

AI | **Aditivos
Ingredientes**

**The most
complete and
innovative
platform
no sector of
inputs!**



**THE BIGGEST
MAILING:**

**MORE THAN 1.000
SUPPLIERS**

**MORE THAN 55.000
BUYERS**

**MEDIA
KIT AI
2022**

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 20 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.

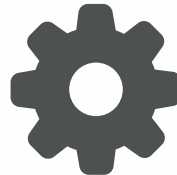


E-MAIL MKT

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

AII DIGITAL MAGAZINE

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



Magazine

Reference publication in the food and beverage ingredients sector for over 20 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

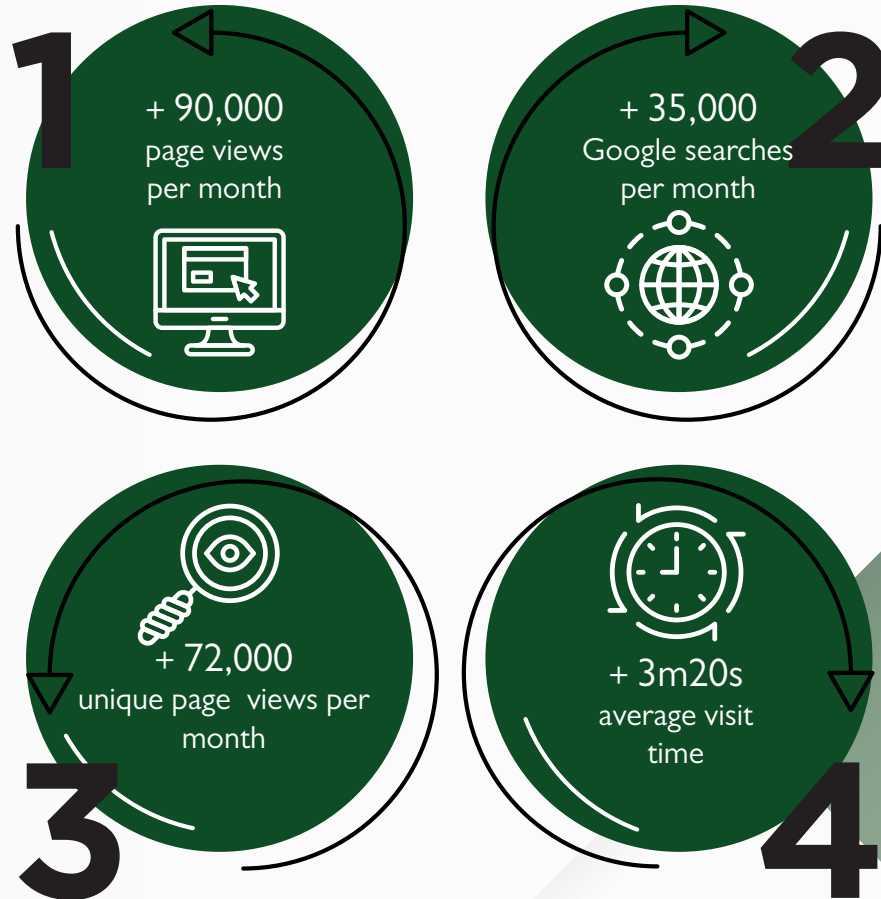
In-depth analysis of the technologies, processing, applications and market share of the various ingredients used in the food and beverage industry.

SPECIAL SUPPLEMENTS

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

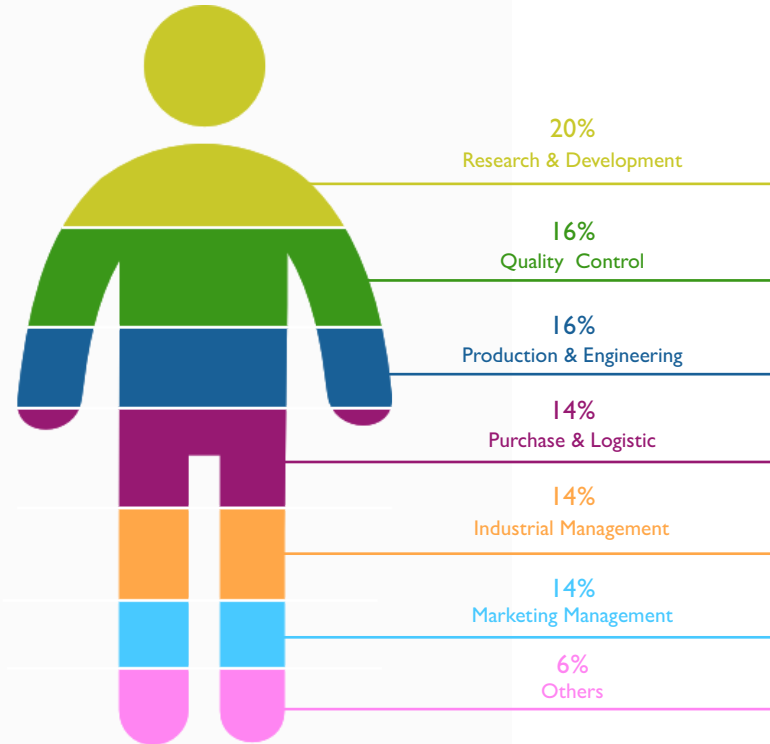
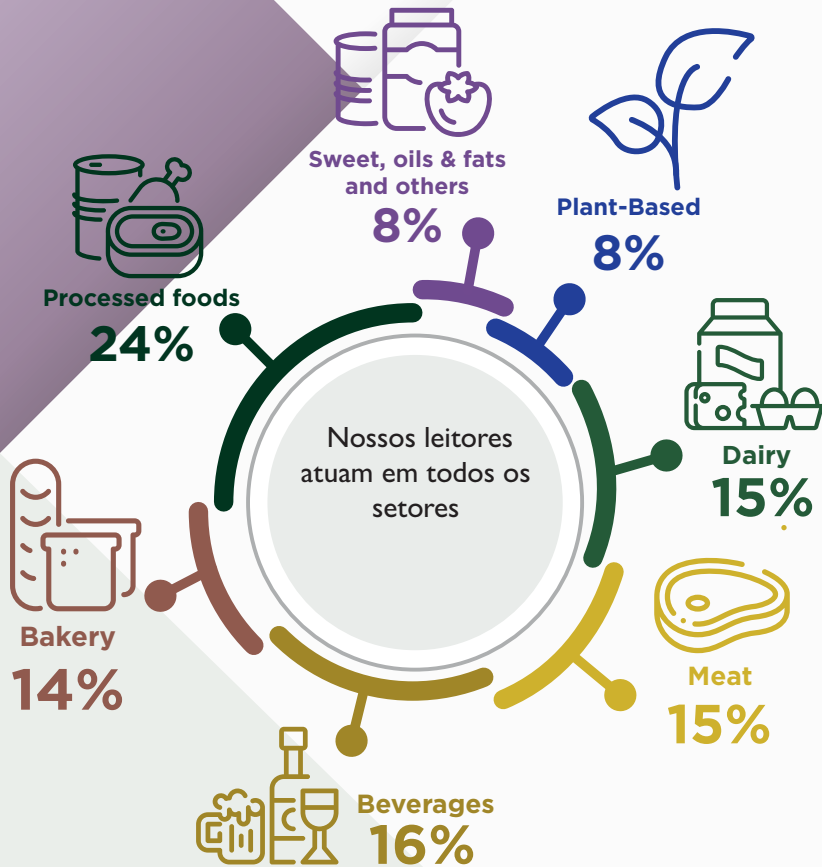


Audience Metrics



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

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

*Percentage of discount to the above packages.

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



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

1 insertion	5.307	1 insertion	3.317	1 insertion	1.877
3 insertions	3.980	3 insertions	2.488	3 insertions	1.408
5 insertions	3.715	5 insertions	2.322	5 insertions	1.314
7 insertions	3.184	7 insertions	1.990	7 insertions	1.126
10 insertions	2.919	10 insertions	1.825	10 insertions	1.033
12 insertions	2.654	12 insertions	1.659	12 insertions	939

1 insertion	1.360
3 insertions	1.020
5 insertions	952
7 insertions	816
10 insertions	748
12 insertions	680

1 insertion	1.197	1 insertion	730
3 insertions	898	3 insertions	548
5 insertions	838	5 insertions	511
7 insertions	718	7 insertions	438
10 insertions	659	10 insertions	402
12 insertions	599	12 insertions	365

Editorial Calendar 2022

	January	February	March Funcionais Nutracêuticos	April	May	June Funcionais Nutracêuticos
Topics covered	Why and How to Reduce Sugar in Food and Drinks	How to regulate acidity in food formulation?	Postbiotics - The new frontier in food applications	Benefits and challenges of formulating with natural dyes	Emerging technologies to improve safety and shelf life in the dairy industry	Whey as a basis for beverage formulation
	Collagen Peptides What is their role in formulating food and drinks?	Challenges and perspectives on the use of phosphates in food industry	Grains, Seeds and Oilseeds - Featured Ingredients on Innovation Platforms	Flavors and other flavoring ingredients	When molds, Are yeasts and bacteria desirable in food?	The supplements food in the balance of the diet
Supplements	Healthy Aging	Corporate Profile	Activity Sports	Sector Meat	Sector of dairy products	Vitamins and Minerals
Special events						
Event Coverage				 Anufood Brazil		

Editorial Calendar 2022

	July	August	September Funcionais Nutracêuticos	October	November	December Funcionais Nutracêuticos
Topics covered	Healthy alternatives in oils and fats	Guide 2022	Functional ingredients of dairy origin	Sweeteners, and sweet flavor enhancers in the food industry	Exploring sensations in the universe of texture	Creatine - A Natural Life Cycle Nutrient
	Clean label standards applied to food products		The Potential of Vitamins D and K2 for the Immune System	Sunflower Lecithin - A Promising Alternative as a Food Emulsifier	Acacia gum in the formulation of foods and beverages with and without sugar	The effectiveness of sports drinks
Supplements	Bakery		FISA 2022 Stars	Drinks	Setor de Sorvetes	Functional Fibers
Special events						F&N Guide 2021
Event Coverage	FIPAN  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.

	Prices	Measured
1/2 page	U\$ 1,877	2.480px x 1.654px
1/3 horizontal	U\$ 1,360	2.480px x 1.063px
1/4 page	U\$ 1,197	2.480px x 827px
1/6 page	U\$ 730	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\$ 1,658	2.550*
2 pages	U\$ 3,317	5.100
4 pages	U\$ 5,307	10.200
6 pages	U\$8,623	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 pixel (px)
Useful area- 980x330px
Monthly: U\$ 1,300
Annual: U\$ 13,000

1

3 Horizontal rotating banner - 120x90 px
Monthly: U\$ 1,000
Annual: U\$ 10,000

4 Vertical random banner - 120x120 px
Monthly: U\$ 700
Annual: U\$ 7,000

Pop-up - 700x250 px
Opening the website
Weekly: U\$ 1,200

2

Central banner - 840x220 px - Featured Company
Monthly: U\$ 1,250 Annual: U\$ 12,500

Horizontal footer banner - 840x120 px
Monthly: U\$ 800 Annual: U\$ 8,000

5

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



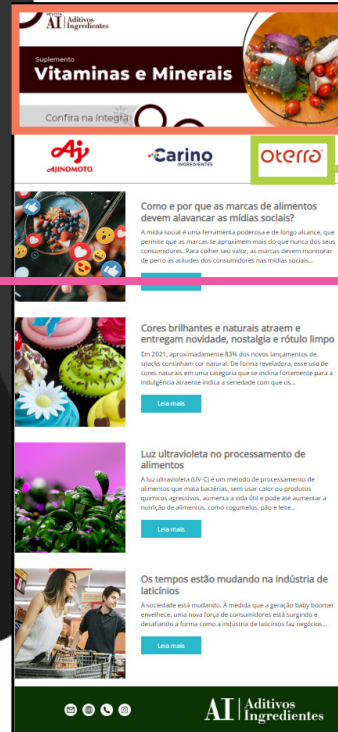
Prices

1 email	2 email	3 email	4 email or more
U\$ 1,800	U\$ 1,700/each	U\$ 1,600/each	U\$ 1,500/each

Newsletter - Mondays

AI 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



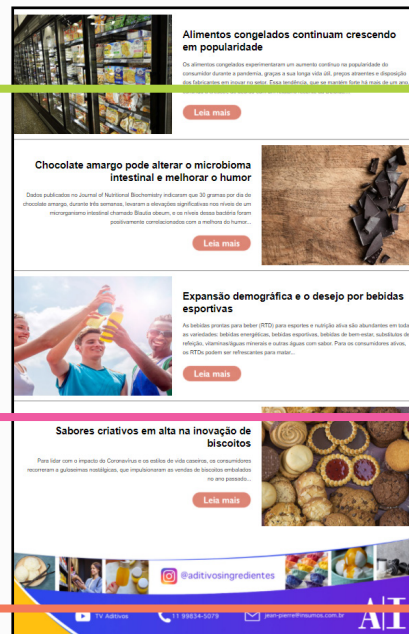
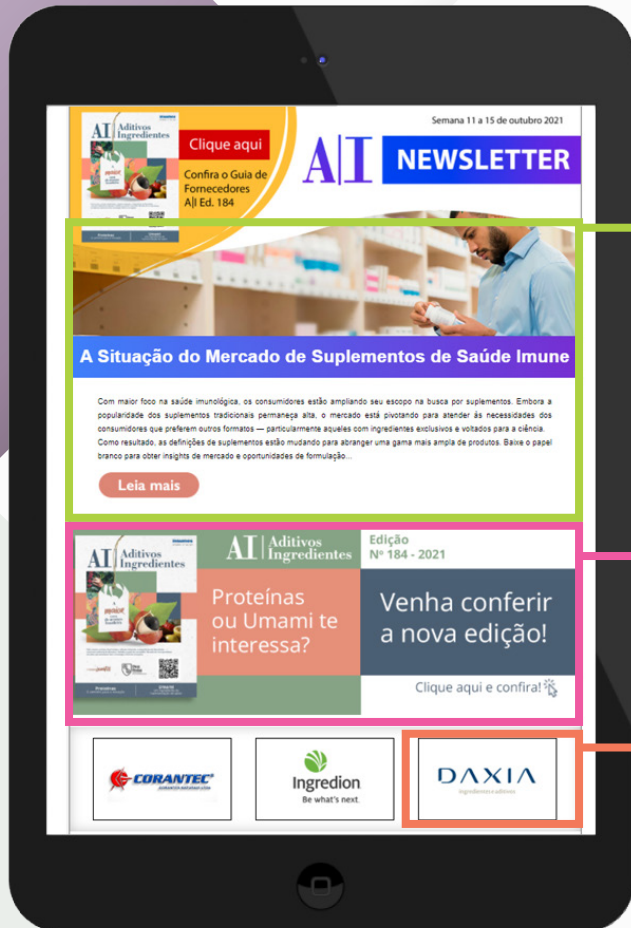
1 Vertical side banner- 900x330px
Price: U\$ 750

2 Vertical side banner- 240x140px
Price: U\$ 500

3 Branded Content - 768x394px
Price: U\$ 1,100
Text of 660 visible characters
3,000 characters maximum

* Prices per edition

Newsletter - Thursdays



1 **Branded Content** - 900x225px
Price: US\$ 1,100

Text of 660 visible characters
3,000 characters maximum

2 **Horizontal central banner** - 900x330px
Price: US\$ 750


3 **Vertical side banner** - 240x140px
Price: US\$ 500

* Valores por edição

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.

SWEEGEN



Nome: SWEEGEN
Endereço: ESPERANZA, 30452
Cidade: Rancho Santa Margarita
Estado: California
CEP: 92688-000

Telefone: +52 55 9169-9425
E-mail: liliana.delvalle@sweegen.com
Site: <http://www.sweegen.com>

MAIS INFORMAÇÕES

Highlight box
840x200 pixels

Monthly: U\$ 900.00
Annual: U\$ 9,000.00 -
PAY 10 GET 12!

- 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:

The screenshot shows the 'Guia de Fornecedores' interface. A blue arrow points to the 'Fabricantes' radio button, labeled '1'. An orange arrow points to the 'PRODUTO:' dropdown menu, labeled '2'. A green arrow points to the 'NOME DA EMPRESA:' search box, labeled '3'. The interface includes a 'GUIA ONLINE DE FORNECEDORES' button, radio buttons for 'Fabricantes', 'Distribuidores', and 'Ambos', a 'PRODUTO:' dropdown, a 'BUSCAR' button, and a search section with 'Empresas', 'NOME DA EMPRESA:', and another 'BUSCAR' button. A list of ingredients is displayed below the dropdown.

PRODUTO: ▼

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

Empresas

NOME DA EMPRESA:

BUSCAR

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!

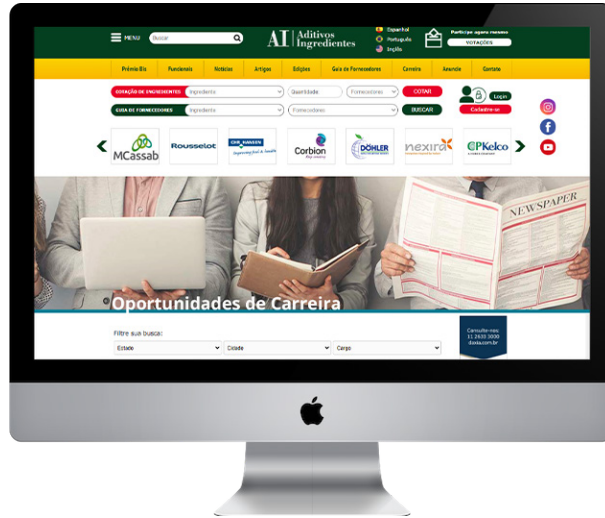


How to use the Ingredient Quotation

The interface shows a top navigation bar with a red button labeled "COTAÇÃO DE INGREDIENTES". Below it is a sidebar with a green button labeled "GUIA DE FORNECEDORES". The main area has a blue header with the label "Ingrediente:". Below this 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. Above the list are input fields for "Ingrediente:", "Quantidade:", and "Fornecedores", followed by a red button labeled "COTAR". Three numbered arrows indicate the steps: 1. A blue arrow points to the "Ingrediente:" input field. 2. An orange arrow points to the "Quantidade:" input field. 3. A green arrow points to the "Fornecedores" dropdown menu.

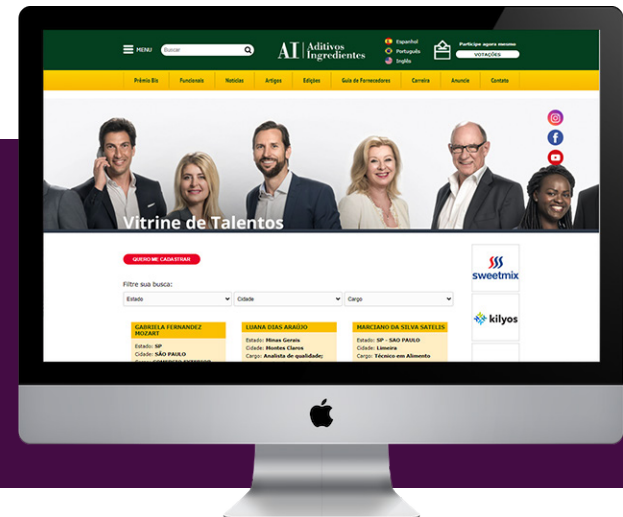
- 1 Select the desired ingredient
- 2 Put the the amount
- 3 Choose the type of supplier

Career opportunities | Talent showcase



As the main hub of the food and beverage industry in Latin America, more than 20 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.



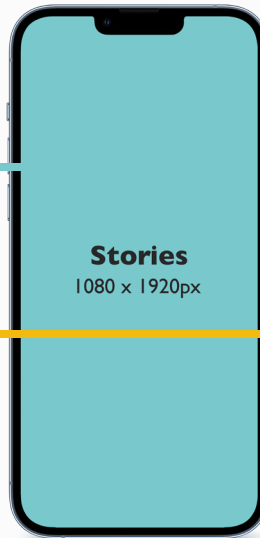
Instagram

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

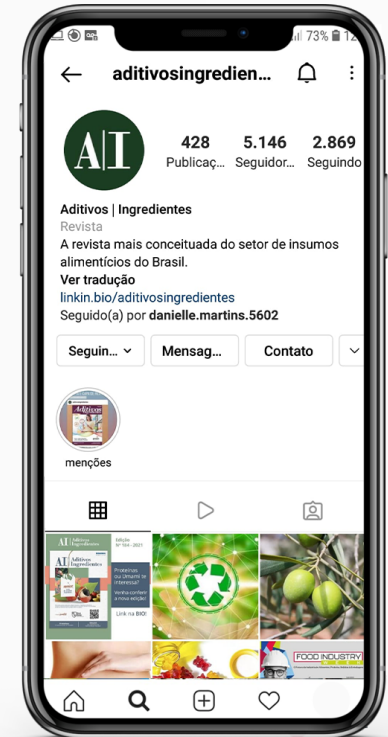
Ensure that your brand appears in our profile increasing your visibility.

Stories - 1080 x 1920px
Price: U\$ 350

Feed - 1080 x 1080px
Price: U\$ 350



@aditivosingredientes



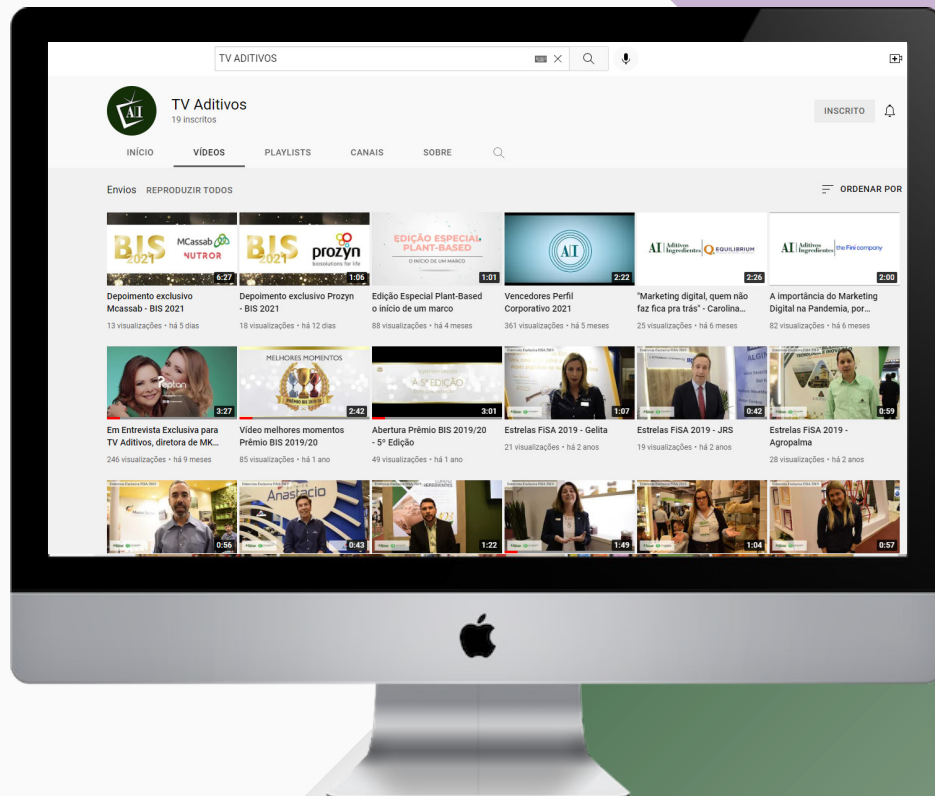
TV Aditivos

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 2021

Parceiros:



Prêmio BIS



Secure your media plan with A|I for 2022 under special conditions

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AI | Aditivos
Ingredientes



EDITORIA
insumos

