

The main communication
platform and showcase of
the ingredients market

The biggest mailling:
+ than 1,000 suppliers
+ than 55,510 buyers

MEDIA KIT 2024

Aditivos | Ingredientes

2020 transformed the reality of work all over the world. Additives | Ingredients accompanied this movement, by its digitization and consolidation, now as the main Online **Platform of the Food and Beverage Market in Latin America.**

The market has changed and our more than 26 years of experience and partnerships with the main players in the sector have driven us to be the biggest ally of the insum industry. We shortened the gap created in the sector, with digital media that ensured that **Suppliers and Customers** continued to dialogue and increase the results of their business.

Digital is reality. We have several new initiatives and many more to come. This Midia Kit brings a consolidated of opportunities to ensure the visibility of your company.

Enjoy!

Platforms



INSTAGRAM

All profile in the social media with the industry hotnews.



SITE

Daily, everything that happens in the ingredientes industry. In one click, access Ingredient Quotation Tool, Supplier Guide and Career Opportunities.



NEWSLETTER

On Monday and Thursday, in your email box, our communication vehicle with releases and news from the main players in the market.

AI DIGITAL MAGAZINE

Every month, the consolidated of the most important ingredients news.

E-MAIL MKT

We ensure that your news reaches the broadest mailing companies in the insum industry, through personalized mkt email for your company, with the All seal.



Magazine

Reference publication in the food and beverage ingredients sector for over 26 years

- Market leader, specialized in food and beverage insums.
- Monthly digital vehicle, for decision makers of the sector.
- Partner of the most renowned events in the market, such as Food Ingredients, Fispal, Anuga, among others.



EDITORIAL LINE

INTERVIEW

The opinion of companies, associations or industry professionals on relevant and current topic in the food and beverage market.

INDUSTRY NEWS

Investments, projects and products or services launched in the market by manufacturers, suppliers and distributors in the sector.

NEW PRODUCTS

News about the main launches of the finished products industry.

TECHNICAL ARTICLES

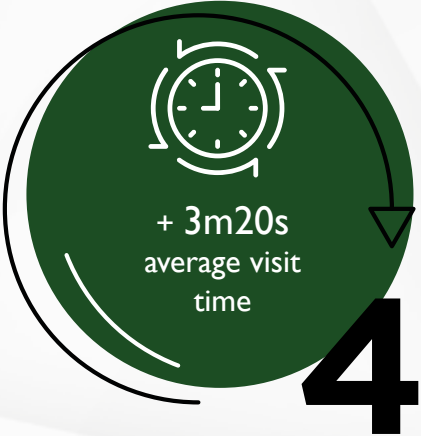
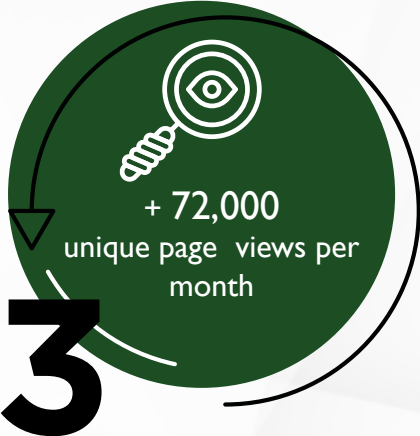
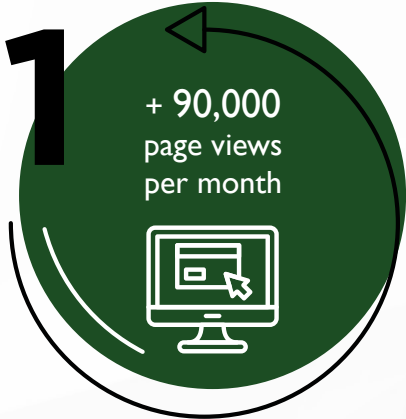
In-depth analysis of the technologies, processing, applications and market share of the various ingredients used in the food and beverage industry.

SPECIAL SUPPLEMENTS

Technical articles on relevant topics of specific segments of activities, written by the competent departments of companies operating in the sector.

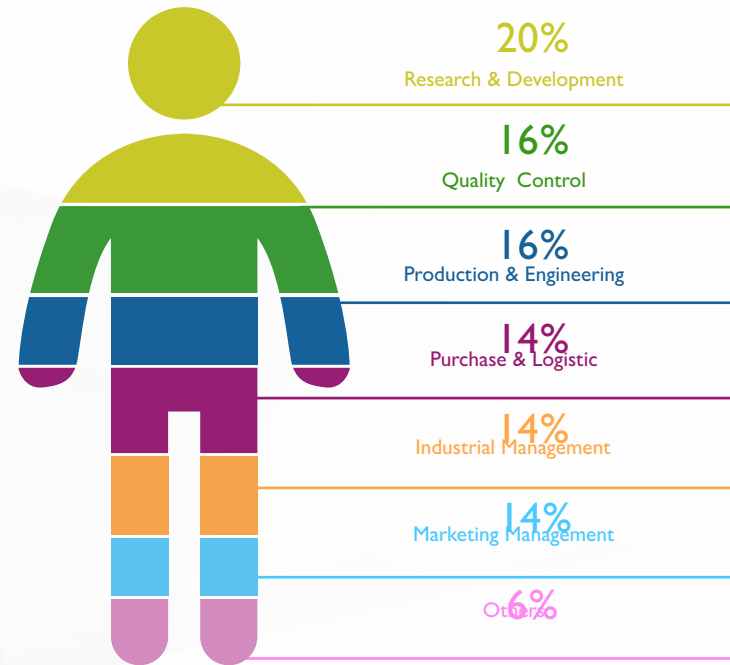


Audience Metrics



Target Audience

They are decision-makers in their companies.



Date e Prices

All prices are in US Dollars.

SPECIAL PLACEMENTS	
First Cover	4,500
Second Cover	4,000
Page 3	4,100

COMBO	
1 insertion	
3 insertions	* 25%
5 insertions	30%
7 insertions	40%
10 insertions	45%
12 insertions	50%

DEADLINES		
Edition	Booking	Materials
January	01/10	01/15
February	02/10	02/15
March	03/10	03/15
April	04/10	04/15
May	05/10	05/15
June	06/10	06/15
July	07/10	07/15
August 2022 Guide	08/10	08/15
September	09/10	09/15
October	10/10	10/15
November	11/10	11/15
December	12/10	12/15

*Percentage of discount to the above packages.



DOUBLE PAGE
4.961PX X 3.307PX



PAGE
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

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All prices are in US Dollars.
Unit Price

Editorial Calendar 2024

	January	February	March Funcionais Nutracêuticos	April	May	June Funcionais Nutracêuticos
Topics covered	New plant-based ingredients - Focus on texture and flavor	Natural sweeteners - The next generation of Sugar Replacements	Fatty acids and the healthy food market	Mastering precision fermentation - Emerging techniques and applications	The new vegetable protein alternatives to soy and pea	Health inspires consumer desire for natural color and flavor
	Food enzymes of bacterial origin - What is their role in food processing?	Healthy fats in processed foods - The role of vegetable oils	Condiments and spices - Flavor with healthy benefits	Acidulants with flavoring function	The Wonderful World of Food gums - Differences, properties and applications	Foods enriched with collagen - Benefits and possibilities
Supplements	Healthy Aging	Corporate Profile	Sports Activity	Food ingredients in the meat industry	Food ingredients in the dairy industry	Vitamins and Minerals
Special events						
Event Coverage				 Anufood Brazil		

Editorial Calendar 2024

	July	August	September Funcionais Nutracêuticos	October	November	December Funcionais Nutracêuticos	
Topics covered	Sweeteners and their differences - A global review	Special Buyers Guide 2024	The cognitive health market	The clean label era - How are consumers changing the food industry?	Challenges and innovations in extending shelf life in the food industry	Probiotics and digestive health - Cultivating intestinal well-being	
	Premixes - Combinations that make the difference		Whey proteins - Differences, applications and benefits	Clean label phosphates - Origin, applications and challenges	Vanilla, Natural vs. Synthetic: a Review	Holistic health applied to food and beverages	
Supplements	Food ingredients in the baking industry		The Stars of the FiSA 2024	Food ingredients in the beverage industry	Food ingredients in the ice cream industry	Functional Fibers	
Special events						F&N Guide 2024	
Event Coverage	  Food Ingredients South America		 Food Ingredients South America	 Food Ingredients South America			
	PRÉ		DURANTE	PÓS			

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.

	Measured
1/2 page	2.480px x 1.654px
1/3 horizontal	2.480px x 1.063px
1/4 page	2.480px x 827px
1/6 page	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.

	Characters
1 page	2.550*
2 pages	5.100
4 pages	10.200
6 pages	15.300

Each image is equal to 500 characters
*Characters with space

Site

Our new website is a reference in the food and beverage ingredients sector, with several pages and tools, such as:

PAY 10 GET 12!

Horizontal Top Banner
2048x330 px
Useful area- 980x330 px

1



3 Horizontal rotating banner - 120x90 px

4 Vertical random banner - 120x120 px

Pop-up - 700x250 px
Opening the website

2



Central banner - Featured Company - 840x220 px

5



Horizontal footer banner - 840x120 px

6

E-mail Marketing

E-mail Marketing A I I is the personalized option for your brand, news and releases to achieve the largest industry industry. Based on your data, we generate your content with quality assurance. Your news is sent to our entire database with A I I as your partner.

- 55,000 contacts supported by modern shooting platform
- Constantly updated receiver data



Newsletter: Mondays

AI I Newsletter is an effective tool to spread your business. Here, we go beyond your brand and bring your news in the form of current and modern content - with the new branded content option.

- 8 editions/month (Tuesdays and Thursdays) - 96 editions/year
- Mailing with more than 55,000 active contacts
- Direct link to the new Online Quote tools and Supplier Guide



1 Vertical side banner- 900x330 px

2 Vertical side banner- 240x140 px

3 Branded Content - 768x394 px

Text of 660 visible characters
3,000 characters maximum

Newsletter: Thursdays



1

Branded Content - 900x225 px
Text of 660 visible characters
3,000 characters maximum

2

Horizontal central banner -
900x330 px

3

Vertical side banner - 240x140 px

Supplier Guide

- Access to the most complete database in the industry, with more than 1,100 thousand registered companies.
- Food ingredient suppliers publicize their company and find buyers quickly and simply!
- Highlight your brand in the search engine that connects you to potential buyers.



ARLA FOODS INGREDIENTS

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Cidade: São Paulo
Estado: São Paulo
CEP: 04208-001

Telefone: (11) 3469-6233
E-mail: juliana.martins@arlafoods.com
Site: <http://www.arlafoodsingredients.com>

MAIS INFORMAÇÕES

Highlight box
840x200 pixels

- Unlimited access to ingredient quotes and preference in company and product searches

How to use the Suppliers Guide

Guia de Fornecedores

Veja a lista de empresas encontradas:

GUIDA ONLINE DE FORNECEDORES

Fabricantes Distribuidores Ambos

PRODUTO:

Empresas

NOME DA EMPRESA

PRODUTO:

- ACESSULFAME-K
- ACETATO DE ZINCO
- ACETATO ISOBUTIRATO DE SACAROSE (SAIB)
- ÁCIDO ACÉTICO E ACETATOS
- ÁCIDO ADÍPICO E ADIPATOS
- ÁCIDO ALGÍNICO E ALGINATOS
- ÁCIDO ASCÓRBICO (VITAMINA C) E ASCORBATOS
- ÁCIDO BENZÓICO E BENZOATOS
- ÁCIDO BÓRICO

1

Choose the type of supply

2

Select the desired ingredient

3

Search for your favorite supplier

Quotation of Ingredients



Quotation of Ingredients

Save time!

- Be part of the most innovative and exclusive Ingredient Market Quotation System. Subscribe to the Online Supplier Guide and have unlimited access to customer quotes from all over Brazil.
- Receive requests from buyers of insums with just one click.
 - + from 1,500 registered suppliers
 - + from 55,000 potential buyers



Step by Step

- Register your company in the Supplier Guide
 - Be a featured subscriber
- Create your login and access password
 - Receive and manage your quotes

Fast, practical and economical!

How to use the Ingredient Quotation

The screenshot shows a web interface for ingredient quotation. At the top left is a red button labeled 'COTAÇÃO DE INGREDIENTES'. Below it is a dark green button labeled 'GUIA DE FORNECEDORES'. The main area has a header with three input fields: 'Ingrediente' (with a dropdown arrow), 'Quantidade' (with a dropdown arrow), and 'Fornecedores.' (with a dropdown arrow). To the right of these fields is a red button labeled 'COTAR'. Below the header is a list of ingredients: ACESSULFAME-K, ACETATO DE ZINCO, ACETATO ISOBUTIRATO DE SACAROSE (SAIB), ÁCIDO ACÉTICO E ACETATOS, ÁCIDO ADÍPICO E ADIPATOS, ÁCIDO ALGÍNICO E ALGINATOS, ÁCIDO ASCÓRBICO (VITAMINA C) E ASCORBATOS, ÁCIDO BENZÓICO E BENZOATOS, ÁCIDO BÓRICO, and ÁCIDO CARMÍNICO, VERMELHO CARMIM E EXTRATO DE COCHONILHA. Three hand-drawn arrows point to the interface: a blue arrow points to the 'GUIA DE FORNECEDORES' button, an orange arrow points to the 'Quantidade' field, and a green arrow points to the 'Fornecedores.' dropdown.

1 Select the desired ingredient

2 Put the amount

3 Choose the type of supplier

Career opportunities | Talent showcase



As the main hub of the food and beverage industry in Latin America, more than 26 years in the market, additives is established not only as a point of contact among players, but also consolidates its socially responsible role connecting students and the largest COMPANIES in the sector.

Uniting the two ends, we receive your vacancy and disclose it to those who are looking for opportunities in the market. While we offer space to profiles of those who want an opportunity in your company.



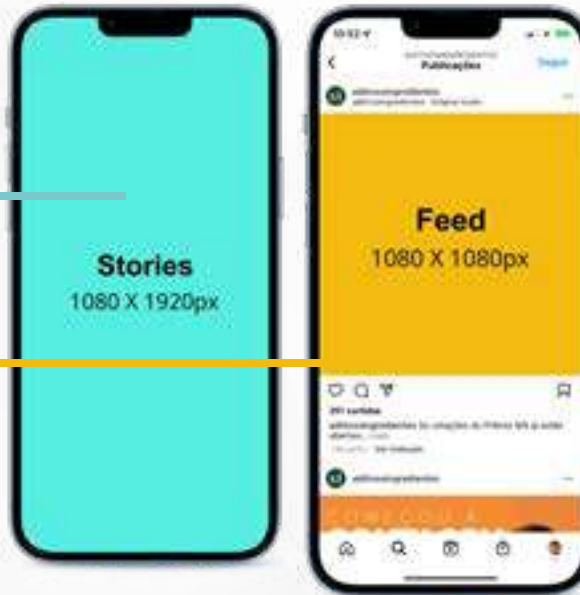
Instagram

All is on instagram with posts that take to its followers the hottest market events.

Ensure that your brand appears in our profile increasing your visibility.

Stories - 1080 x 1920px

Feed - 1080 x 1080px



@aditivosingredientes



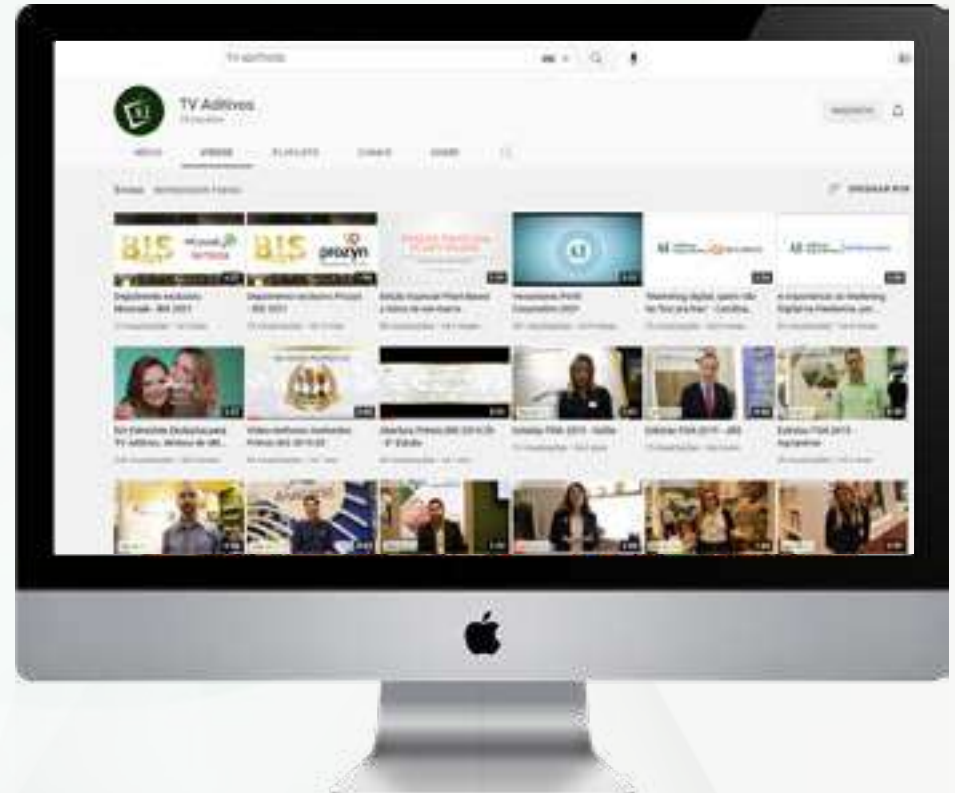
TV Aditivos

New tool that adds to our media mix, TV Aditivos dialogues with the new times.

We offer space to you personality present launches and innovations. Don't get left behind and explore this tool.



Canal TV Aditivos



Prêmio BIS

The Best Ingredients Suppliers (BIS) is the most important food and beverage ingredients industry performance recognition in South America.

CATEGORIES:

SUPPLIERS OF THE YEAR

TOP DISTRIBUTORS

COMPANY OF THE YEAR

EXECUTIVE OF THE YEAR

Win the BIS Award trophy and get its seal stamped next to the company's brand is synonymous of guaranteed quality and performance.

www.premiobis.com.br

BIS 2024

Parceiros:



Rousselot



TATE & LYLE



LIOTÉCNICA



COMAFEX



Prêmio BIS



Secure your media plan with A|I for 2024 under special conditions

Contact us::

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+55 (11) 99834-5079

Visit our social networks:



@aditivosingredientes



TV Aditivos