

# eurocarne

The professional magazine of the meat industry

## MEDIA PACK

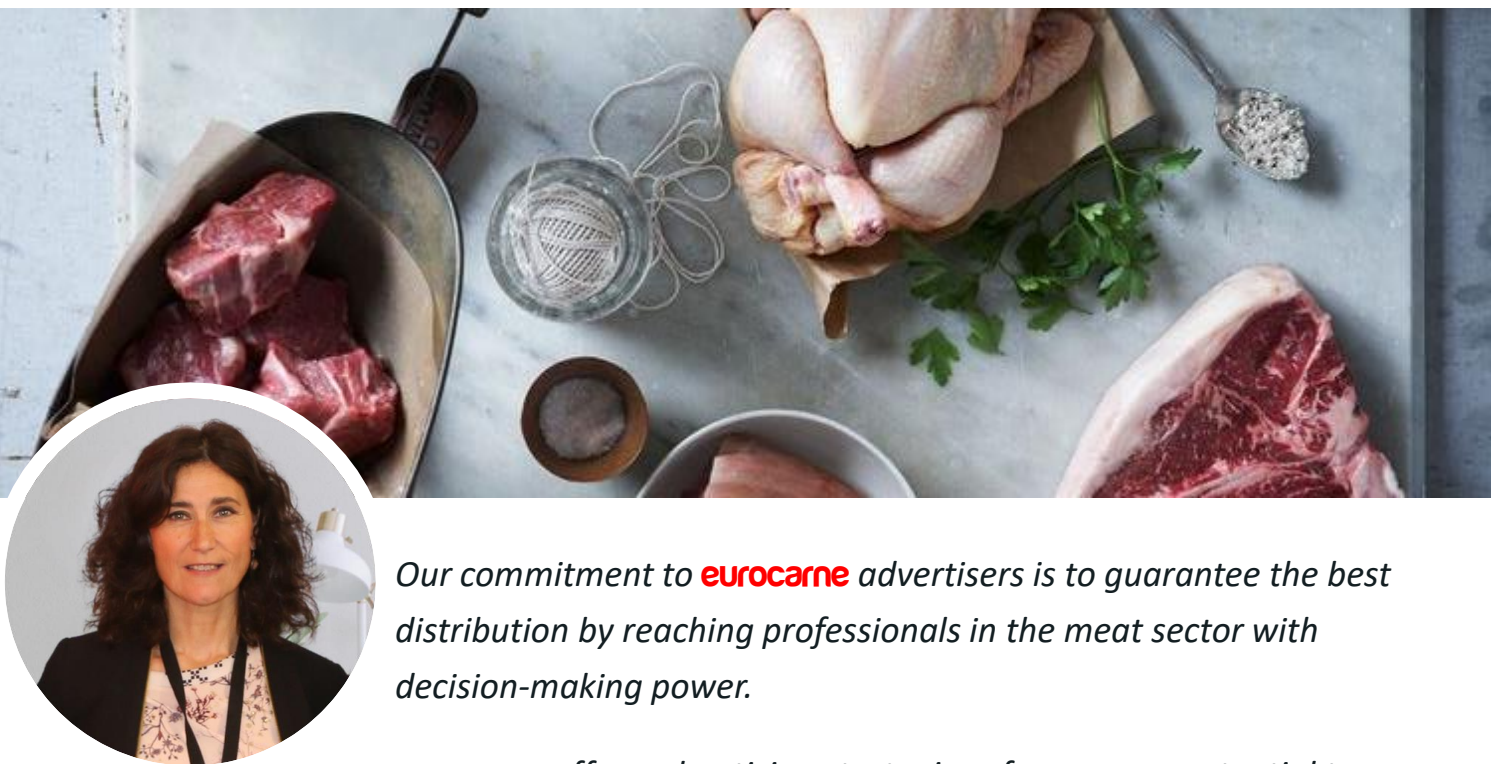
## 2025



# Content & *Distribution*

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Founded in 1991, **eurocarne** provides its audience with high quality content in a professional environment. Along the years our media has become the nexus between the meat industries and suppliers of machinery, technology and services; making able the exchange of information and multiplying business opportunities.



*Our commitment to **eurocarne** advertisers is to guarantee the best distribution by reaching professionals in the meat sector with decision-making power.*

**eurocarne** offers advertising strategies of enormous potential to increase the visibility and authority of your brand, and to position itself as a true reference for purchasing managers in the most competitive meat industries in Spain and Latin America.

— MARÍA CASABLANCA, CHIEF COORDINATOR OF **eurocarne**

# Impacts & Audience

Our readers are the most *influential* leaders in the meat sector.



Direct exposure to a qualified audience of buyers.



Connect with professionals who presents new products.



Show your products. Boost sales. Share knowledge!

## REVISTA

FREQUENCY: 10 Issue (year)

1.500 copies (issue\*)

4.573 Newsletter subscribers Alert

1.520 digital edition downloads (issue)

\*Each issue of **eurocarne** is read by an average of 4 professionals

IMPACT PER ISSUE: 12.100

## SECTORS

- 72 % MEAT INDUSTRIES  
Slaughterhouses, cutting plants, cold storage warehouses, drying facilities, sausage and processed meat factories, repackaging centers.
- 14 % DISTRIBUTION CHANNEL  
Supermarkets, butcher shops, delicatessens
- 8 % MACHINERY, EQUIPMENT, AND SERVICES PROVIDERS
- 6 % ASSOCIATIONS, ADMINISTRATION  
R&D centers, universities, trade fairs, quality denominations and brands...

## TARGETS

- 46 % OWNERS AND MANAGERS
- 33 % DIRECTORS OF PRODUCTION, QUALITY, FOOD SAFETY, R+D+I AND PLANT OPERATORS
- 14 % PURCHASING DIRECTORS
- 7 % MANAGERS AND TECHNICIANS

## COUNTRIES

- 80 % Spain
- 15 % Latin America
- 4 % European Union
- 1 % Worldwide

## WEBSITE

**eurocarnedigital.com**

97.000 Unique users (year)

9.100 Unique users (last month)

186.000 Sessions (year)

340.000 Page views (year)

25.000 Page views (last month)

## COUNTRIES

- 49 % Spain
- 8 % Mexico
- 6 % Argentine
- 4 % USA
- 4 % Chile
- 4 % Colombia

## Newsletters

Subscribers

3.671 Weekly Newsletter

4.760 Newsletter Latin America

4.573 Newsletter Alert

## SOCIAL MEDIA



4.648 Members



6.401 Followers

# 2025 EDITORIAL *Calendar*

## JANUARY-FEBRUARY. No.333

DEADLINE: 02/10/2025

### NEW PRODUCTS

Hygiene & Food safety  
Technology & Process

### EXTRA RELEASING:



## MARCH. No. 334

DEADLINE: 03/10/2025

### SLAUGHTERHOUSES

Additives & Ingredients  
Quality products

### EXTRA RELEASING:



## APRIL. No. 335

DEADLINE: 04/10/2025

### NEW TECHNOLOGIES AND PROCESSES

Digitization & Automation  
Packaging and labelling

### EXTRA RELEASING:



## MAY. No. 336

DEADLINE: 05/18/2025

### CURED HAM

Additives & Ingredients  
Processed products

## JUNE. No. 337

DEADLINE: 06/18/2025

### HYGIENE AND FOOD SAFETY

Packaging & Labelling  
Slaughterhouses

### EXTRA RELEASING:



## JULY-AUGUST. No. 338

DEADLINE: 08/06/2025

### INTERNATIONAL DIRECTORY OF MEAT COMPANIES

**laguía cárnica**

### EXTRA RELEASING: Events 2025-2026



**Alimentaria**

## SEPTEMBER. No. 339

DEADLINE: 09/08/2025

### SPANISH MEAT PRODUCTS. HAM

Packaging and labelling  
Automation & Logistics

### EXTRA RELEASING:



## OCTOBER. No. 340

DEADLINE: 10/17/2025

### SLAUGHTERHOUSES

Hygiene & Food safety  
AI. Applications in the meat industry

## NOVEMBER. No. 341

DEADLINE: 11/18/2025

### IBERIAN SECTOR

Special Christmas campaign  
Additives & Ingredients

## DECEMBER. No. 342

DEADLINE: 12/10/2025

### INTERNATIONAL DIRECTORY OF MACHINERY AND SERVICE SUPPLIERS

**tecnoguía de la carne**

### EXTRA RELEASING: Events 2026



**eurocarne** will have its own stand at Meat Attraction, Expo Carnes y Lácteos, Gourmets, IFFA and Empack & Logistics presenting special editions for each event.



Contact [María Casablanca](#) for any inquiry

# Packs For *special Issues*

For exhibitors of Meat Attraction and IFFA who want to communicate their participation, showcase their innovations, and attract visitors to their stand, we have designed a package with printed and digital actions.

It is a high-impact strategy that combines advertising and communication.

*For more details about these packs, please contact*  
[Maria.Casablanca](mailto:Maria.Casablanca@eurocarne.com)



Madrid, February 25th to 27th.



**No. 333 JANUARY-FEBRUARY 2025**

Advertorial + Editorial Space

Releasing from **eurocarne** stand

DEADLINE: 02/10/2025



**SPECIAL NEWSLETTER**

Banner + Highlighters News

5,000 Subscribers

RELEASING DATE: 02/18/2025



Frankfurt. May 3rd 8th



**NO. 335 APRIL 2025**

Advertorial + Editorial Space

Releasing from **eurocarne** stand

DEADLINE: 04/10/2025



**2 SPECIAL NEWSLETTERS**

Banner + Highlighters News

5,000 Subscribers

RELEASING DATE:

NL 1: 04/15/2025

NL 2: 04/22/2025

**eurocarne 2025**

# BRANDED Content

Customized information about your products or services to capture our reader's attention.

**eurocarne** creates valuable content by combining the expert journalism of our editorial team with the insights provided by companies serving the meat sector.

This ensures that your message reflects the value of your brand and reaches the right audience.

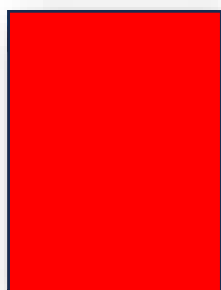
The final result is a dynamic, original, and far-reaching product.

It is published in the magazine (both print and digital) and in the electronic newsletter.

The information remains permanently on **eurocarne.com**.



# Rates 2025 **eurocarne** Magazine



1 fullpage  
210 x 280 mm



1/2 vertical page  
105 x 280 mm



1/2 horizontal page  
210 x 130 mm



Large Island  
120 x 160 mm



1/3 vertical page  
75 x 280 mm



1/3 horizontal page  
210 x 90 mm



1/4 horizontal page  
210 x 70 mm



Strip  
182 x 40 mm

COVERS	PRICE
Frontpage	<i>No commercial</i>
Backcover	2,300 €
Inside cover	1,800 €
Inside backcover	1,500 €

FORMAT	PRICE
Fullpage	1,325 €
Branded Content	1,050 €
1/2 page	940 €
Large Island	840 €
1/3 page	720 €
1/4 page	560 €
Strip	390 €
Inserts	2,750 €
Special formats	<i>Talk to us</i>

## **BRANDED CONTENT** *Paper print & digital*

1 Page  
+ 1 sponsored news  
in the Newsletter 1,400 €

2 Pages  
+ 1 sponsored news  
in the Newsletter 1,900 €

More pages *Talk to us*

IVA 21 % not included

✓ *Advertisements are published in the print and digital editions of the magazine.*

✓ *In the digital edition, the ads link to the advertiser's website and email.*



TECHNICAL DATA

To receive a personalized proposal, contact [María](#)

[Casablanca](#)

**eurocarne** 2025

# Supplier's Guide

The directory of the main machinery brands  
and services for the meat industry.



## PAPER PRINT & DIGITAL

The Supplier Guide is published and updated in all issues of the magazine.

It is reproduced in its entirety in the digital edition of the **eurocarne** magazine.

**The ads are linked to the advertiser's website and email.**

## ANNUAL RATES

10 ads	(1 category)	490 €
20	" (2 categories)	670 €
30	" (3 categories)	850 €
40	" (4 categories)	1,030 €
50	" (5 categories)	1,175 €
60	" (6 categories)	1,320 €

More epigraphs 100 €/Unit

Ad Size

58 x 37 mm

Save money by booking ads in multiple  
categories



MEET THE SUPPLIERS GUIDE

IVA 21 % not included

**eurocarne** 2025



**1 MEGABANNER HEADER**  
728 x 90 px. Rotation: Max 6 banners

1 month	3 m	6 m	12 m
750 €	1,700 €	2,900 €	4,950 €

**2 EXPANDABLE HEADER MEGABANNER**  
728 x 90 px - Expanded 728 x 250 px  
Rotation: Max 6 banners

1 month	3 m	6 m	12 m
890 €	2,025 €	3,450 €	5,900 €

**3 EXPANDABLE CORNER**  
250 x 90 px - Expanded 250 x 250 px  
Rotation: Max 6 banners

1 month	3 m	6 m	12 m
590 €	1,290 €	2,225 €	3,700 €

**4 TOWER BANNER**  
150 x 320 px Rotation: Max 3 banners

1 month	3 m	6 m	12 m
660 €	1,400 €	2,375 €	4,125 €

**5 DOUBLE BUTTON**  
150 x 210 px Rotation: Max 3 banners

1 month	3 m	6 m	12 m
490 €	1,090 €	1,775 €	3,100 €

**6 EXPANDABLE BOTTOM BANNER**  
650 x 65 px - Expanded 650 x 260 px  
Rotation: Max 3 banners

1 month	3 m	6 m	12 m
400 €	900 €	1,520 €	2,500 €

## FIX BANNER ON THE NEWS CHANNEL

650 x 120 px

Rotation: Max 3 banners

1 month	3 m	6 m	12 m
350 €	800 €	1,200 €	2,000 €

## TEXT ADS ON THE NEWS

Commercial Text (100 characters) . Max. 5 ads/news

3 months	6 m	12 m
370 €	560 €	950 €

The ads appear at the top of the news with a direct link to the advertiser's website. Choose the most suitable news category for your company to reach a highly interested audience.

**7 BRANDED CONTENT**  
"Front page"

1 news	1 day	2 day
	240 €	350 €

Editorial content to tell the story of your product and spark curiosity in our readers.

# NEWSletters

## WEEKLY NEWSLETTER

The best news of the week.  
50 newsletters/year  
(not published the 1st half of August)

### Advertising format:

- Logo + text (max. 80 characters)
- Link to the advertiser's website.
- Sponsorship placement order: **alphabetical, in rotation..**

### RATES

1 month	3 m	6 m	12 m
325 €	675 €	1,250 €	2,325 €

## ALERT! NEWSLETTER

Notifies of the release of the latest issue of the magazine. 10 newsletters/year.

### Formato publicidad:

POP UP BOX. 540 x 90 píxeles

- Personalized message
- Link to the advertiser's website.
- Exclusive advertising. (Just one sponsor)

### RATES

1 NL	3 NL	5 NL	10 NL.
400 €	1,000 €	1,500 €	2,500 €

## SPONSORED NEWS

Weekly Newsletter y LATAM

We display your messages in an attractive way to reach your potential customers.

### RATES

1 news	2 news	3 news
400 €	670 €	925 €

## LATIN AMERICA NEWSLETTER

Fortnightly.  
23 newsletters/year  
(not published the 1st half of August)

### Advertising format:

- Banner. 200 x 150px
- Link to the advertiser's website.
- Banner placement order: **alphabetical, in rotation.**

### RATES

1 month	3 m	6 m	12 m
325 €	675 €	1,250 €	2,325 €

## E-MAILING

We have a subscriber list of meat industry professionals interested in receiving offers of products or services that offer strategic advantages.

You just have to provide us with the HTML code of your message.

### RATES

1 NL
2,400 €



SEE NEWSLETTERS

eurocarne 2025

# BENEFITS

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**As an advertiser, and at no additional cost,  
you can enjoy these services.**



## NEWSPAPER LIBRARY

Access all **eurocarne**.com files.  
[more than 2,500](#) articles and reports.



## PRINT & DIGITAL SUBSCRIPTION

Receive the **eurocarne** magazine for 1 year and consult [all issues of the digital magazine](#)



## DATABASE

[Consult updated data from the most important meat companies.](#)



## ONLINE AD

Information about your activity and products with direct link to your website.  
[Meat establishments Suppliers](#)



## COMMUNICATION

Maximum diffusion for your news and developments in **eurocarne** and its digital editions.



## MODULE WITH LOGO

Stand out in the company directories of our yearbooks.  
[Meat Industry Guide](#)



# eurocarne

La revista profesional del sector cárnico

Tell us your needs.

Our team will be happy to help you  
to design the best advertising strategy  
and communication for your brand.



Jesús Velasco

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