

Planet Vending Media Kit 21/22



PROVIDING MARKETING and PR Services to

Vending
Automated Retail
Office Coffee Services
HoReCa
Water
Micro Markets



VISIT
planet-vending.com

WHY PLANET VENDING ADVERTISING?

The modern media platform for modern vending

Planet Vending is a truly modern media platform.

We generate awareness for our brand partners by keeping them 'front-and-centre' in the minds of their target audience - vending operators.

OPPORTUNITIES - DIGITAL MEDIA

Editorials and Feature Articles

Provided free of charge to vending operators. Tell the vending world about your latest product, news or event. We'll work with you to create a story that speaks volumes.

Banner Advert Sponsorship

Advertise on our web site to generate all-important traffic to your designated landing page.

Giveaways and Competitions

There's no better way for your products to be noticed than getting them in the hands of your customers. You'll also get critical contact data for your team to follow-up with sales calls.

Solus Emailer

Deliver your message directly to the in-boxes of our subscribers in the form of an HTML emailer. You'll get the tracking metrics report which provides vital data such as open rate and click performance.

Awareness and Launch Campaigns

Got a new product or want to introduce your brand to the vending industry? Use our combined services to get the exposure you desire.

Vending Directory

List your business with the vending industry's movers and shakers. Showcase your business, list your services, contact information and link to your website.

Vending Job Board

Fill your vacancy by listing it on our site for free.

Blended PR / Marketing Packages

Using a selection of our opportunities, we'll work with you to create a bespoke marketing campaign to help achieve your goals.

Contact Us

We've got the reach and the storytelling capabilities to bring your brand's features and benefits to the engine room of the industry.

Get in touch with Yvonne Reynolds-Young to talk about what we can do together.

☎ +44 7768 90 16 62

✉ publisher@planet-vending.com

Rate Card

EDITORIALS and FEATURE ARTICLES

Free for vending operators

For non-operators £250 - £350

BANNER ADVERT SPONSORSHIP

Masthead £500 p/month

Sidebar £500 p/month

Both Masthead & Sidebar £650 p/month

Weekly Email Sponsor £185 p/week

GIVEAWAYS and COMPETITIONS

Price to be discussed on application.

SOLUS EMAILER

Price to be discussed on application.

AWARENESS and LAUNCH CAMPAIGNS

Price to be discussed on application.

VENDING DIRECTORY

12 month listing £185

VENDING JOB BOARD

Free of charge

BLENDED PR / MARKETING PACKAGES

Price to be discussed on application.

Technical Notes

Resolution 72dpi

Colour Mode RGB

File Formats JPG, PNG, GIF

Max File Size 75kb

Top Banner 728x90px

Side Banner and Emailer 300x600px

For technical support, please email web@planet-vending.com