

MEDIA KIT 2024

PRESENTATION & ADVERTISING INFO



EDITORIAL TEAM

Team & Collaborators

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Boost your sales in Europe!

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BIO ECO ACTUAL®

INDEPENDENT FREE NEWSPAPER ABOUT THE ORGANIC SECTOR

What is Bio Eco Actual?

Bio Eco Actual is a family owned editorial at the service of the organic sector since 2013, with activity at printed & digital level through our publications Bio Eco Actual, Bueno y Vegano, Master Organic, El Botiquín Natural and Semana Bio, and spreading more than 1,000,000 copies every year and with a highlighted digital presence. Working at EU level (B2B target publications) and Spanish level (B2B & B2C target publications).



Bueno y Vegano



If it's veggie, it's Bueno y Vegano

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MASTER ORGANIC



Your ORGANIC publication for B2B target

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EL BOTIQUÍN NATURAL



Health, food supplements, cosmetics and natural products

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Semana Bio



Customized campaign for companies and institutions

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BIOECO
ACTUAL

Editorial Line

Accurate, up-to-date contents is our motto. Our collaborators contribute each month their professional perspective in their articles, which are focused on spreading and promoting organic products.

Who edits Bio Eco Actual?

Bio Eco Actual is a registered trademark of Centipede Films, S.L., which is a family-owned publisher with an environmental focus. We are passionate about organic food and have a special interest in social trends in relation to consumption and the environment.

Independent press at the service of the organic sector

Team



Enric Urrutia,
Director



Montse Mulé,
Chief Editor



Oriol Urrutia,
Co-Editor



Axel Domingo,
Responsible of Design and Layout



Ariadna Coma,
Journalist & Print Content Manager

Collaborators



Our experienced collaborators constitute a dynamic team and are an essential part of the publication. They have in common their passion in organic production, but are independent of any political or religious ideology.



Ángeles Parra,
Director of BioCultura and President
of Vida Sana Association

Pioneer and activist, she has been fighting in defence of organic production in Spain for more than 35 years.



Jim Manson,
Journalist and Editor
of Natural Newsdesk

Expert in the European BIO sector. He was the editor of the launch of Natural Products Global.



Joaquim Elcacho,
Journalist specialized in Environment
and Science

He is the expert in environmental news.



Marta Gandarillas,
Journalist specialized in
Natural Health

Expert in integrative medicine and natural therapies.



Raúl Martínez,
Dietitian and biologist

BS degree in Biology and Environmental Sciences. Dietitian.



Jaume Rosselló,
Book & Magazines Editor focused
of Food and Health

EPublisher of books and publications related to health, vegetarian food and natural life.



Miriam Martínez Biarge,
Paediatrician; she works in Spain
and UK

She is the author
of a book on vegan
nutrition for babies
and children.



Roberto San Antonio-Abad,
National President
of COFENAT

Naturopath and President
of the National Association
of Professionals of Natural
Therapies.



Juana Labrador Moreno,
PhD in Biology; Associate
Professor of Agroecology

Associate Professor at
the Department of Plant
Biology, Ecology and Earth
Sciences, UNEX.



Montse Escutia,
Vice President of Vida
Sana Association

Agronomist specialized
in environmental
management and organic
agriculture.



Bavo van den Idsert,
Organic consultant

Pioneer with a long
history at the service
of the ecological
movement.



Ina Hiester,
Freelance journalist
for the organic sector

German organic market
expert and the latest
trends in Europe.



Helena Escoda Casas,
Animal rights
activist

BA degree in History,
post-graduate degree
in Animal Law and
Antrozology.



Maribel Saiz Cayuela,
BS degree
in Biology

Expert in phytotherapy
and aromatherapy.
Post-graduate degree
in Nutrition.



Noemí Alba,
Animal rights
activist

More than 10 years
of activism at El Hogar
ProVegan Animal
Sanctuary.



Pedro Porta,
Telecommunications
Engineer

General Director
in Spain of a food
supplements company
(1991-2018).



Pedro Pablo G. May,
Writer and environmental
journalist

Green opinion maker;
author of several
books. Sub-director of
EFE Verde.



Jordi Casamitjana,
Zoologist specialized
in animal behavior

Author of Ethical Vegan –
A personal and political
journey to change the
world.



Cristina Fernández,
Journalist & Blogger

Local and organic food.
Author of the blog
“Paladar Vegano”.



Mercedes Blasco,
Master degree in Nutrition and
Health, UOC

Specialist in natural and
vegetarian food out of convic-
tion; she has published more
than 10 books on nutrition.



Cristóbal Vidal,
Director of the European Institute
of Dermocosmetics

Director of the Institute
of Alternative Medicines
(INSESMA). Specialist in
organic cosmetics.



Isidre Martínez,
Agricultural engineer

He is part of the pioneers
of the movement for orga-
nic agri-food production in
Spain.

EDITORIAL TEAM

Check the last information of the organic sector at:
www.bioecoactual.com/en



Estela Nieto,
MA in psychopa-
thology and health.

Iván Iglesias,
Degree in Nutri-
tion and Dietetics

Authors of the blog and the
book “Nutrición Esencial”.



Núria Arranz,
Food
Technologist

Laura Arranz,
Pharmaceutical
Nutritionist

“Gana Nutrición”
Responsibles.



Jordina Bargas,
Dietician and Nurse

Promoter specialized in
organic nutrition



Neus Palou,
Journalist

Specialized in
environment.



Eduardo Cuoco,
Director of IFOAM
Organics Europe

IFOAM Organics
Europe represents
the organic movement
in European policy
making.



Mark Smith,
General Director, Natrue

Natrue protects and
promotes natural and
organic cosmetics for
the benefit of consumers
worldwide.



Gerard Gontier,
Organic Market Expert

Market expert. Researcher
and analyst of the interna-
tional organic sector.



Federico Moreno,
Director of Nürnberg Firal

Business
consulting for the
internationalization
of companies in
international fairs.



Helga Willer,
Extension, Training and
Communication, FiBL

FiBL is one of the world's
leading information
and research centers
on organic agriculture.



Markus Arbenz,
Consultant for Organic development

Expert of the organic
movement in Europe
and the World. CEO
of the Swiss Academy
for Development.



Paula Gómez de Tejada,
NATRUE Communications Officer

Specialist in the market
and trends of natural
cosmetics.



Núria Alonso,
BioVidaSana Certification
Responsible

Agricultural Technical
Engineer. She publishes
‘The Organic Standard’,
an international
specialized publishing.



Marta Castells,
Pharmacist

Doctor by the Royal
Academy of Pharmacy
of Catalonia.



Elisenda Codina,
Naturopath and Homeopath

Graduate in Traditional
Chinese Medicine from
the School of TCM and
CENAC.



Aurora Abad,
OPTA Europe Secretary General

Expert in EU policies on
trade, agriculture, envi-
ronment and food safety.



Joanita Akello,
IFOAM Organics International
Communications Coordinator

Enthusiast of
communication from
education. Member of IFOAM
Organics International.

“ Testimonials - What do they say about us? ”



«The key magazine to keep up-to-date with the latest news from the organic sector in Spain.»

Marc Bàrbara,
Food Service & New
Businesses Director,
Nutrition & Santé.

«We are happy with the results of advertising in Bio Eco Actual. And we like to be associated and in contact with the readers, our trade show visitors. A really innovative media, with interesting variety of articles and lots of BIO and free from product news made by great people.»

Ronald N.F. Holman,
Event Director,
Free From Food Expo
editions Amsterdam 2024,
Bangkok 2024.

«To keep updated about the latest news from the national and international organic sector, we recommend you to follow Bio Eco Actual, always informed!»

Ángeles Parra,
Director, BioCultura.
President, Vida Sana
Association.

«Bio Eco Actual are passionate supporters of the organic sector and their in-depth reporting and subscriber reach, make them a very important partner for us in the promotion of our events, both in Spain with Organic Food Iberia, which they supported from the start, and throughout Europe. They are excellent partners and always go above and beyond in supporting their customers.»

Carsten Holm,
Managing Director,
Diversified Business
Communications.

«Bio Eco Actual has developed from the Spanish organic medium to number one internationally. Great work and so important that the relevant organic news is available in all EU countries. As OPTA Europe happy to work together with this initiative of the family Urrutia. Super family business for the European organic cause.»

Bavo van den Idsert,
Organic Processing and
Trade Association Europe
Advisor.

«Very professional and always up-to-date with everything that happens in the organic world, we needed something (and someone) like this in the sector and fortunately they are already consolidated.»

Armando Ducazcal Romero,
Key Account Manager
Spain and Portugal,
Olga Iberia.

«Highly recommended reading this monthly publication. Its content, always interesting, reflects the tireless dedication of Enric and Oriol Urrutia and the knowledge about organic products of all its contributors.»

Eva Roger Piella,
Sales Manager,
Midsona Iberia.

«I've been working with Bio Eco Actual for many years now, collaborating on content, event promotion and general visibility. They are very professional, responsive and practice what they preach. I greatly appreciate their dedication and what they offer the Spanish and European organic, vegan and health food movements!»

Eva Berckmans,
Communications
Manager, IFOAM
Organics Europe.

How contents are structured

Organic Food is the main subject and comprises more than half of the total content. It is followed by Organic Cosmetics, Environment

and Society, Alternative Medicine and Food Supplements. All articles are unpublished until their publication in Bio Eco Actual.

Real information that responds to readers' concerns

Main sections

FOOD

Our specialised doctors, biologists and dieticians explain why organic food is essential and how it positively impacts our health and the health of our planet.

SOCIETY

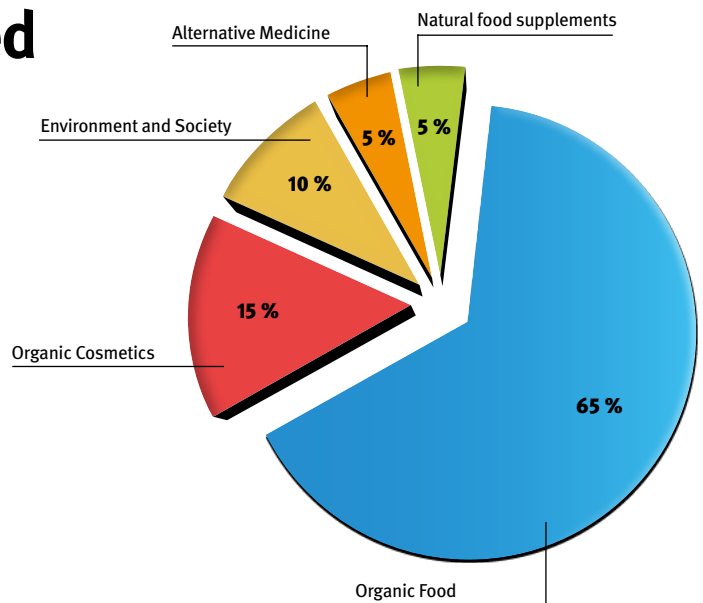
Articles and reports on relevant topics; and news about the organic sector.

TRADE SHOWS

Reports on the national and international fairs organised by the organic sector.

LET'S TALK ABOUT

Hot topics treated comprehensively by experts from the organic sector.



HISTORICAL COMPANIES

In this section an organic manufacturer explains step by step how a processed organic product is obtained.

ENVIRONMENT

News and information related to those physical, chemical and external biological components with which we interact every day and that can affect our lives.

NUTRITION FOR KIDS

Our paediatrician explains every month how to feed our babies, children and teenagers so they grow strong and healthy.



THE SPECIALIST'S OPINION

In this section every month a different expert on their field clarifies doubts and helps us to make the best possible choice.

PRODUCTS OF THE MONTH - THE ESSENTIAL

Free and non-commercial space where each month new organic food products, suggested by our readers, are presented.

INTEGRATIVE MEDICINE

Homeopathy, Naturopathy, Ayurveda and Traditional Chinese Medicine, among other therapies, are treated with accuracy and objectivity, in response to our readers' concerns about health and well-being.

COSMETICS

Essential section dedicated to the personal care of the entire family, from the babies to the elderly. Every month our experts explain how to identify and choose the best organic cosmetic products to suit every need.

THE ESSENTIAL - ORGANIC COSMETIC AND PERSONAL CARE PRODUCTS

Free and non-commercial space where each month new organic cosmetic products, suggested by our readers, are presented.

WHAT TO EAT (SPONSORED COMMERCIAL SECTION)

In this section the most trendy organic products are described in terms of their nutritional properties and commercial characteristics.

RECIPE (SPONSORED COMMERCIAL SECTION)

Organic food recipes described in detail by our experts.

RECOMMENDED BY (SPONSORED COMMERCIAL SECTION)

In this section one different sponsor's product is described each month in detail (characteristics, benefits on health, where to find it...).

HEALTH AND FOOD SUPPLEMENTS (SPONSORED COMMERCIAL SECTION)

Organic supplements can be an excellent complement to a healthy diet. In this space our experts explain when and how to take them.



THE INTERVIEW

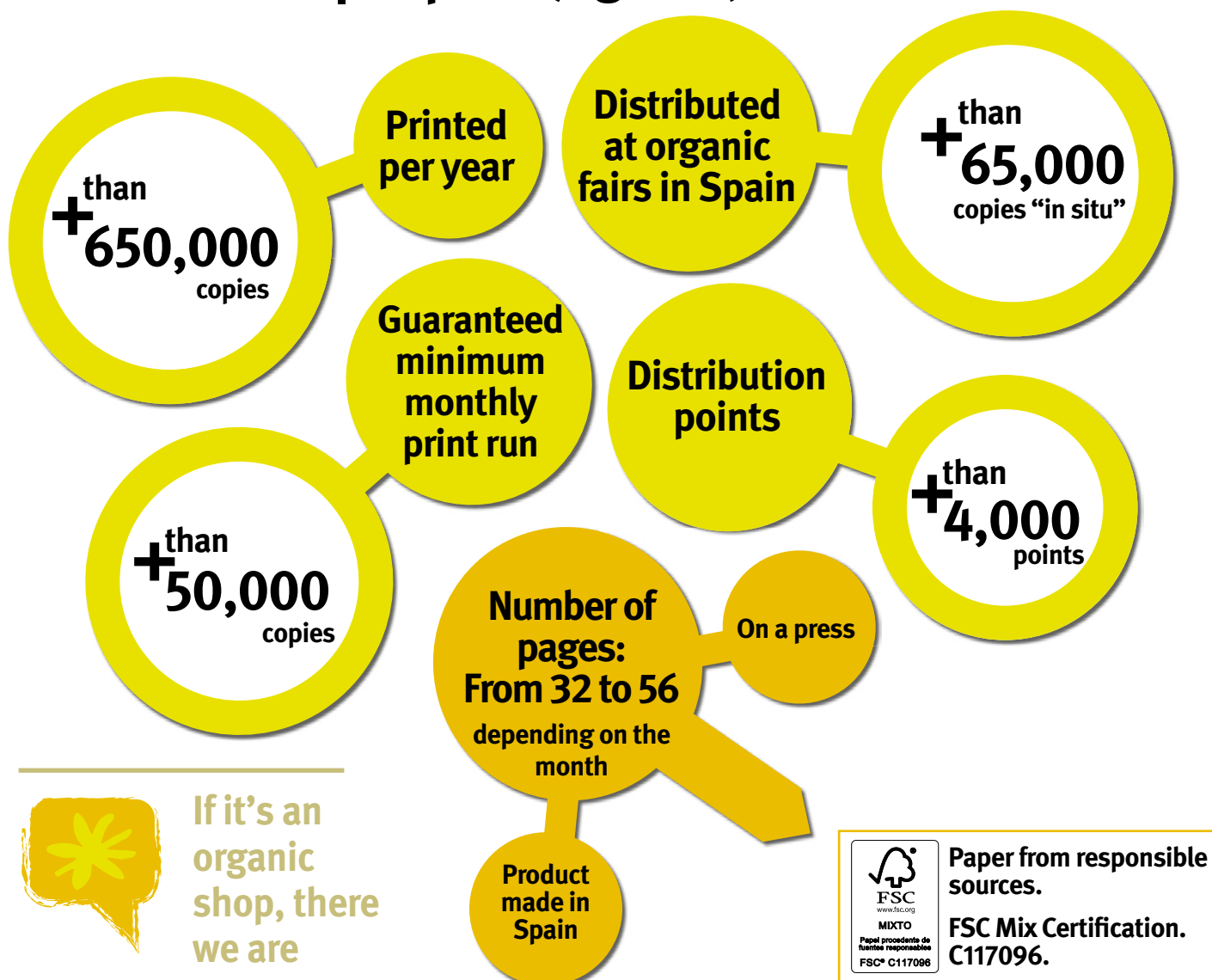
This section appears on the back cover, where every month we interview prominent figures from the organic sector.

PROFESSIONAL SECTION

This section is only included in those editions with an extra print run; and is focused on organic consumer and market trends.



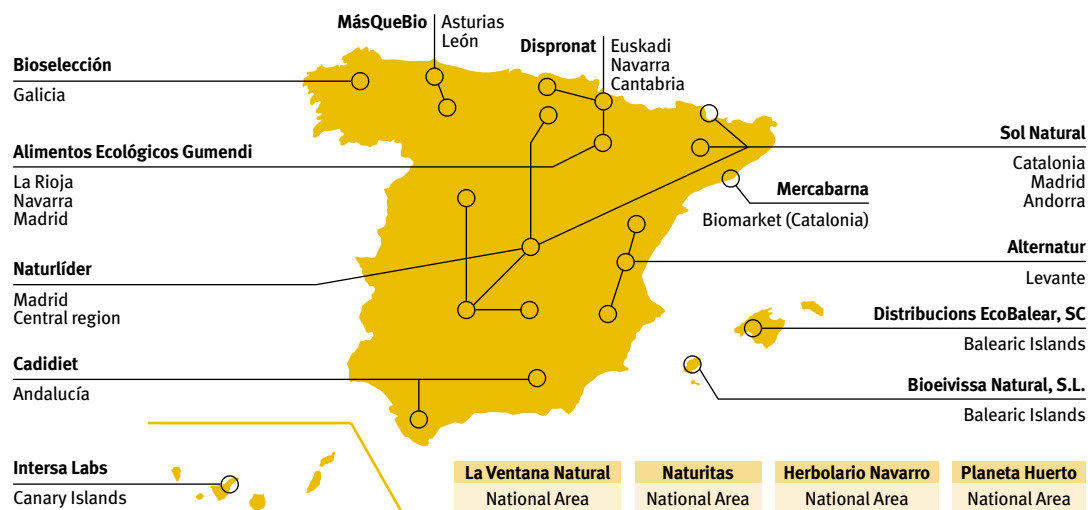
Print edition | Impact (figures)



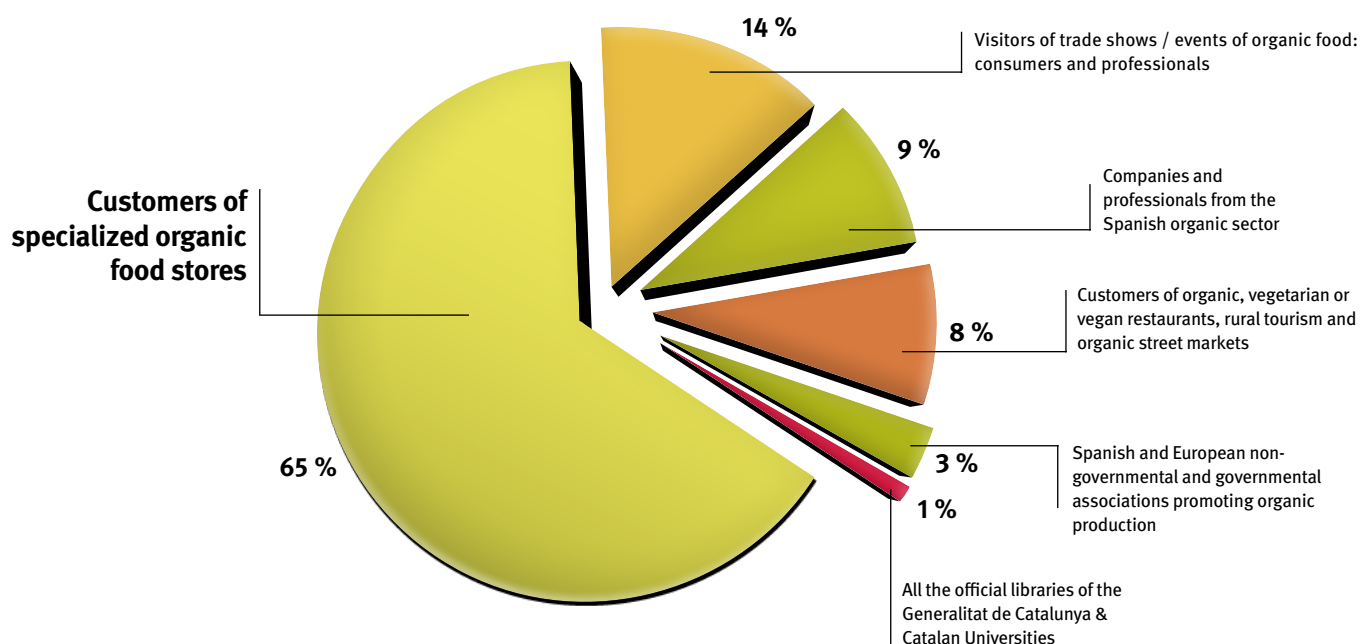
If it's an
organic
shop, there
we are

Monthly distribution

Established monthly distribution throughout Spain, including Canary Islands, Balearic Islands and Principality of Andorra. Through 14 distributors of organic food and cosmetics, Bio Eco Actual is received every month in more than 4,000 retail stores.



Who reads Bio Eco Actual?



Presence and distribution “in situ” in the main organic fairs (for consumers and professionals) in Spain.

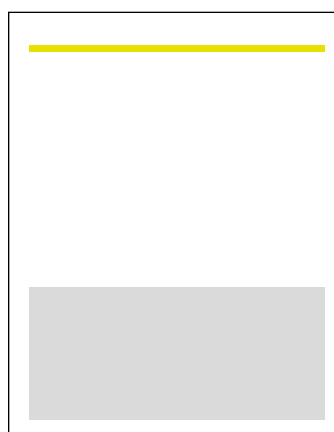


2024 printed edition advertising rates

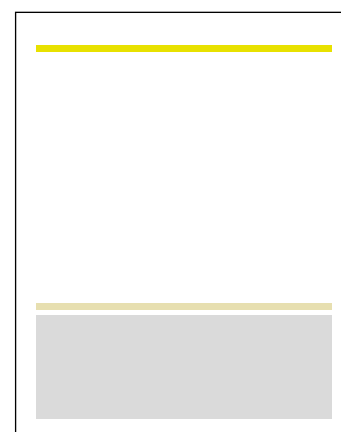
Price per monthly insertion in both
Spanish Edition + Catalan Edition



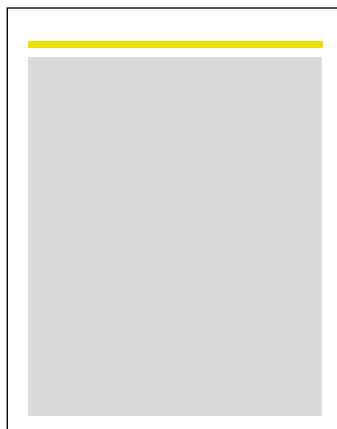
The essential
tool for being
in the organic
point of sale



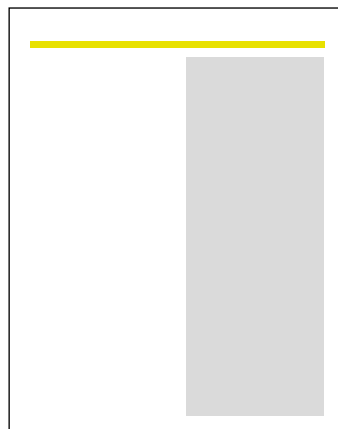
Cover
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1,900€



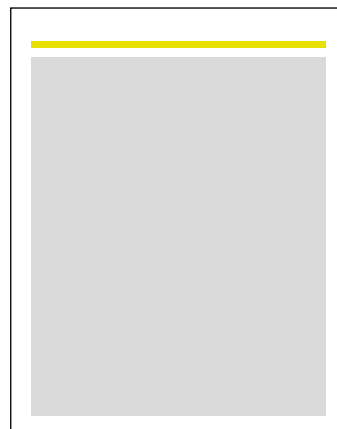
Back Cover
255 x 105 mm
1,500€



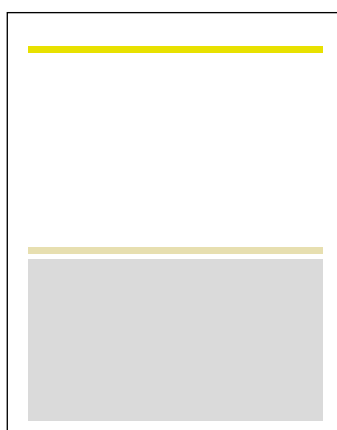
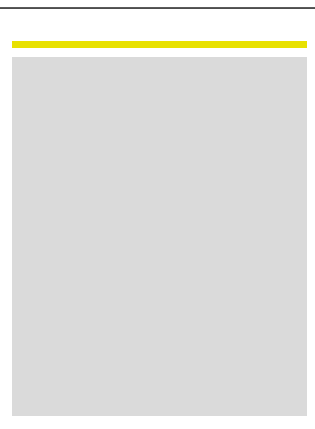
Full Page
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1,900€



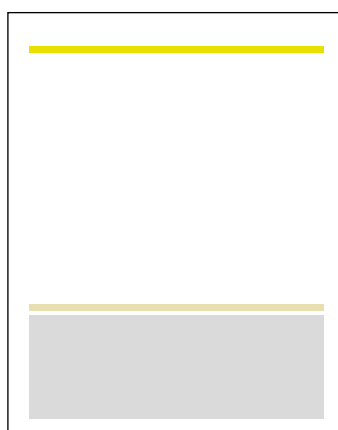
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1,500€



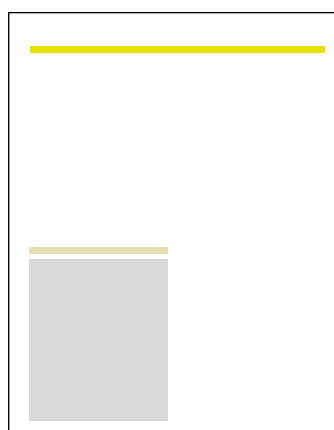
Double Page
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3,600€



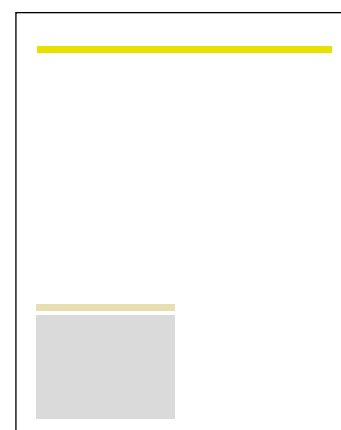
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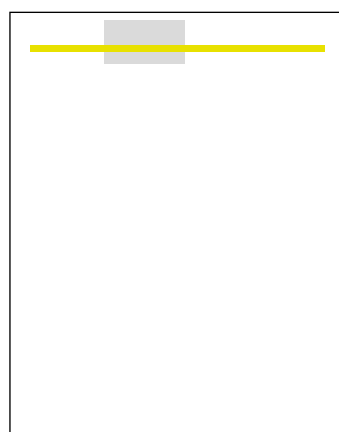
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800€



1/4 Vertical Page
125 x 160 mm
600€



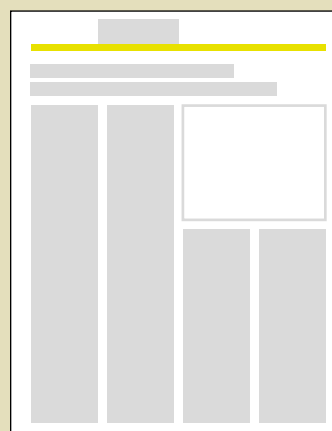
1/6 Vertical Page
125 x 105 mm
400€



**Sponsored editorial
content section**
1,000€

Section “Saber +”

Advertising Content



Double Page
5,000€

Full Page
2,600€

1/2 Page
1,680€

The insertion of the Ad includes the link to the advertiser website in our digital PDF version and ISSUU digital book version



Mechanical inserts

The flyer is mechanically introduced into the central page of the publication without glue. It's perfect for big diffusion campaigns.

**Inserts available
from 0.30€/unit**



Manual inserts

The flyer is attached at the page of the publication with glue “on and off” with no damage for page nor danger of falling to the ground. It's perfect for trade shows.

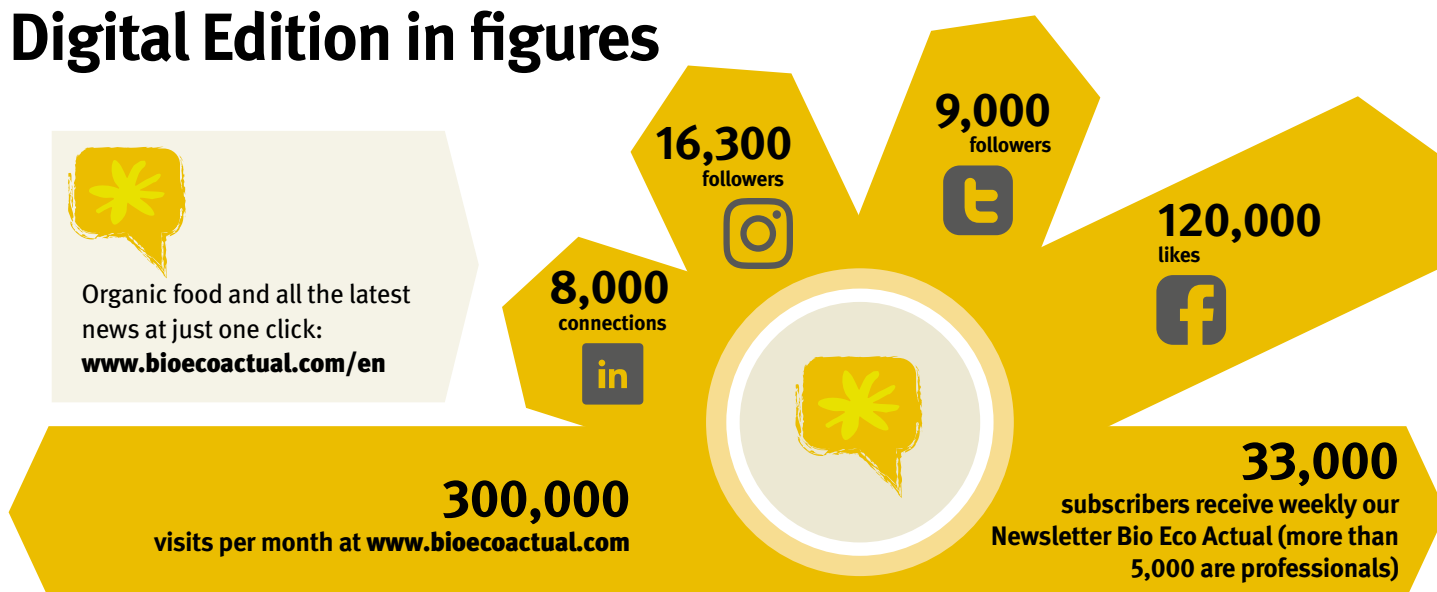
**Inserts available
from 0.45€/unit**



Quality requirements for insertion

- Images: 300ppi (150lpi) at 100% size in CMYK with ISOnewspaper26v4 color profile.
- Avoid H or V distortions in the images.
- Vector logos with inks decomposed in CMYK (without spot colors).
- Black text: overprinted (without reservation) in black plate (C: 0%, M: 0%, Y: 0%, K: 100%).
- Openwork text: avoid bodies under 9 pt or light typefaces on process backgrounds.
- Avoid dark colour masses with excessive ink coverage (not exceed 240% TAC)
- Black gain = 20%
- Final art delivery format: .pdf with ISOnewspaper26v4 color profile.

Digital Edition in figures



Digital Edition: Contents

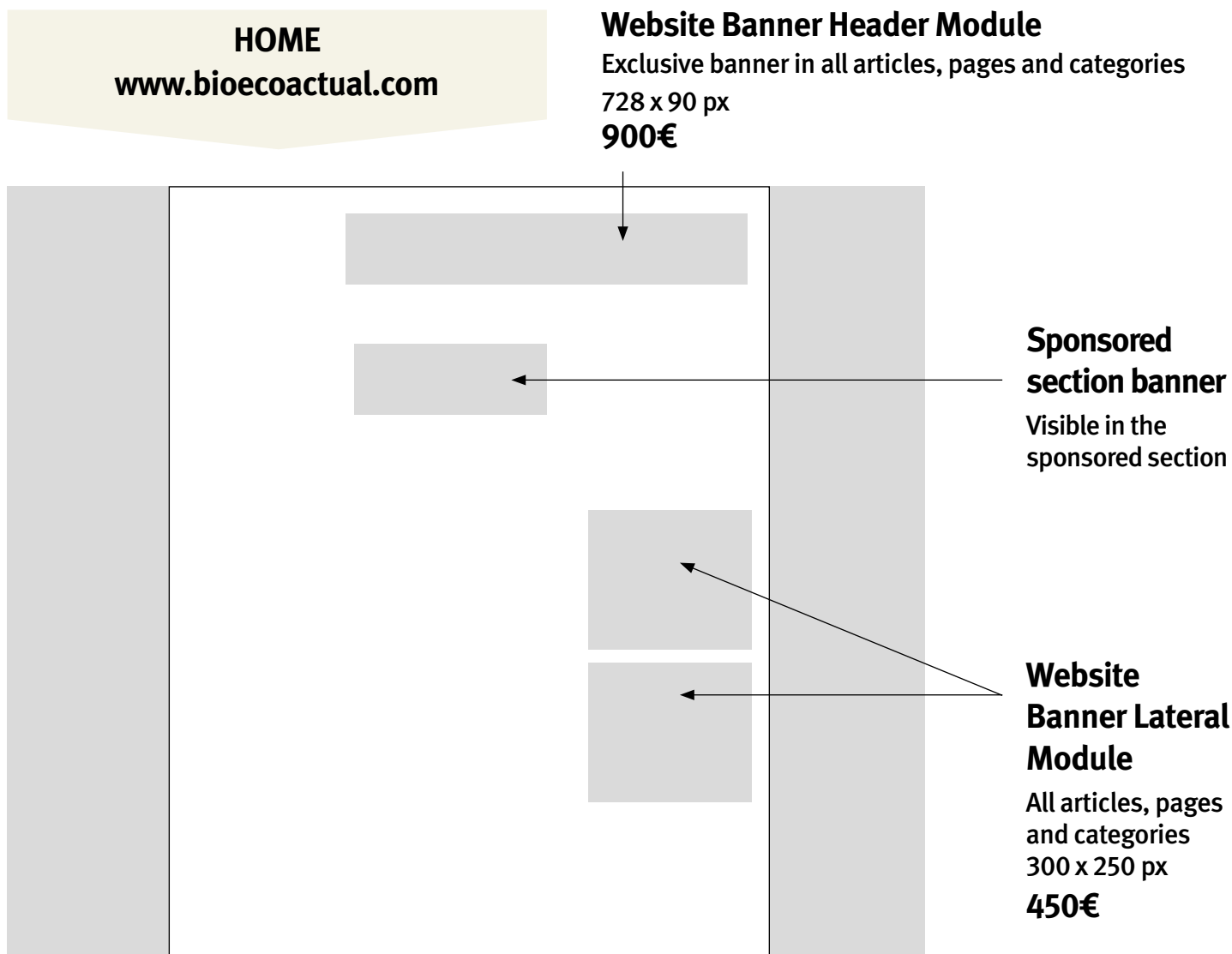
The website is updated daily with articles from the printed edition and with articles from the main associations and governmental and non-governmental organizations that promote organic production.

We collaborate with

- Asociación Vida Sana
- Sociedad Española de Agricultura Ecológica (SEAE)
- Fairtrade Spain
- Coordinadora Estatal de Comercio Justo
- Intereco
- CCPAE
- PAE
- ENEK - Ekolurra
- Ecoestética
- EFE Verde
- FAADA
- FiBL Europe
- IFOAM ORGANICS INTERNATIONAL
- IFOAM ORGANICS EUROPE
- Soil Association

2024 digital edition advertising rates

Price per monthly insertion



Bio Eco Actual
helps you to
achieve your
goals

Branded Content
In website, social media, newsletter

Consult Conditions

Newsletter Banner

In 4 newsletters x month
570 x 130 px
250€

How can I enjoy better prices? Community Plan

Community Plan is the most economical, practical and dynamic way to be present with continuity in Bio Eco

Actual, with exceptional discounts on the price rates, hiring advertising for a minimum of three months.

Call us at +34 93 747 43 19 | +34 664 320 251
Or contact by email
bio@bioecoactual.com
to be personally informed.

International activity

Our international activity is focused on covering the main BIO events of the year in Europe, either via printed publications or via digital information.

Presence "in situ" in organic professional trade shows and other events in Europe.

Bio Eco Actual International: Special print editions

Bio Eco Actual prepares a special edition for professionals at BIOFACH & VIVANESS (Nuremberg, Germany)



Essential window for your product to reach new markets

Bio Eco Actual official media partner of:

natural & organic
PRODUCTS EXPO

INCLUDING:
natural food EXPO
natural beauty EXPO

natexpo

nordic organic food FAIR
eco living
SCANDINAVIA

BIOTERRA

BIOFACH
into organic
VIVANESS
into natural beauty

FREE FROM
FOOD • INGREDIENTS
NATURAL & HEALTHY FOOD PRODUCTS

organic food
IBERIA
eco living

BioCultura
Feria de productos ecológicos
y consumo responsable

Alimentaria

BIOFACH VIVANESS

into organic into natural beauty

- More than 10,000 copies distributed "in situ".
- Distribution in the 70 most relevant hotels of Nuremberg during BIOFACH&VIVANESS.
- Copies sent to more than 250 European companies and organizations (pre-trade show).
- Online newspaper sent to more than 5,000 organic professionals.
- Visibility: Bio Eco Actual is located with booth press pools & distributed in all the pavilions.



Advertising rates international Editions: Price and modules



- **Cover** (255 width x 130 height mm) 1,900 €
- **Back Cover** (255 width x 105 height) 1,500 €
- **1 Full Page** (255 width x 325 height mm) 1,900 €
- **1/2 Page Vertical** (125 width x 325 height mm) 1,050 €
- **1/2 Page Horizontal** (255 width x 160 height mm) 1,200 €
- **1/3 Page Horizontal** (255 width x 105 height mm) 800 €
- **1/4 Page Vertical** (125 width x 160 height mm) 600 €

Bueno y Vegano®

INFORMATIVO MENSUAL INDEPENDIENTE Y GRATUITO DE CONSUMO DE PRODUCCIÓN VEGANA

Bueno y Vegano (Good and Vegan) is a free monthly publication for vegan consumers, producers, distributors and retailers. Bueno y Vegano is the younger sister of Bio Eco Actual, and was born in May 2017 with the aim to promote vegan and organic consumption.

With its own headline and registered trademark, this publication has experienced a steady growth (especially the digital edition) and more than half a million copies have been published so far, promoting a constructive veganism. Bueno y Vegano offers essential nutritional information for both vegan and non-vegan readers. Its target is young and activist.



**Reliable
information for
a constructive
veganism**

Digital Edition

22,000
followers



3,700
followers



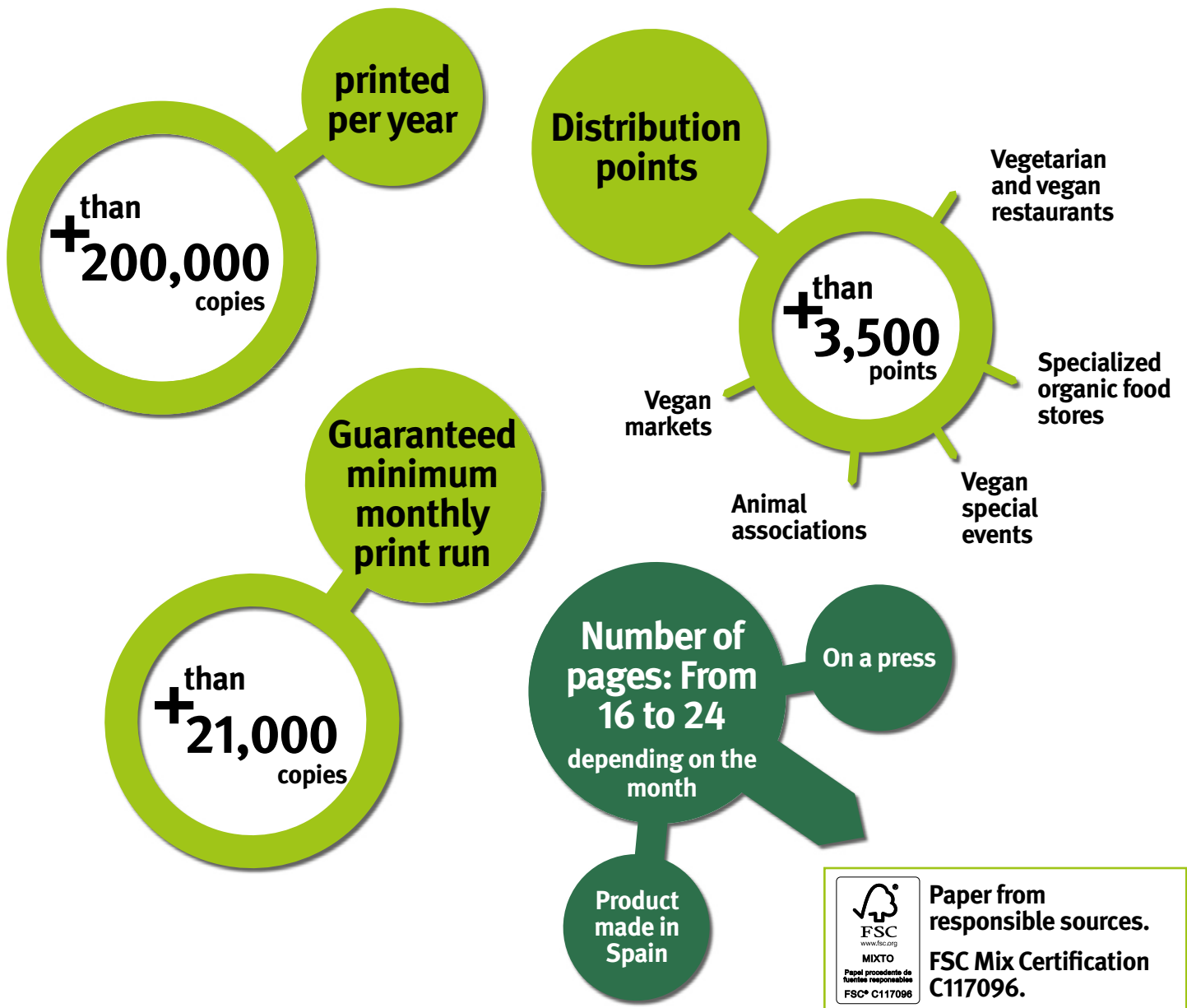
106,000
followers



150,000
visits per month at www.buenoyvegano.com

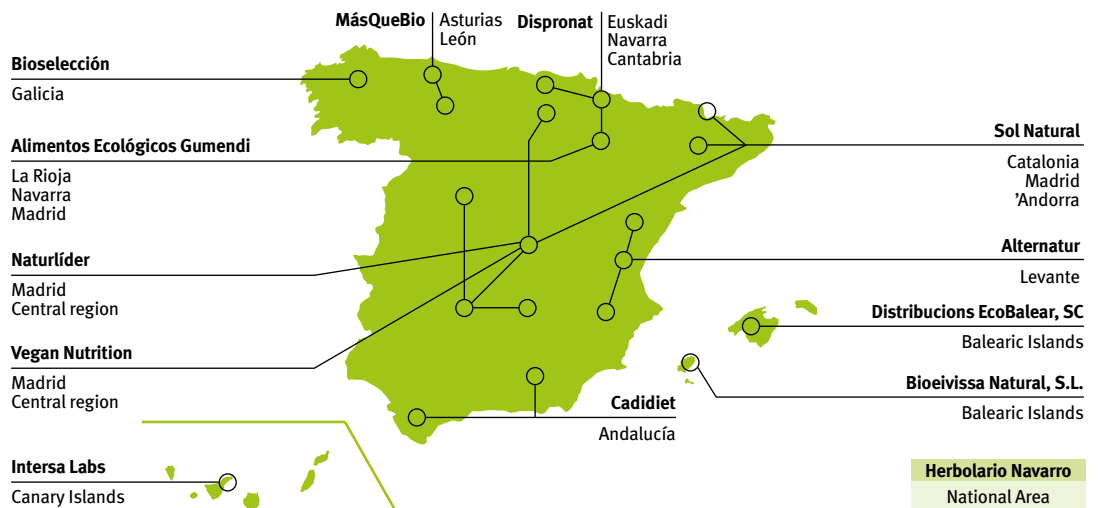


12,000
subscribers to the Bueno y Vegano
Newsletter (1,500 of them are
professionals)



Monthly distribution

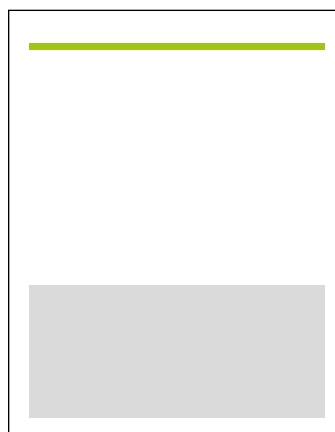
Established monthly distribution throughout Spain, including Canary Islands, Balearic Islands and Principality of Andorra. Through 10 distributors of organic food and cosmetics, Bueno y Vegano is received every month in more than 3,500 stores.



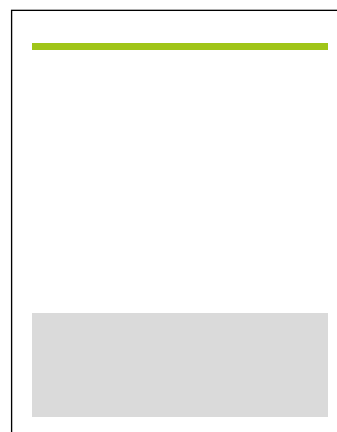
2024 printed edition advertising rates



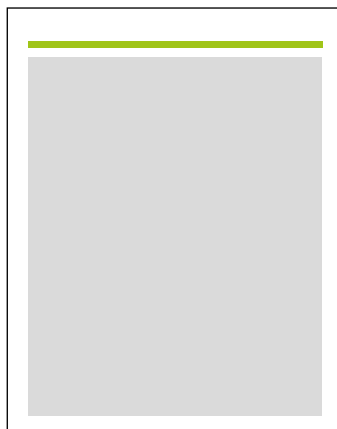
Reach
younger
consumers.
Veggie target



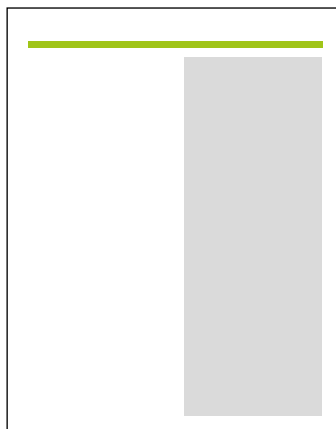
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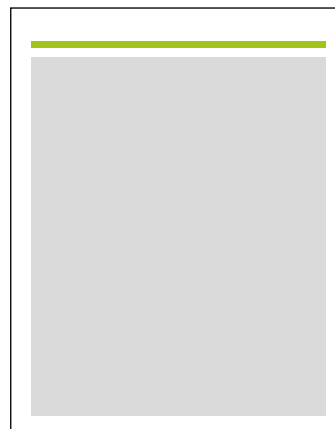
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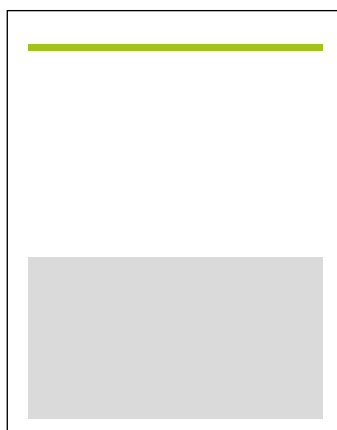
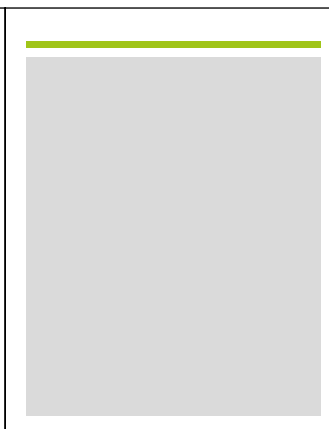
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1/2 Vertical Page
125 x 325 mm
1,500€



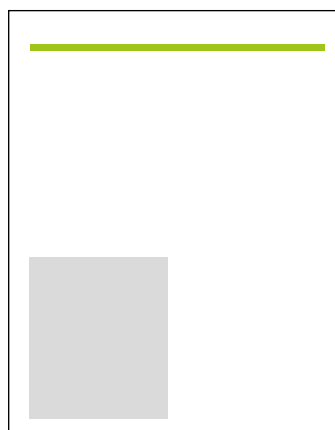
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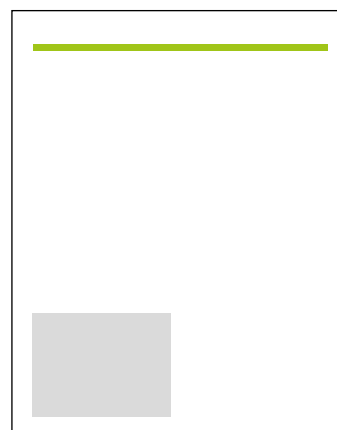
1/2 Horizontal Page
255 x 160 mm
1,200€



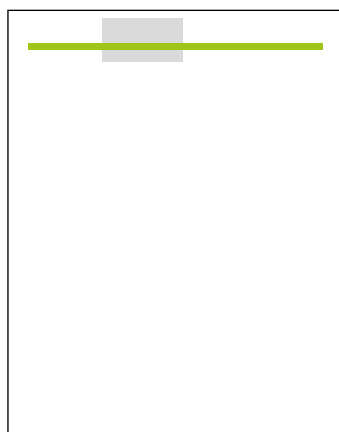
1/3 Horizontal Page
255 x 105 mm
800€



1/4 Vertical Page
125 x 160 mm
600€



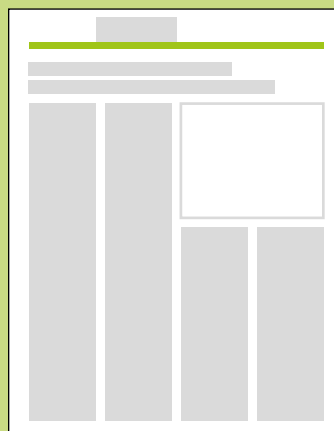
1/6 Vertical Page
125 x 105 mm
400€



**Sponsored editorial
content section
1,000€**

Section "Saber +"

Advertising Content



**Double Page
5,000€**

**Full Page
2,600€**

**1/2 Page
1,680€**

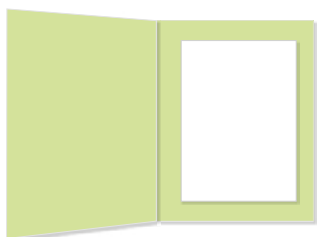
The insertion of the Ad includes the link to the advertiser website in our digital PDF version and ISSUU digital book version



Mechanical inserts

The flyer is mechanically introduced into the central page of the publication without glue. It's perfect for big diffusion campaigns.

**Inserts available
from 0.30€/unit**



Manual inserts

The flyer is attached at the page of the publication with glue "on and off" with no damage for page nor danger of falling to the ground. It's perfect for trade shows.

**Inserts available
from 0.45€/unit**

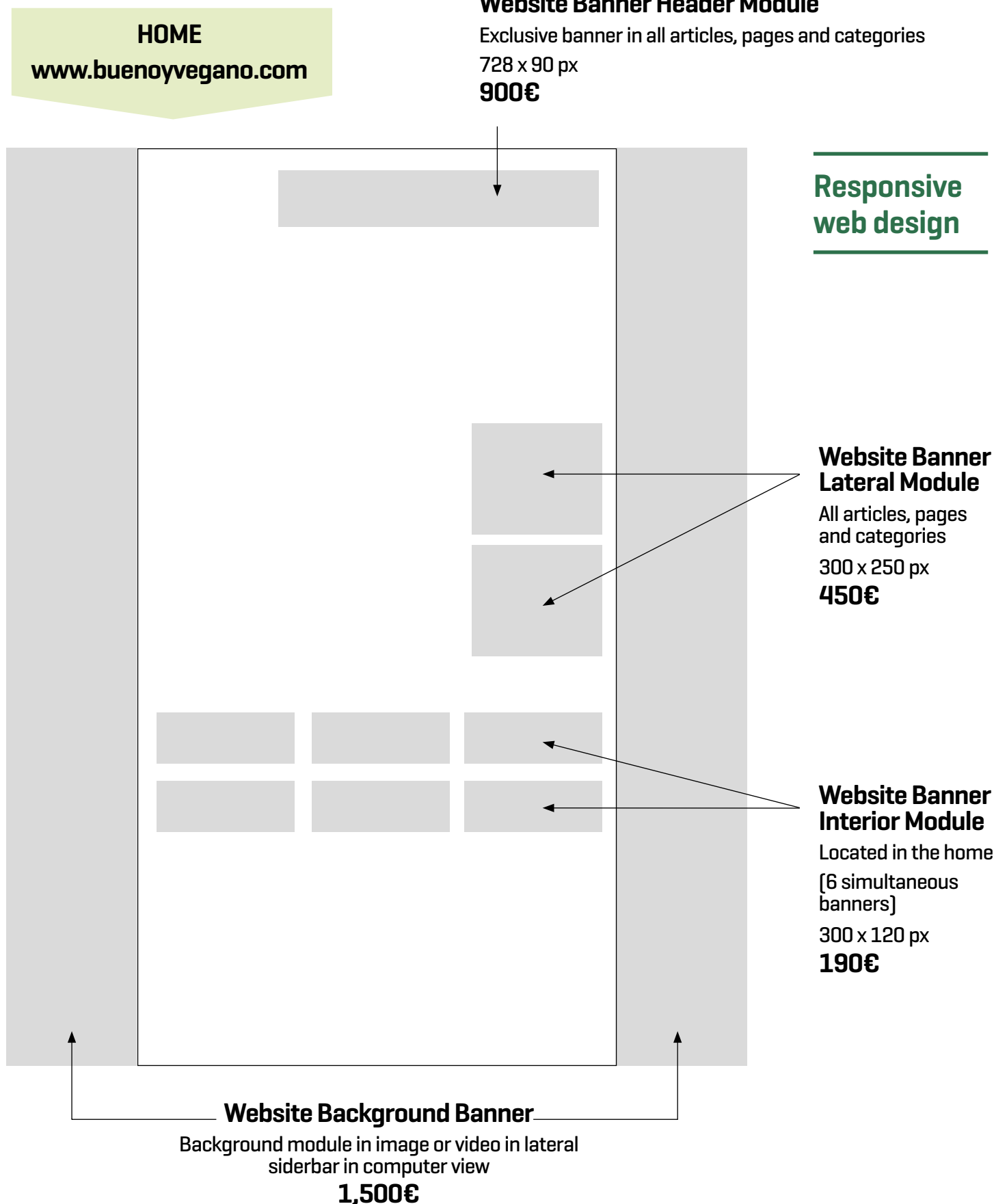


**Quality
requirements
for insertion**

- Images: 300ppi (150lpi) at 100% size in CMYK with ISOnewspaper26v4 color profile.
- Avoid H or V distortions in the images.
- Vector logos with inks decomposed in CMYK (without spot colors).
- Black text: overprinted (without reservation) in black plate (C: 0%, M: 0%, Y: 0%, K: 100%).
- Openwork text: avoid bodies under 9 pt or light typefaces on process backgrounds.
- Avoid dark colour masses with excessive ink coverage (not exceed 240% TAC)
- Black gain = 20%
- Final art delivery format: .pdf with ISOnewspaper26v4 color profile.

2024 digital edition advertising rates

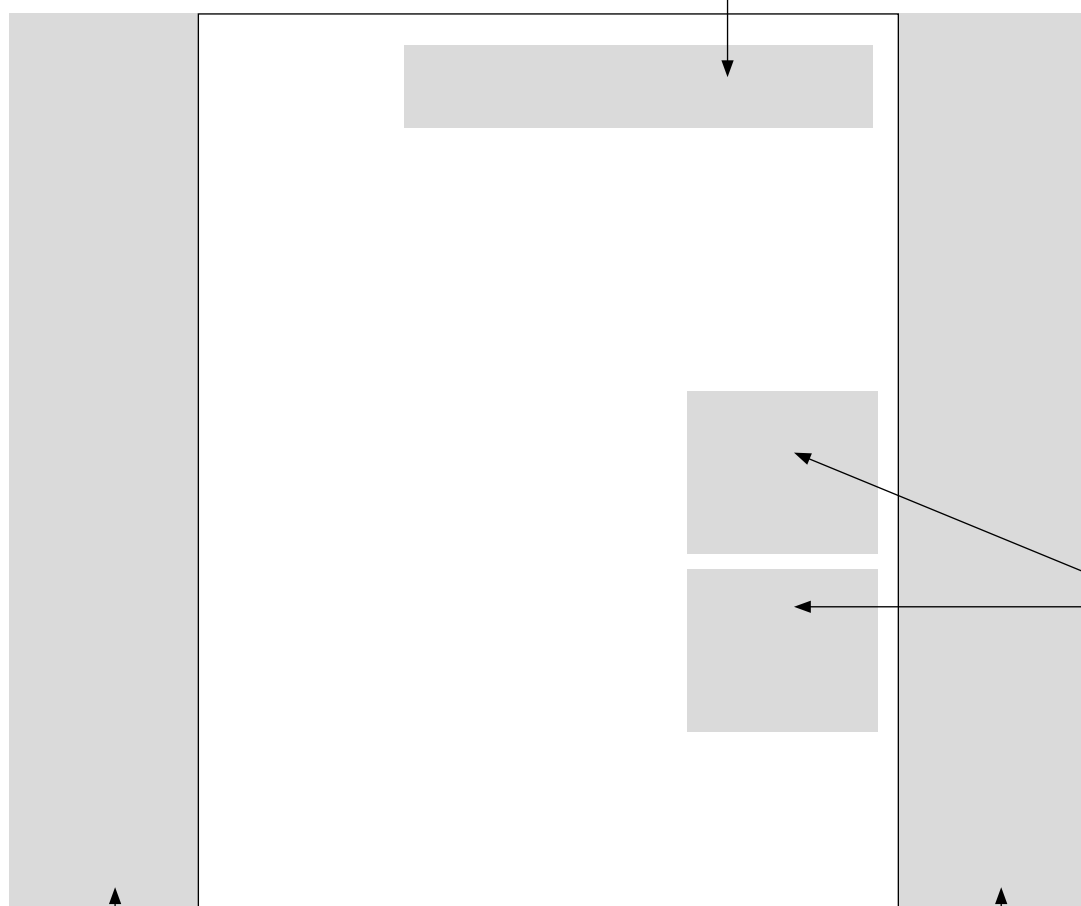
Price per monthly insertion



INTERIOR CONTENT VIEW**www.buenoyvegano.com****Website Banner Header Module**

Exclusive banner in all articles, pages and categories

728 x 90 px

900€**Website Banner Lateral Module**

All articles, pages and categories

300 x 250 px

450€**Banner Background Web**

Background module in image or video in lateral sidebar in computer view

1,500€

Bueno y Vegano
helps you to
achieve your
goals

Branded Content

In website, social media, newsletter

Consult Conditions

Newsletter Banner

728 x 90 px

250€**How can I enjoy better prices? Community Plan**

Community Plan is the most economical, practical and dynamic way to be present with continuity in Bio Eco

Actual, with exceptional discounts on the price rates, hiring advertising for a minimum of three months.

Call us at +34 93 747 43 19 | +34 664 320 251
Or contact by email
buenoyvegano@buenoyvegano.com
to be personally informed.



The B2B publication for Organic in Spain

Master Organic is a professional publication in a free magazine format designed to **inform the retailers and professionals of the Spanish organic sector**. It is structured by product categories, being a useful tool that allows the reader to have a quick vision of what happens in the specialized Spanish organic market. **Digital edition updated weekly with the last novelties** of the Spanish Organic Specialized Sector.

Organic B2B target with printed & digital diffusion

Elegant & useful publication with information divided by product category

The last novelties and information of the Spanish Organic market in a B2B professional publication

Distribution

The annual printed edition of **Master Organic** is published and distributed in May to more than **4,000 specialized organic shops** throughout Spain, with an **extra distribution** for the **professional public at BioCultura Barcelona and Organic Food Iberia**.



The B2B publication for Organic in Spain!

Join **every week** the latest **product releases** on organic food, cosmetics and supplements



Visit our website
www.masterorganic.es



Visit our website

Description, Ingredients, Supplier contact and distributors, EAN code and internal code

Organic trends & novelties
Food, Cosmetics and Supplements

DISTRIBUTED BY:



Printed &
Digital Edition
Free distribution



Digital Edition

Online portal with more than **500 products** registered and with **weekly updates** from the most important brands in the organic specialized market. For each product, the webpage contains information about the Ingredients; the EAN code; the Internal Code Company; Contact, etc., making the professional experience more complete when visiting **www.masterorganic.es**

Diffusion of www.masterorganic.es to attract the organic sector professionals through Bio Eco Actual Social Networks; Newsletter; GoogleAds; presence in other publications of the sector; and presence "in situ" at the most relevant organic trade shows in Spain promoting the portal; among other actions.

NEW

Visit our
website

www.masterorganic.es

Join every week the latest product releases on organic food, cosmetic and supplements.

Information by product: Description, Ingredients, Supplier and distributor contact, EAN Code and Internal code.

Make your novelty arrive immediately to the Spanish organic market with **www.masterorganic.es**

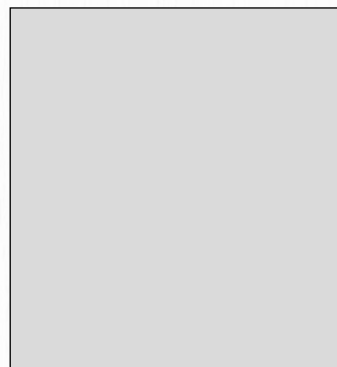
ADVERTISING RATES: *PRINTED EDITION*



Cover

210 x 75 mm (+3mm bleed)

1,995€

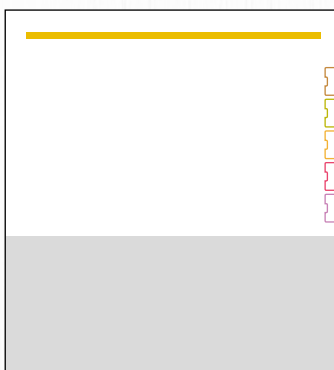


Back Cover

210 x 297 mm

(+3mm bleed)

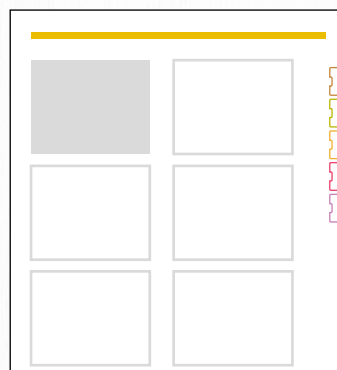
1,495€



1/3 Page Ad (p. 2)

210 x 99 mm (+3mm bleed)

800€



1 Product Module

85 x 81 mm

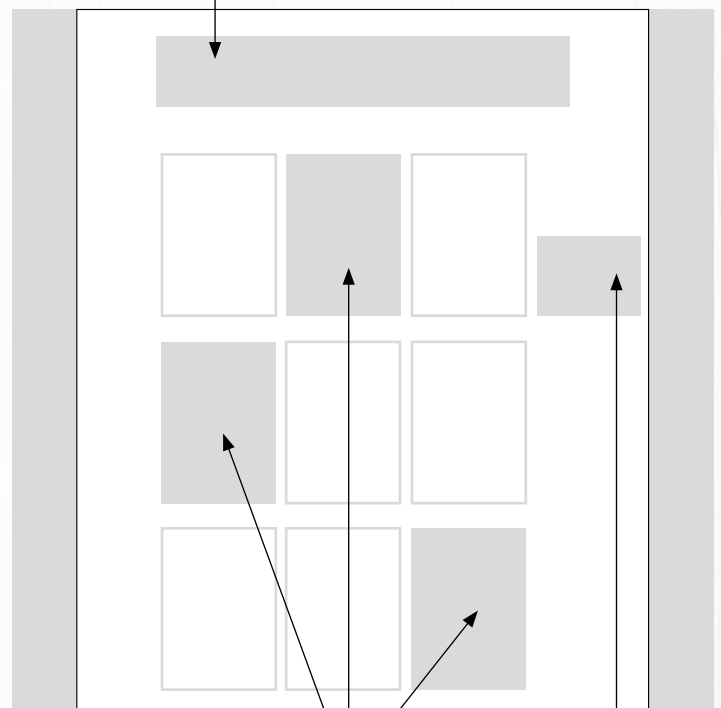
200€

ADVERTISING RATES: *DIGITAL EDITION*

Top banner

728 x 90 px

1,500€/year



Annual cuota
presence at digital
edition (unlimited
product presence)
1,000€/year

Lateral banner
digital edition
300 x 250 px
700€/year



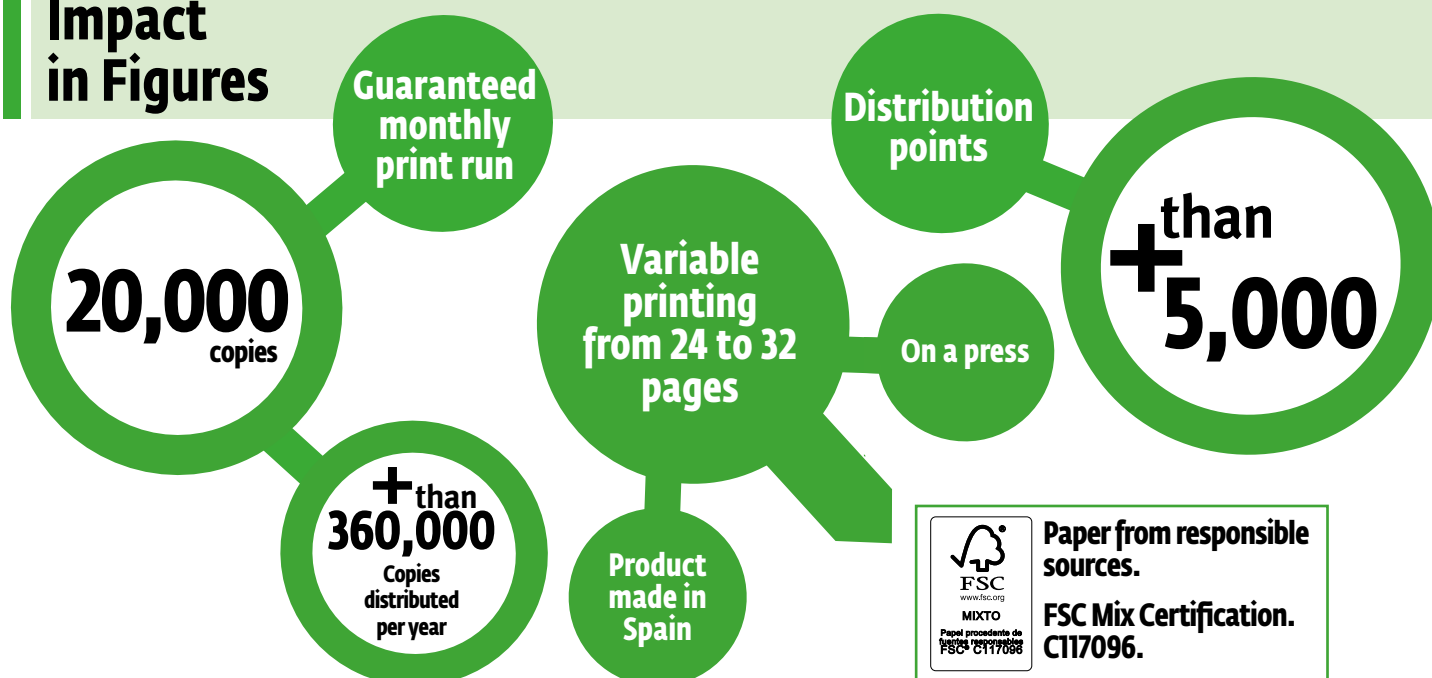
El Botiquín Natural is the independent and free newspaper for the diffusion of Natural Products and Therapies. Directed to the final consumer, it is distributed in over 5,000 specialized shops, herbodietetic stores, pharmacies and parapharmacies.



Our mission

To provide consumers and professionals with rigorous and quality information about Natural Therapies in Spain through recognized professionals and with the perspective of Integrative Medicine.

Impact in Figures



Monthly distribution

Stable monthly distribution via Spain. Through 13 specialized distributors, El Botiquín Natural is received every month in more than 5,000 specialized shops, pharmacies and parapharmacies.



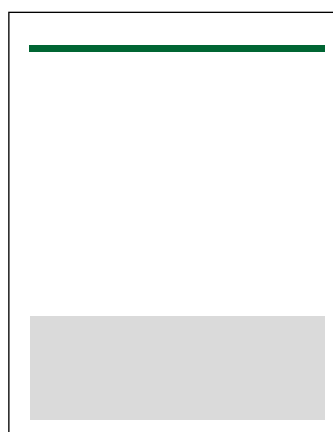
National Area

- Alternatur
- Centrodiet
- Disna, S.A.
- Dispronat
- Fitoinnova
- Herbolario Navarro
- La Botica Natural
- La Ventana Natural
- Natur Import
- Naturitas
- Paudiet
- Vipasana Bio



2024 printed edition advertising rates

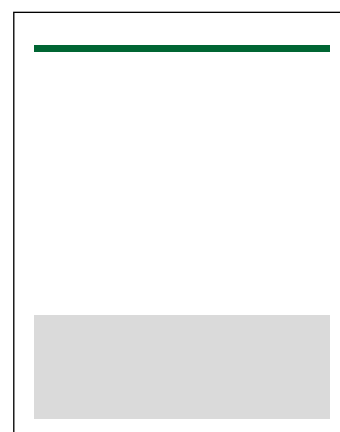
Price per monthly insertion



Cover

255 x 105 mm

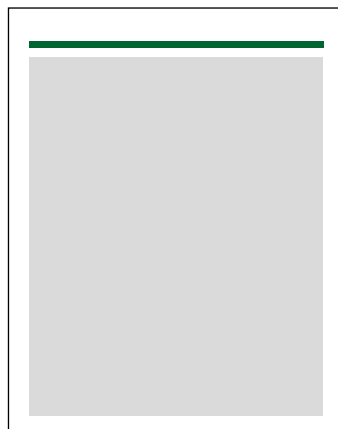
1,900€



Back Cover

255 x 105 mm

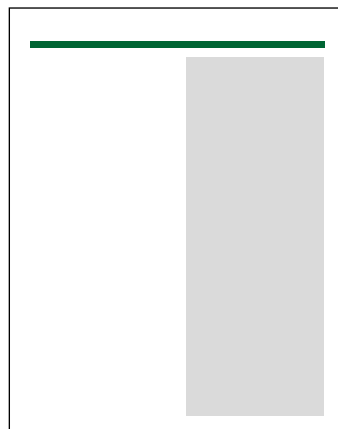
1,500€



Full Page

255 x 325 mm

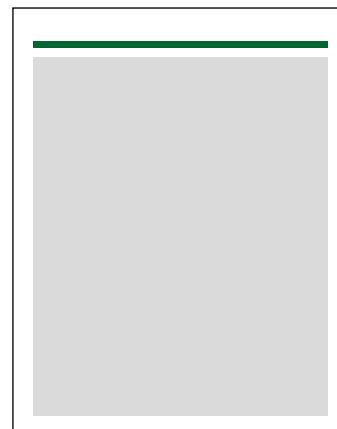
1,900€



1/2 Vertical Page

125 x 325 mm

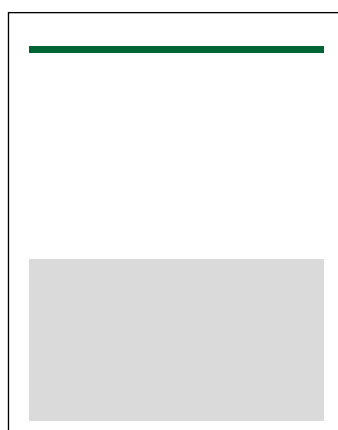
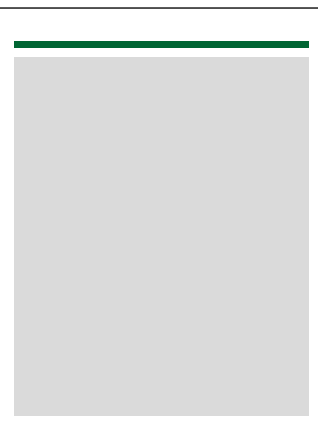
1,500€



Double Page

(255 + 255) x 325 mm

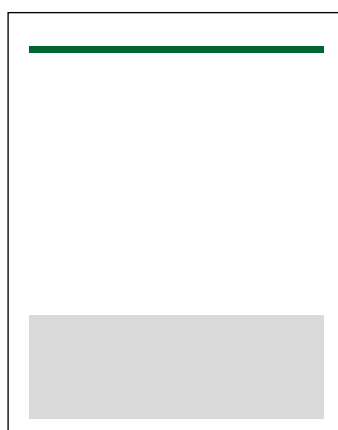
3,600€



1/2 Horizontal Page

255 x 160 mm

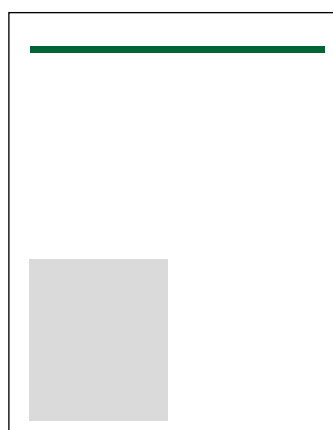
1,200€



1/3 Horizontal Page

255 x 105 mm

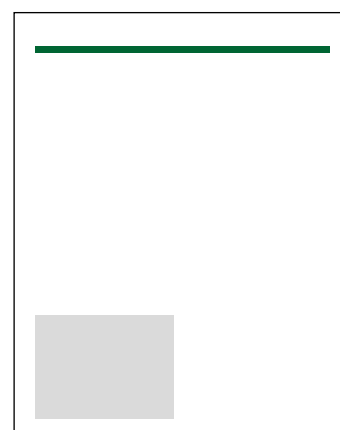
800€



1/4 Vertical Page

125 x 160 mm

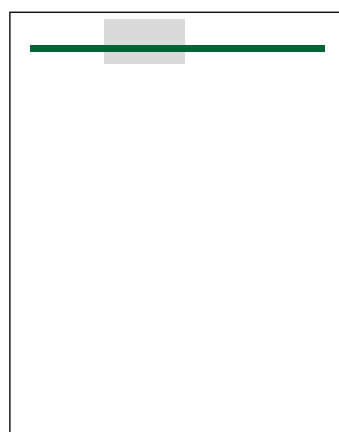
600€



1/6 Vertical Page

125 x 105 mm

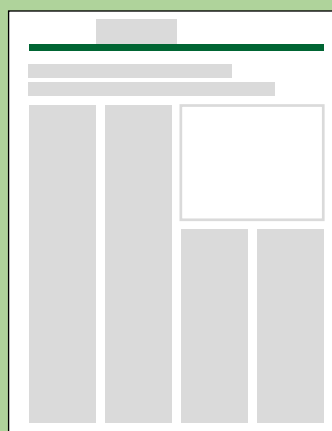
400€



**Sponsored editorial
content section**
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Section “Saber +”

Advertising Content



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1/2 Page
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- Black text: overprinted (without reservation) in black plate (C: 0%, M: 0%, Y: 0%, K: 100%).
- Openwork text: avoid bodies under 9 pt or light typefaces on process backgrounds.
- Avoid dark colour masses with excessive ink coverage (not exceed 240% TAC)
- Black gain = 20%
- Final art delivery format: .pdf with ISOnewspaper26v4 color profile.

SemanaBio®

MesBio® QuincenaBio®

Semana Bio® is an informative and commercial tool for companies and institutions to promote knowledge and the transformative potential of organic food. Its special editions in printed and digital format (www.semanabio.com) are perfect to boost organic production and consumption.



More info: <https://www.bioecoactual.com/semanabio/>

Semana Bio® and Setmana Bio® are registered trademarks of Centipede Films, S.L. (Bio Eco Actual). Registered at the Spanish Patent and Trademark Office.

The websites www.semanabio.com, www.semana.bio, www.semanabio.es, www.setmanabio.com and www.setmana.bio are domains registered by Centipede Films, S.L. (Bio Eco Actual).

Aims

- To increase the consumer and professional awareness of organic food.
- To impact the specialized organic sector and shops, so that the promotion actions carried out by the brands or institutions are visible and useful to the consumer.
- Brands: To increase sales and gain the loyalty of customers and professionals.

Editorial Actions

- Brand cession for physical actions (promotions, offers, etc.).
- Cession of web domains and social networks.
- Elaboration of communication and/or commercial campaigns.
- Design, layout, printing and printed and online distribution.
- Contribution of content by leading industry experts and the key influential people for both B2B & B2C targets in each of the categories of diffusion or highlighted products.

Published Editions

In 2018 and 2019 we produced the special edition for the Generalitat de Catalunya to support the event 'Setmana Bio®'. Since 2020, the brand and promotional strategy and content 'Semana Bio®' and 'Setmana Bio®', are also at the service of public or private institutions and companies of the Spanish organic sector.



Bueno y Vegano

MASTER ORGANIC

EL BOTIQUÍN
NATURAL

Semana Bio

Publications are distributed by:

SOL
natural

INTERSA

Dispronat
Confianza en lo Natural

bioselección

Navarro
HERBOLARIO

GUMENDI
AGRICULTURA ECOLÓGICA

alternatur

Cadidiet

LA VENTANA
NATURAL

HIDALFARMA

eco-balear

MásQueBio
ecomercado

Natural
BIO

NATUR
IMPORT

fitoInnova
calidad e innovación para tu salud
Naturaleza y sentido común

NATURITAS

PauDiet
PRODUCTOS NATURALES

NATURLIDER
MAYORISTA

La Botica
Natural

CENTRODIET

Planeta Huerto
CULTIVA TU VIDA

Nature's Food
vegan
NUTRITION

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