 500 euros/month*

Lateral - 250x400 px - 400 euros/month*

Lateral - 250x225 px - 225 euros/month*

**No incluye IVA*



3/ Brandend Content

DETAILS

The article will be featured in the web home, in the newsletter of that week and will be shared in our social media.

Some tips. The writing would:

1. Combine short and large phrases.
2. Contain questions.
3. Paragraphs between 3 and 4 lines.
4. Include action verbs (discover, find out..)

Price: 200 euros*

**IVA not included*

Before you write you would ask:

- What I want the reader to know?
- What I want the reader to feel?
- What I want the reader to do after reading it?

4/ Email marketing

DETAILS

We offer the **e-mailing** sending to our date base with more than **15.000 readers** of the sector, national and international.
We provide statistics once requested.

Price: 600 euros/e-mailing*

**IVA not included*

Some tips:

- Striking headline < 60 characters
- Good images
- Interesting content



5/ Sponsored Video

DETAILS

The **video** will appear in the home web, in the newsletter and in the web videos section.

Price: 150 euros*

** IVA not included*

A brief and efficient
way to transmit what
do you want.



6/ Exclusive Newsletter Space

DETAILS

A way to present your brand in a non-intrusive way.

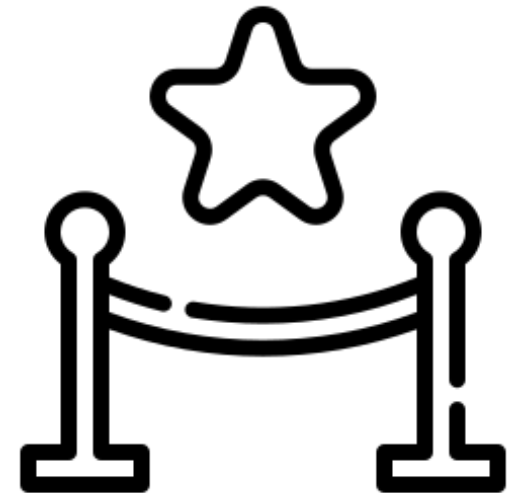
The information about your company is integrated into the newsletter, being part of the same. You can add text and/or images and place a link.

Sizes:

500x400 px - Price: 350 euros/month*

500x225 px - Price: 175 euros/moth*

**IVA not included*



7/ Advertising Pack

Pack A

1 Full Page
(choose edition)
1 Banner #
(Position 4. 728x90px)
1 Emailing

1.000 euros*

Pack B

2 1/2 pages
(choose editions)
1 Banner #
(Lateral 250x225px)

600 euros*

Pack C

2 banner
(Position 4. 728x90px)
1 Emailing

800 euros*

**The Price include press release + partner banner 120x120px. This offer is valid for payment at the time of recruitment.*

The duration of the banner will match the months of the booked edition.

Or design your own pack. ¡Tell it us!
info@ide-e.com



We talk?

IDE Información del envase y embalaje

Medio de Comunicación Técnico Profesional Especializado

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