

Content & Distribution

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 **EUFOCAFNE**

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 suscribers 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

MEAT INDUSTRIES 72 %

> 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

DIRECTORS OF PRODUCTION, QUALITY, FOOD SAFETY, R+D+I AND PLANT OPERATORS

14 % PURCHASING DIRECTORS

7 % MANAGERS AND TECHNICIANS

COUNTRIES

80 % Spain 4 % European Union

15 % Latin America 1 % Worldwide

WEBSITE

eurocarne digital.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

eurocarne 2025

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 JULY-AUGUST. No. 338

DEADLINE: 08/06/2025

INTERNATIONAL DIRECTORY OF MEAT COMPANIES



SEPTEMBER. No. 339

DEADLINE: 09/08/2025

SPANISH MEAT PRODUCTS. HAM

Packaging and labelling Automation & Logistics

OCTOBER. No. 340

DEADLINE: 10/17/2025

SLAUGHTERHOUSES
Hygiene & Food safety
Al. Applications in the meat industry

EXTRA RELEASING:



EXTRA RELEASING: Events 2025-2026



Alimentaria

EXTRA RELEASING:







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

tecnolo**guía** 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 <u>María Casablanca</u> for any inquiry

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

María Casablanca

Packs For Special Issues



Madrid, February 25th to 27th.



No. 333 JANUARY-FEBRUARY 2025

Advertorial + Editorial Space Releasing from **eurocarne** stand

DEADLINE: 02/10/2025



SPECIAL NEWSLETTER

Banner + Highliters 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 + Highliters News 5,000 Subscribers

RELEASING DATE: NL 1: 04/15/2025 NL 2: 04/22/2025

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





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

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1/3 vertical page 75 x 280 mm

1/3 horizontal page 210 x 90 mm

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1/4 horizontal page 210 x 70 mm

Strip 182 x 40 mm

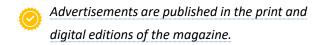
COVERS	PRICE	
Frontpage	No commercial	
Backcover	2,300 €	
Inside cover	1,800 €	
Inside backcover	1,500 €	

FORMAT PRIC		
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	Talk to us	

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







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	e epigr	aphs	100 €/Unit
Ad	Size		58 x 37 mm

IVA 21 % not included

Save money by booking ads in multiple categories



eurocarne.com



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 €

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 €

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 €

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 €

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€

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 €

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 €

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.

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.

NEWS*letters*

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

1NL	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 €



BENEFITS

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 <u>all issues of the digital</u>
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

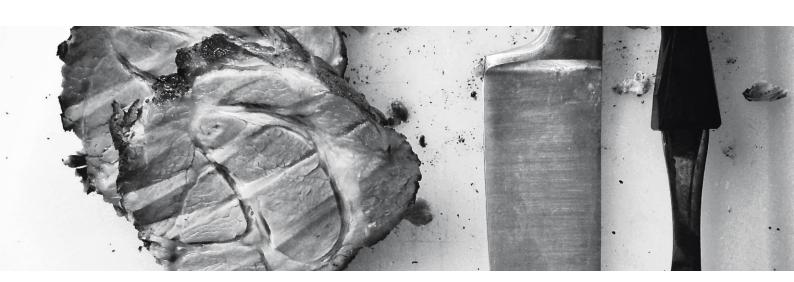
Maximum diffusion for your news and developments in **eurocarne** and its digital editions.



MODULE WITH LOGO

Stand out in the company directories of our yearbooks.

Meat Industry Guide



encarne

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.



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