



Interpoma

International Trade Show for the
Cultivation, Storage and Marketing of Apples



ipoma issue IV

The official Interpoma Magazine



FieraMesse
Bolzano Bozen

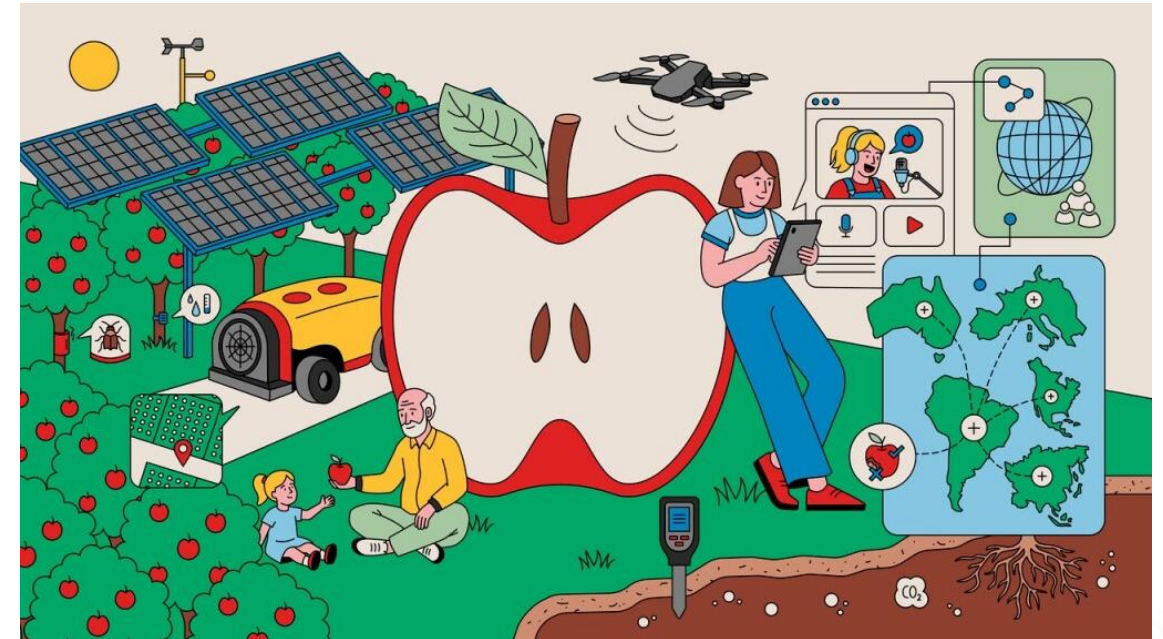
ipoma goes digital

Your company, in the world of apples

Showcase your products and innovations in Interpoma's digital magazine.

Who will you reach?

Growers and producers, technology providers, researchers, consultants and industry leaders.



Across several channels

Promotion through the website, social media and newsletters



Visibility beyond the fair

Articles remain available after Interpoma 2026



Advertising within stories

Your advertising appears inside editorial content

Your visibility within ipoma

How readers discover ipoma



Interpoma website

Visits across the website

130,000+

Website Visits



Newsletter

Italian, English and German

≈9,000

Newsletter contacts



Social media & ads

Official profiles and paid campaigns

≈200,000

Estimated reach for 2026



Ipoma IV

Digital magazine

On the Interpoma
website

Advertising options

Format	What you buy	Long Read	Snackable Story
Dedicated article	Your complete company article within the „Snackable Stories“ section	€2,400 + VAT per article	
Advertising banner	Image, text, logo and website link	€900 + VAT	€700 + VAT
CTA block	Short message and clickable button	€700 + VAT	€500 + VAT
Video / photo gallery	YouTube video or up to 8 images	€500 + VAT	€300 + VAT

Long read = a long article

Snackable story = a short article

Banner, CTA and video/gallery prices cover one placement in one article of the selected type.
The dedicated article is a separate, complete article (Snackable Story).

Dedicated article

A complete story about
your product or initiative

€2.400 + VAT

Your article includes

- Header image, title, subtitle and article text
- Up to 3 images within the text
- A gallery of up to 8 images or a video
- Preview in the Snackable Stories section
- Company logo on the ipoma IV homepage

Snackable Stories



● Fallstudie

Co-Branding mit Superkräften

Die Vermarktung von Äpfeln entwickelt sich weiter:
Emotionale Markenwelten und strategische Partnerschaften...

[Zum Artikel](#)



● Mythos und Wahrheit

Eine Apfeltee-Tradition?

Elma Çayı gilt als typisch türkisch. Doch wie traditionell ist
Apfeltee wirklich? Ipoma blickt auf Teekultur, Apfelanbau...

[Zum Artikel](#)

An editorial story from ipoma Issue 04

Visibility that lasts beyond the fair

- Your article remains online after Interpoma
- Includes one story on Interpoma's social profiles
- Possible newsletter mention, subject to availability

Advertising banner

A visual introduction to your business

One banner inside one of the ipoma articles, with a direct link to a website of your choice.

LONG READ

€900 + VAT

SNACKABLE STORY

€700 + VAT

What you provide

- Title, subtitle and description (1,000 characters)
- Image (2,276 × 528 px) and company logo
- Clickable button with your URL



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Example: banner placed within an ipoma article

CTA block

One short message. One clear next step.

Invite readers to explore a product,
discover an initiative or contact you directly.

LONG READ

€700 + VAT

SNACKABLE STORY

€500 + VAT

What you provide

- Title: up to 50 characters
- Description: up to 800 characters
- Button: up to 3 words, with your URL



Meet the company!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn more](#)

Example: a call to action within an ipoma article

Video or photo gallery

Your product in action

Show how your technology works or bring an initiative to life.

LONG READ

€500 + VAT

SNACKABLE STORY

€300 + VAT

Two ways to tell your story

1. Video embedded via YouTube or
2. Scrollable gallery of up to 8 images in 16:9 format



1. Video integration



2. Photo gallery

Your company in ipoma

Which format fits your story?

Contact us to discuss your article or advertising placement.



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The sooner we receive your confirmation and materials, the sooner your content can go online. 