



**ClubDarwin.NET**

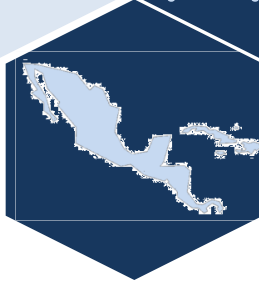


The only

online

**News-  
paper**

in  
**Spanish**



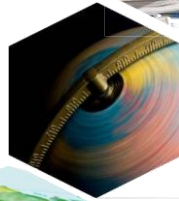
**Where Food & Beverage  
Professionals  
find information**

**Media Kit**

July 2011

# Paper is out, because

**A fast-paced world**



**Professionals** need to know what is happening **every day** in the **Food & Beverage** industry.

**No more borders**



The world is flat. **Competition** has **no barriers**, so have you.

**Clients are doers**



**Professionals** do not wait anymore, they now **search** the **Internet** what is important for their job.

**Your clients  are already on internet**

## The information where and when professionals need it

### News



We review **over 3.000 news** in all languages to bring **the most important information** to Food and Beverage professionals

### Directory



**Over 82.000 suppliers;** equipments and services of the Food and Beverage industry carefully classified for an easy search

### News-letter 30"



Daily Newsletter with the **15 most outstanding news** to stay up to date in just 30 seconds

**Independent** criteria



News are news.  
PR is PR.  
Every content where it belongs.

**Global** treatment

**360°**

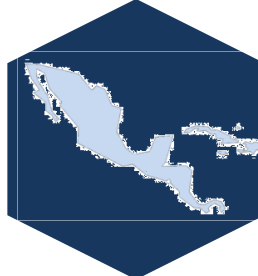
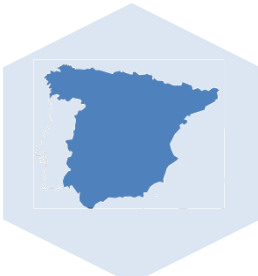
From ingredients to marketing,  
from management to  
processes, everything is linked.

**Different** view



Designed by and for  
Food and Beverage  
professionals.

## We are the voice of Food and Beverage Professionals



over

**300  
k**

**Pageviews last month**

45% Direct Traffic, 40% Search Engines, 15% Referring Sites

**100  
k**

**Professional visitors last month**

2.01 Pages/Visit, 4.15 min Avg. Time on Site

**Registered users**

**20  
k**

**Decision-makers**

Age 45 - 54. Postgraduate studies. Access from workplace.

**64%**

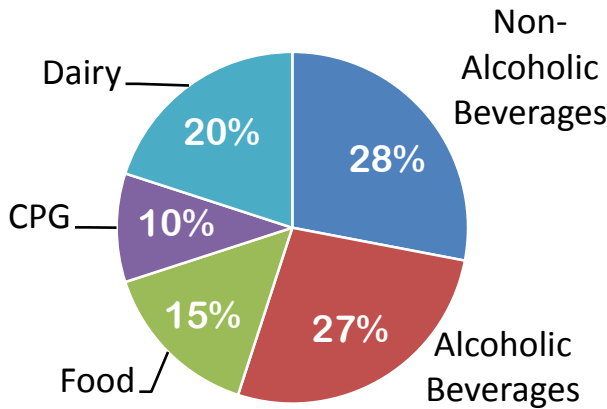




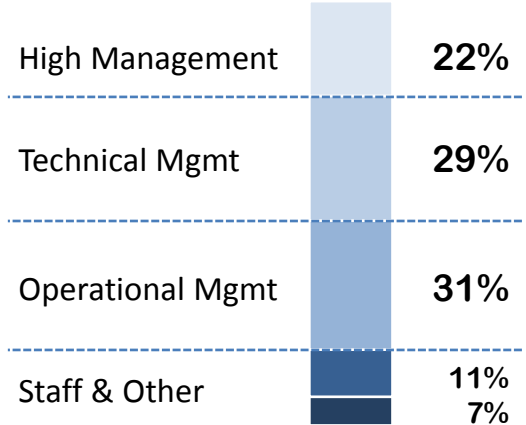
## Our readers



### By Sector



### By Role



## High value Traffic

**ClubDarwin.NET**  
noticias, innovación, directorio y más

el Club de todos los Profesionales del sector de Bebidas y Alimentación

Todos conocemos el secreto de Obama

Virales de Corona Extra supera 1.300.000 visitas

Artículos Relacionados: Carlsberg: Kelly Brook sensualidad que se "sale" de la pantalla

**twitter**

**Carlos Fernández G.**  
@carfergon  
CEO & Chairman of the Board Grupo Modelo SAB de CV.  
<http://www.gmo5elo.com.mx>

Virales de Corona Extra supera 1.300.000 visitas [shar.es/XvFde](http://shar.es/XvFde)

14 Dec 14 Tweet Button Unfavorite Retweet Reply

Retweeted by WickedFragola and 6 others



# We generate “real” Traffic

Product launches news have great impact. Big multimedia investments achieve a return on our web traffic.

Company	% Visits
Tetra Pak	80 %
Krones	45 %
GEA	40 %
Sidel	62 %
Endress+Hauser	57 %



Clubdarwin.net generated most of Tetra Pak’s website and YouTube channel traffic for their global launch of Tetra Evero Aseptic package.



We also generate topics of interest with great impact on social media and general newspapers.

On April 18<sup>th</sup> 2011 Clubdarwin.net published the news, which was topic of the day on the general newspapers in Spain.

# It is very EASY to be where your clients are

# 1

## Choose your banner ad according to your budget



**Banners** Prices per **10.000 impressions / month**

Banner type	Price p/mo	Size Pixels
Full Banner (B)	<b>US\$ 450</b>	468 x 60
Medium Rectangle (R)	<b>US\$ 575</b>	300 x 250
Leaderboard (M)	<b>US\$ 850</b>	728 x 90

Banner ad appears randomly in any website page available

### Technical specifications

Format: Static (.jpg, .png) or Animated (.gif)

Size: Max. 60 Kb



**Campaña Goteo** From **US\$ 60 per 1.000 impressions / month**

- To stay present on your clients minds
- Fit for Small and Medium Enterprises branding
- Perfect for big companies promoting specific items
- Easy, no need of graphic designer

Ejemplo Campaña Goteo:

Haz que te conozcan



La venta empieza antes de encontrarte con tu cliente.  
No empieces de cero.  
Prepara la venta con Clubdarwin.net.

# 2

## Select your geographical area



### Pay only for the areas where you want to be seen

Geo-segment by one or by more countries

# 3

## Monitor your campaign



### Easily change and edit your ads

Total flexibility to modify your ads and/or geo-segmentation.

Online tracking report.

## Other products:

### Newsletter 30" sponsorship

- Include your message with the industry news
- Reach thousands opt-in subscribers every day
- Exclusivity: Only one newsletter placement available

### Business Directory Positioning

- Increase your chances of driving traffic to your site
- Enhance the number of your business contacts
- Stand out from your competition

**Book your campaign now!**

Online: [www.clubdarwin.net/ad/selection](http://www.clubdarwin.net/ad/selection)

Contact us: [anuncios@clubdarwin.net](mailto:anuncios@clubdarwin.net)

**Telephone numbers:**

Spain: +34 931 846 840

Mexico: +52 55 120 47411

**The most read online  
newspaper in Spanish  
for the F&B industry**