



MEDIA KIT 2022



Official Vehicle of
South America Food Ingredients



Publisher Insumos



- One of the most respected companies in the Brazilian editorial segment
- More than 23 years doing business as a publishing company, working with professionalism, ethics and commitment
- Publishing magazines that are references in the food and beverage market
- Highly specialized in the diffusion of new technologies, products and trends in the food sector
- Pioneer and innovative in promoting projects that help companies to increase their business
- Partner of the main national and international events of the sector
- Considered as one of the most trusted magazine by professionals in the sectors in which it operates.

Food Ingredients Brasil



Following the digital trend in the world market, FiB - Food Ingredients Brasil - migrated to digitalization, offering an online platform that allows fast and agile interaction between professionals in the food market, streamlining communication and doing business.

The reliability of the information transmitted, as well as its diversified editorial calendar, make FiB magazine the vehicle that best meets the needs of the Brazilian food and beverage professionals



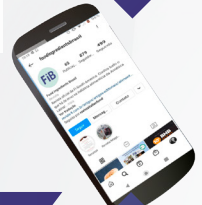
What can FIB bring to your company?

- **Great impact and coverage:** Combine your digital advertising with other tools on our platform.
- **Reach and segmentation:** Explore actions across all of our communications fronts.
- **Involvement and Interactivity:** Be present on our platform and be in contact with the main players.
- **Integrated Campaigns:** Website, digital magazine, social network (Instagram), email marketing, newsletter.
- **Events:** Ensure visibility for your brand in the official FiSA and Hi Guides.



Magazine

FiSA Official Vehicle, quarterly.



Instagram

Weekly posts with news and market news.



Newsletter

On Wednesdays, the main news and news of the branch.



Plataformas



Site

News hub on inputs and day to day events in the sector.



E-mail Marketing

We guarantee that your news reaches the main companies.



Catalogue

Official Guide with orientation and presentations by exhibitors FiSA and Hi.

Magazine

Official vehicle of the largest fair of Inputs in Latin America

- Comprehensive technical content aimed at research and development .
- Quarterly digital publication, with all the news and market trends.
- One the bestseller issue is the Supplier Guide, an annual publication, brings two complete listings on inputs, equipment, services and data.



Editorial

News & Trends

Investments, projects, new products and suppliers.

Interview

The point of view of the company and professionals on relevant topics and trends.

Highlighted Company

Information about manufacturers, at national and international levels, highlighting the history and referred launches.

Focused Distributor

Distribution companies, at national and international levels, its history, position it occupies in the market and main products.

Special Guidelines

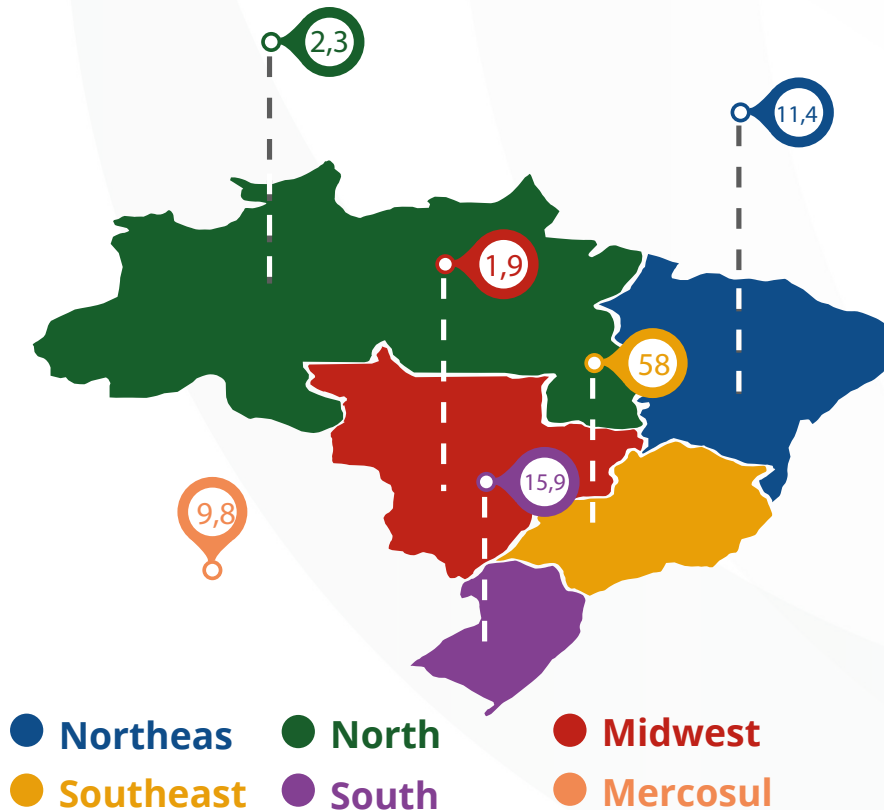
Trends and techniques that conduct the food market.



Reader Profile

Directed at all qualified professionals working in the food and beverage industry and students in the sector throughout Mercosul. With an estimated average of 3.1 readers per copy, the global universe of readers amounts to about 31,500 people.

Where are our readers?



Who are our readers?



Editorial Calendar

	Interview	Highlighted company	Focused distributor	Editorial Matters		Special
January February March				Benzoic acid and benzoates	Industrial flours	Suppliers Guide, listing by products and by companies
				Smoke aroma	Antioxidants	
April May				Microencapsulated ingredients	Algae and microalgae	Proteins
				Carotenoids and beta carotene	Natural extracts	
June July August				Antimicrobials and antifungals	Folic acid	FiSA 2022 Pre-Show
				Fluid and powdered milk	Pectins	
August				Official Catalog Food Ingredients South America 2022		
September October November				Coenzyme Q10	Oligosaccharides and fructooligosaccharides	Post-Show FiSA 2022
				Dehydrated and freeze-dried vegetables	Polydextrose	

Edition	Space reservation*	Material	Date of publication
Jan - Feb - Mar	05/Mar	15/Mar	March
Apr - May	05/May	15/May	May
Jun - Jul - Aug	02/Jul	15/Jul	August
Aug	23/Jul	31/Jul	August
Sep - Oct- Nov	05/Nov	15/Nov	November

*Deadline

Price list 2022



COVER
1.890px x 2.244px



DOUBLE PAGE
4.961px x 3.307px



1/1 PAGE (FULL)
2.480px x 3.307px



1/2 PAGE
2.480px x 1.654px



1/3 HORIZONTAL
2.480px x 1.063px



1/3 VERTICAL
827px x 3.307px



1/4 PAGE
2.480px x 827px



1/6 PAGE
2.480px x 531px

	1 insert	2 inserts	3 inserts	4 inserts
Cover	4,000	N/D	N/D	N/D
2ª Cover	3,667	3,410	3,154	2,897
Page 3	3,333	3,100	2,866	2,633

* Prices in dollar and unit values

	1 insert	2 inserts	3 inserts	4 inserts
Double Page	4,899	4,340	3,919	3,429
1 Page (Full)	3,233	2,910	2,586	2,263
1/2 Page	1,866	1,680	1,493	1,307
1/3 Page	1,347	1,213	1,078	943
1/4 Page	1,167	1,051	934	817
1/6 Page	675	608	541	473

* Prices in dollar and unit values

Your ad in our article

Check our editorial calendar and reserve your strategic positioning to better results!

Box in the article pages:

In the pages of the main articles, your company appears in a box. As you read, your highlight in an exclusive space.

	Value	Measured
1/2 page	U\$ 1.866,00	2.480px x 1.654px
1/3 horizontal	U\$ 1.347,00	2.480px x 1.063px
1/4 page	U\$ 1.167,00	2.480px x 827px
1/6 page	U\$ 675,00	2.480px x 531px

Branded Content:

Your company and your ingredient are our article! You choose the number of pages to present your company innovations, investments, interview, research etc.

	Value	Characters
1 page	U\$ 1.616,00	2.550*
2 page	U\$ 3.233,00	5.100
4 page	U\$ 4.899,00	10.200
6 page	U\$ 8.132,00	15.300

Each image is equal to 500 characters
*Characters with space

Official Catalogue

FiB magazine is also responsible for the commercialization and publication of the Official Catalogue of Food Ingredients South America and Health Ingredients South America, a reference and guide for all visitors and exhibitors.



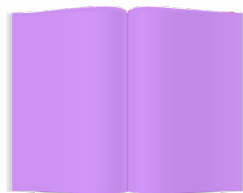
Food ingredients
South America



Health ingredients
South America



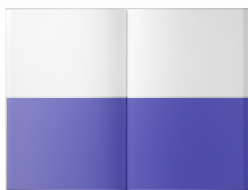
Price List 2022



DOUBLE PAGE
29 cm x 22 cm



PAGE
15 cm x 22 cm



1/2 DOUBLE PAGE
29 cm x 12 cm



1/2 Page
15 cm x 12 cm

	Price (In dollar)
2/1 Double page	2,160
1/1 Page (Full)	1,178
1/2 Double page	1,178
1/2 Page ¹	785
4 ^a Cover	1,472
Page nº 3	1,374
2 ^a Cover	1,276
3 ^a Cover	1,276
1/1 x 2 Loose insert ²	2,160
1/1 x 2 Fixed insert ³	2,356

* Prices in dollar and unit values

1 - Horizontal

2 - Front and back, undetermined position (quality limited to 1 insert)

3 - Front and back, on special paper (200g/m²)(quantity limited to 2 inserts)

Site and banners

Prices and Measures

Position	Space	Montly	Yearly	Save
Horizontal rotating banner	120x90pixels	U\$ 960	U\$9,600	U\$1,920
Horizontal top banner	2048x330pixels Área útil - 980x330px	U\$1,500	U\$15,000	U\$3,000
Vertical random banner	120x120pixels	U\$690	U\$ 6,900	U\$ 1,380



* Prices in dollar and unit values

Newsletter

Through the Food Ingredients Brasil Newsletter, it was practical and easy to stay informed. The frequency is weekly (every Wednesday) and the sending is to 31,500 contacts.

There are several options, just choose!

Featured Headline

News with photo of the product, link to the website, with 800 visible characters. Value: U\$ 1,205 (1 shipment).

News

News with reduced product photo, link to the website, with 400 visible characters. Value: U\$ 950 (1 shipment).

Footer Advertisement 264px x 172px

Value: U\$ 891 (1 shipment).

Banner Companies 240x120 px
Value: U\$495

Central Banner 600 x 220 px
Value: U\$ 1,104 .



E-mail Marketing

With the personalized E-mail Marketing trigger service, it becomes even more practical to generate visibility for your brand in an exclusive way!

Frequency: to be agreed.
Shipping to 31,500 contacts.

Just Once
2,900

Twice (each)
2,360

Three (each)
1,820

Six (each)
1,460

Bonus
Contracting four e-mail marketing you receive, as a bonus, one more for free!



* Prices in dollar and unit values

Instagram

In order to generate more interaction with the public, Food Ingredients Brasil is also present on Instagram, bringing news every week.

Check it out and follow our page:



@foodingredientsbrasil





FOOD
INGREDIENTS
BRASIL

EDITORIAL
insumos



Official Food Ingredients South America Vehicle

Our Contacts:
aline@insumos.com.br
(11) 99998-0506

Visit our Instagram:
@foodingredientsbrasil 

www.revista-fi.com.br