

The main communication  
platform and showcase of  
the ingredients market

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

# MEDIA KIT 2023

# 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 ingredients 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

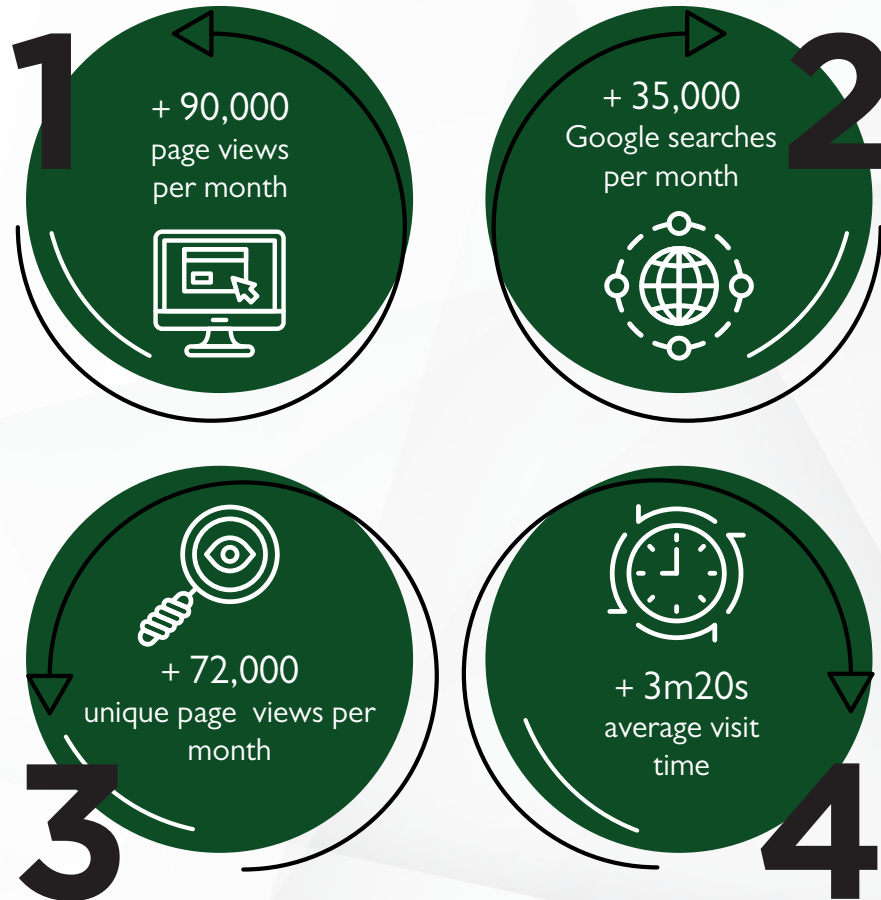
In-depth analysis of the technologies, processing, applications and market share of the various ingredients used in the food and beverage industry.

### SPECIAL SUPPLEMENTS

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

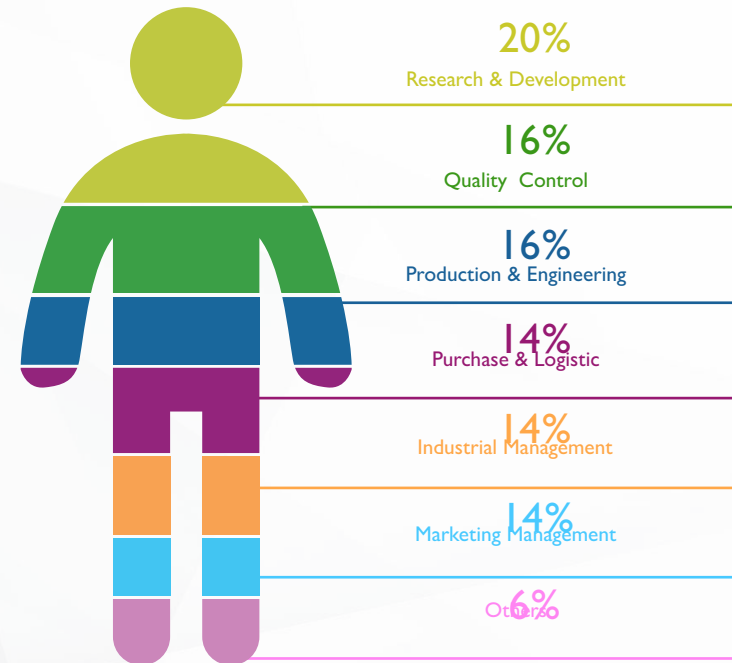


# Audience Metrics



# 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

COMBO	
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
3 insertions	898
5 insertions	838
7 insertions	718
10 insertions	659
12 insertions	599

1 insertion	730
3 insertions	548
5 insertions	511
7 insertions	438
10 insertions	402
12 insertions	365

# Editorial Calendar 2023

	January	February	March Funcionais   Nutracêuticos	April	May	June Funcionais   Nutracêuticos
Topics covered	Anthocyanidins and anthocyanins - Coloring food and drinks in a healthy way	Yeasts as ingredients in the food industry	Gelatin as a functional ingredient	What ingredients are shaping the future of sugar reduction?	New trends in natural emulsifiers for the food industry	Aspects of formulation with dietary fiber ingredients
	What are the desirable functional characteristics in dairy beverages?	Ice cream trends beyond flavor	The universe of vitamins and how to use them in food formulation	Industrial flours - Types, applications and benefits for the final product	Bioactive compounds in food enrichment - Bioavailability and mechanisms of action	The role of nootropics in cognitive function and general well-being
Supplements	Healthy Aging	Corporate Profile	Activity Sports	Meat	Dairy Products	Vitamins and Minerals
Special events						
Event Coverage				 Anufood Brazil		 FISPAL FOOD SERVICE

# Editorial Calendar 2023

	July	August	September Funcionais   Nutracêuticos	October	November	December Funcionais   Nutracêuticos
Topics covered	Trends in the application of hydrocolloids in food systems	Guide 2023	The expansion of probiotics in food and beverage formulation	Native, modified and pregelatinized starches - Understand the differences and their applications	The various possibilities of using cellulose derivatives in food products	Flavoring components in sports drinkst
	Technical challenges in the preparation of sugar-free drinks		Nutritional needs in the elderly	The <i>sous-vide</i> technique applied to meat	Commercial aspects of food preservation and processing	The appeal of clean label sweeteners
Supplements	Bakery		FISA 2023 Stars	Drinks	Ice Cream	Functional Fibers
Special events						F&N Guide 2023
Event Coverage	<b>FIPAN</b>  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:

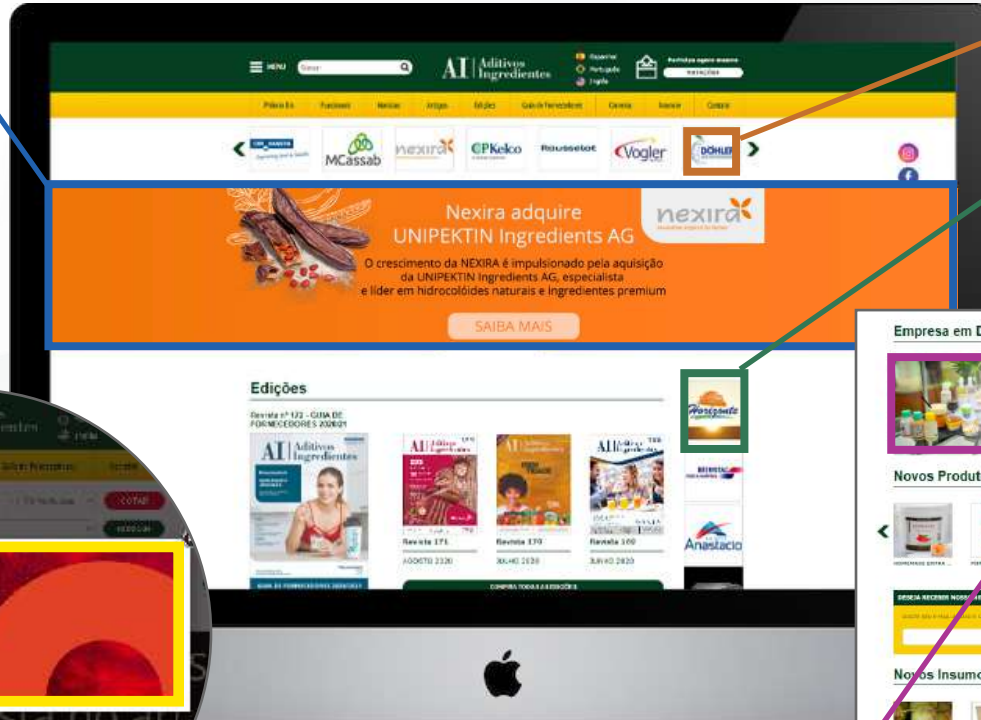
**PAY 10 GET 12!**

**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



2

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

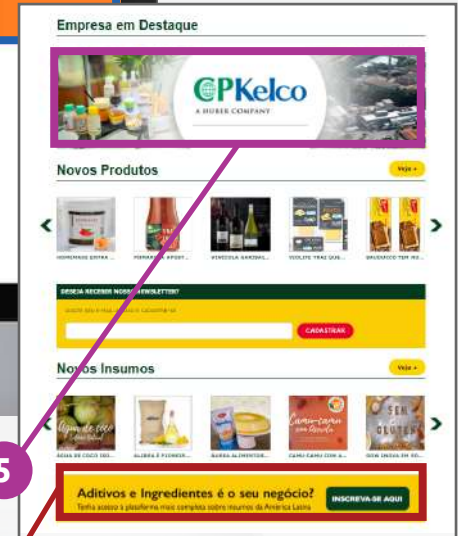


**Central banner - 840x220 px - Featured Company**  
Monthly: U\$ 1,250      Annual: U\$ 12,500

**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**



Valores

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 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



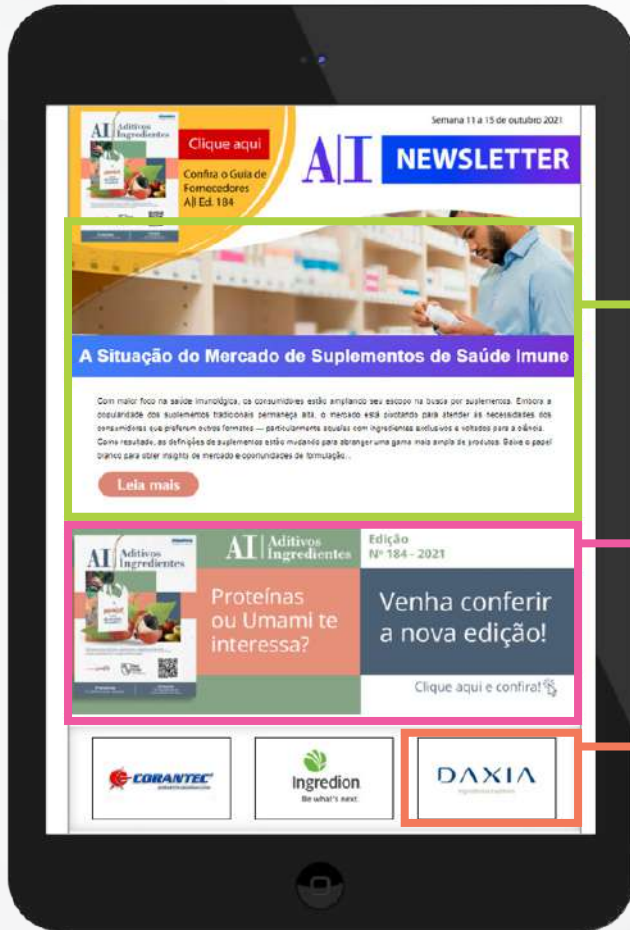
1 Vertical side banner- 900x330px  
Price: US\$ 750

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

3 Branded Content - 768x394px  
Price: US\$ 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  
\* Prices per edition

# 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](mailto: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 labeled '1' points to the 'GUIA ONLINE DE FORNECEDORES' button. An orange arrow labeled '2' points to the 'PRODUTO:' dropdown menu. A green arrow labeled '3' points to the 'NOME DA EMPRESA:' search field. The interface includes radio buttons for 'Fabricantes', 'Distribuidores', and 'Ambos'. Below the 'PRODUTO:' dropdown is a list of ingredients. To the right, there is a search bar for 'NOME DA EMPRESA:' with a 'BUSCAR' button.

**GUIA ONLINE DE FORNECEDORES**

☐ Fabricantes ☐ Distribuidores ☐ Ambos

PRODUTO: ▼ **BUSCAR**

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 screenshot shows a web interface for ingredient quotation. At the top, there is a red button labeled 'COTAÇÃO DE INGREDIENTES'. Below it, on the left, is a dark green button labeled 'GUIA DE FORNECEDORES'. The main area has a blue header bar with the text 'Ingrediente:'. Below this header, a list of ingredients is displayed: 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. To the right of the ingredient list, there are two input fields: 'Quantidade:' and 'Fornecedores'. A red button labeled 'COTAR' is located to the right of the 'Fornecedores' field. Three numbered arrows point to the interface: a blue arrow labeled '1' points to the 'GUIA DE FORNECEDORES' button; an orange arrow labeled '2' points to the 'Quantidade:' input field; and a green arrow labeled '3' points to the 'Fornecedores' dropdown menu.

1 Select the desired ingredient

2 Put the amount

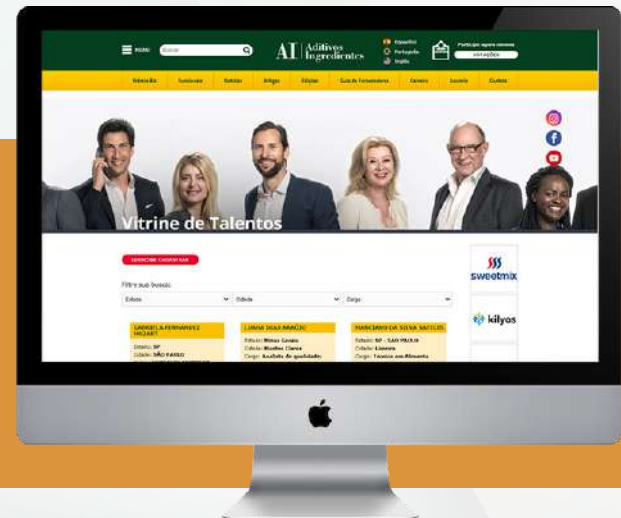
3 Choose the type of supplier

# Career opportunities | Talent showcase



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



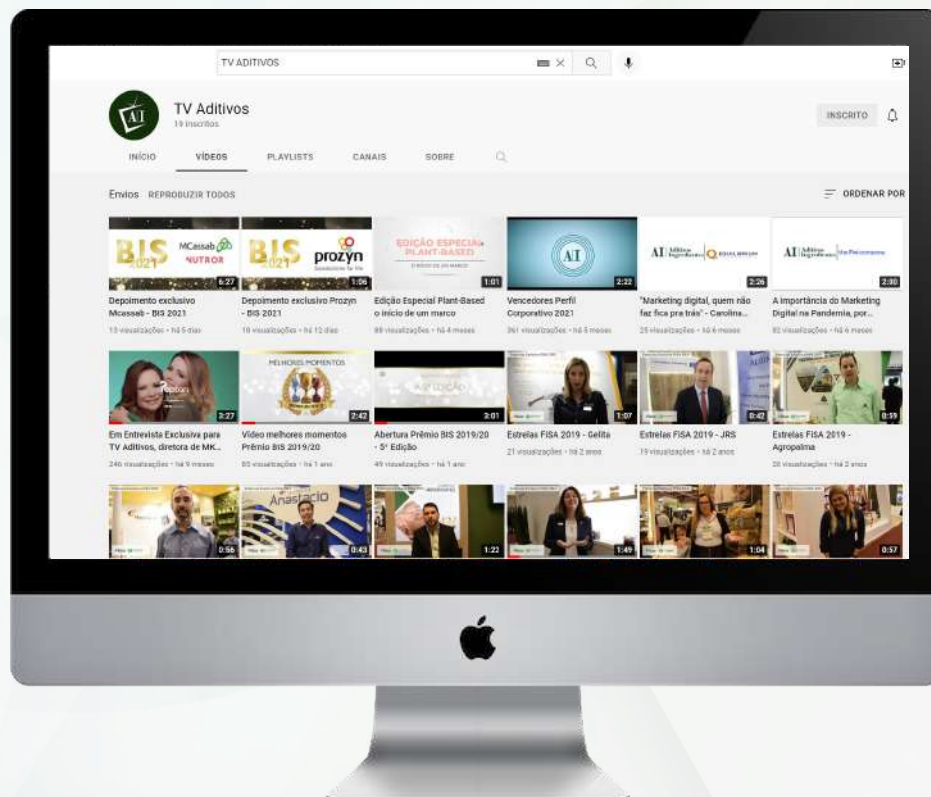
# TV Aditivos

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](http://www.premiobis.com.br)

# BIS 2022

## Parceiros:



# Prêmio BIS



# Secure your media plan with A|I for 2023 under special conditions

Contact us::

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+55 (11) 99834-5079

Visit our social networks:



@aditivosingredientes



TV Aditivos