



# Food ingredients Global

## Digital Media Kit



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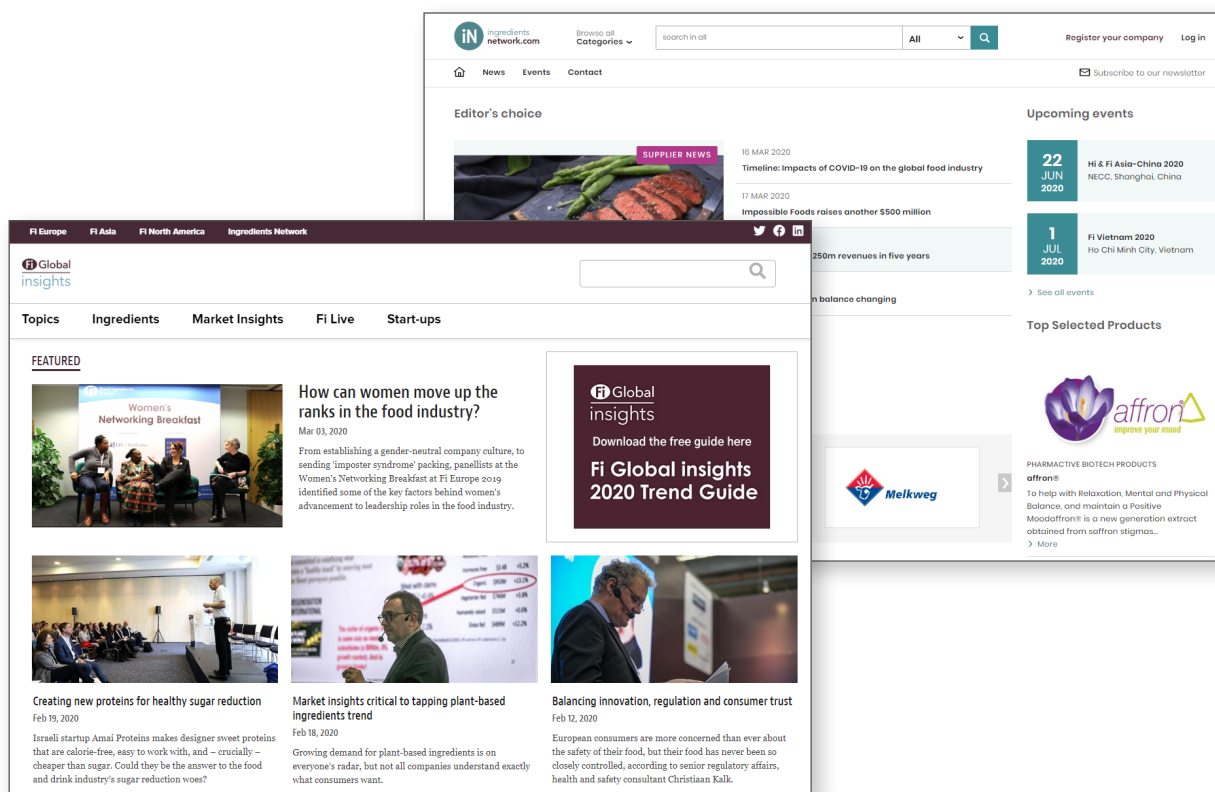
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# The world's leading platform for food ingredients professionals

Food ingredients Global is the world's leading network bringing together professionals in the global food and beverage industry through live events and digital platforms including:

- **Fi Global Insights** – our brand-new content platform where we bring the latest trends and developments in the food industry - helping our customers stay on top of the latest changes in the market
- **Ingredients Network** – our online platform for sourcing products and services in the food, health and natural ingredients industry

Our content platforms provide unparalleled insight into the food industry. They also offer a unique opportunity to help brands reach the people that matter in the food and beverage industry, all year round, through high-quality and engaging digital solutions.



# High-quality database

Are you looking for global reach within the F&B industry, to build – and strengthen – your connections and grow your business?

Fi Global is the perfect partner. Our extensive, worldwide network of food and beverage professionals gives us the unique opportunity to offer a wide range of digital solutions that help position your company as a thought leader, showcase your products and generate valuable leads.

All solutions are fully GDPR compliant, offering you a highly targeted communications channel that you can rely on.

## TRUSTED BY THE INDUSTRY

Our digital solutions are trusted by brands such as:



## TOP 5 COMPANY PRIMARY BUSINESS ACTIVITY\*



**21%**

Distributor



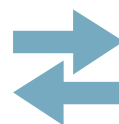
**18%**

Manufacturer:  
Finished Food  
products



**18%**

Manufacturer:  
Ingredients &  
Additives



**21%**

Import / Export



**18%**

Manufacturer:  
Food / beverage  
finished products

## TOP 5 PRODUCT CATEGORY INTEREST\*



**#1**

Proteins



**#2**

Fruit & Vegetables  
Products



**#3**

Stabilizers &  
Thickeners, Binders  
& Texturizers



**#4**

Flavours & Spices



**#5**

Cocoa &  
Chocolate

\* Based on 2019 numbers

# Digital marketing solutions

Leveraging our industry connections and content expertise we build trust and loyalty in the brands that work with us. We deliver results through:



## **BRAND AWARENESS CAMPAIGNS**

Build brand and product awareness to increase traffic, nurture potential customers, improve lead quality, drive additional sales and upsell your products and services.



## **LEAD GENERATION CAMPAIGNS**

Target your desired customers through high-quality, engaging content and generate qualified, GDPR compliant sales leads from sponsoring webinars, in-depth trend reports and more.



## **THOUGHT LEADERSHIP CAMPAIGNS**

We can help produce and distribute content to position your company as a thought leader in the global food industry. Our expert team is here to develop custom content for you.



## **EVENT PROMOTION**

Make the most of your investment in live events by driving brand-awareness and traffic through digital channels.





# Online display ads

Display advertising builds brand and product awareness. Positioned alongside articles on Fi Global Insights and Ingredients Network.

**Fi** Global  
insights

**iN** ingredients  
network.com



## TOP LEADERBOARD BANNER (728 X 90)

Highly visible units at the top of the page.

€ 500  
/week

€ 1,500  
/week



## BOTTOM LEADERBOARD BANNER (728 X 90)

Leaderboard banner unit at the bottom of the page.

N/A

€ 750  
/week



## MPU BANNER (300×250)

Rectangular unit positioned in the side bar.

€ 500  
/week

€ 750  
/week



## FLOOR AD (1200X90)

Fixed, adhesion ad unit that sits at the bottom of the page, remaining in the user's view as they scroll.

€ 750  
/week

N/A



## HOMEPAGE TAKEOVER

Multiple ad units displayed on the homepage for a week

€ 1,000  
/week

€ 2,000  
/week

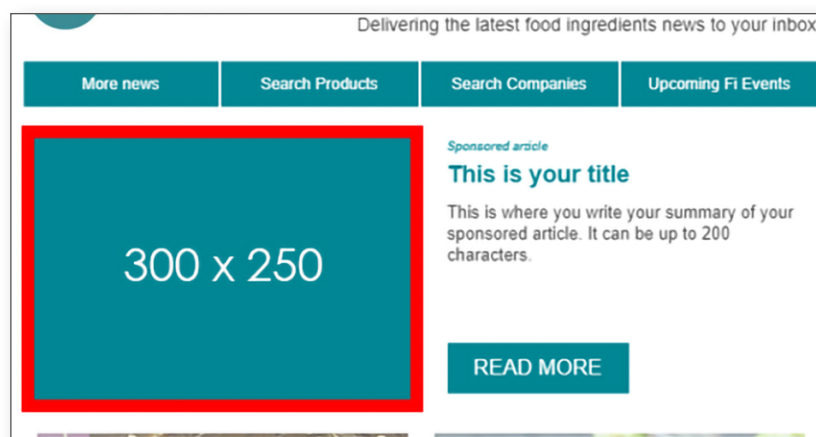


# Email newsletter advertising

## SPONSORED ARTICLE

Sponsored article by the client in the weekly Ingredients Network newsletter, with over 90,000 subscribers. The article is posted online and published in the newsletter and linked to a landing page of your choice.

**€ 1,950**  
/ article



## DISPLAY AD

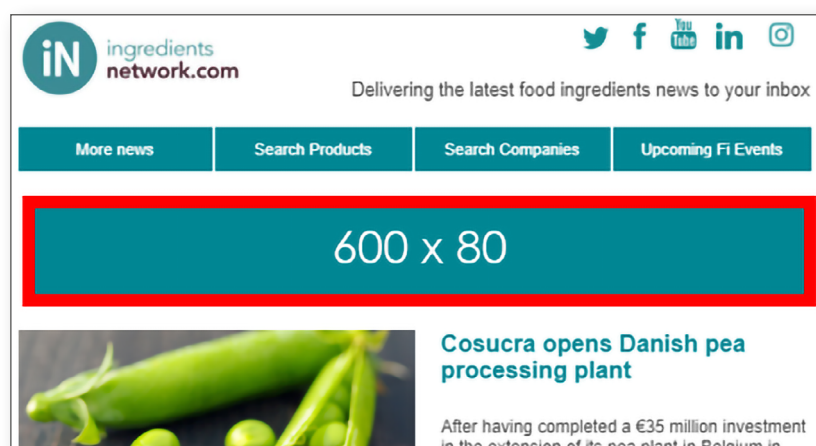
Display ad in the weekly Ingredients Network newsletter, with over 90,000 subscribers. The banner is featured at the top or at the bottom of the newsletter and linked to a landing page of your choice.

Top of newsletter

Bottom of newsletter

**€ 1,000**

**€ 500**



Reach **90,000+**  
**Food Industry**  
**professionals**  
weekly



**17% average**  
**open rate\***



On average the  
**most clicked**  
**articles** in the  
newsletter\*



**10% average**  
**click-through**  
**rate\***

\* Based on 2019 numbers



# Premium Supplier Profile

Generate leads and increase brand awareness year-round through Ingredients Network with the Premium Profile.

A Premium Profile brings an average of 66% more leads\* and generates on average 24x more profile traffic\*.

## YOUR COMPANY WILL ALSO BENEFIT FROM:



### Top of relevant search results

Your products will be listed at the top of every relevant search result on Ingredients Network



### Featured Companies – Ingredients network

Your company will be highlighted as a Featured Company on the homepage of Ingredients Network



### Featured Companies – exhibitor list

Your company will feature at the top of the exhibitor list for the events you are exhibiting at and your logo will rotate above the list



### Featured content

All the content you post on your profile, such as news and articles, will be featured on the homepage of Ingredients Network



### Top selected product

Your products will be featured and rotating among the Top Selected Product on the homepage of Ingredients Network



AVERAGE  
**30,000**  
UNIQUE VISITORS  
EVERY MONTH\*\*

AVERAGE  
**90,000**  
PAGEVIEWS  
EVERY MONTH\*\*

## Non-exhibitor

€ 3,000

## Exhibitor

€ 1,850

\* Compared to a Complete profile  
\*\* Based on 2019 numbers



# Editorial Webinar (Co-branded)

Your best leads are individuals who are actively looking for solutions and education – the key principle that makes webinars so successful. Our highly informative, expert webinars on our brand-new platform Fi Global Insights will cover the food industry's most relevant topics.

Editorial webinars feature topics and expert speakers selected by the Fi Content Producers, who also organize and moderate the webinars.



## STANDARD PACKAGE INCLUDES:

- ✓ A dedicated page on Fi Global Insights for the webinar, including your company logo
- ✓ Your brand will be part of our marketing campaigns, including a minimum of 2 emails to the Fi Europe database
- ✓ Your brand is featured in one edition of the weekly Ingredients Network newsletter – with 100,000 subscribers
- ✓ Your brand is visible on the gated landing page of the webinar
- ✓ Your logo, together with the Fi Global Insights logo, is displayed throughout the webinar

## PREMIUM PACKAGE ALSO INCLUDES:

- ✓ Contact details of all participants accessing the live webinar
- ✓ Contact details of all participants accessing the gated webinar on Fi Global Insights for 1 year

## 2020 TOPICS

- IMPACT OF THE COVID-19 OUTBREAK ON FOOD SAFETY
- IMPACT OF THE COVID-19 OUTBREAK ON THE DEMAND FOR HEALTH INGREDIENTS
- IMPACT OF THE COVID-19 OUTBREAK ON FOOD FRAUD
- PLANT-DERIVED INGREDIENTS
- TASTE AND TEXTURE
- CLEAN LABEL

### Standard Package

€ 5,000

### Premium Package

€ 7,500



# Custom Webinar

Educate the Food ingredients audience around a specific topic of your choosing and generate leads through the marketing campaign.

The Webinar is a fully managed solution with moderator, marketing campaign and full production. We offer custom and editorially-driven content webinar programs to meet your specific objectives.

## PACKAGE INCLUDES:

- ✓ 45-60 min interactive webinar session, including polls, surveys and live Q&A
- ✓ Hosting with an introduction to the webinar on our site for 12 months. A link to the webinar will be made available for your own marketing channels.
- ✓ Dedicated program manager handles all coordination, logistics, speaker training and production
- ✓ Flexible approach to content development: develop your own program or work with our team of topic experts.
- ✓ Dedicated marketing campaign to drive targeted audience through email invites, newsletters, and social media
- ✓ Detailed analytics included in post-event lead reporting.



PRODUCTION TIME  
**8 WEEKS**

**€ 12,000**

\* Based on 2019 results





# Custom Trend Report

Fi Global Insights reports align your brand with a hot topic to position yourself as an industry expert. These are powerful industry resources and are a primary source of lead generation across our network.

Data insights pulled from the Mintel GNPD helps you develop the insights you need and build your credibility in the market.



## PACKAGE INCLUDES:

- ✓ Front cover co-branded with your logo and Fi Global Insights to maximize industry authority
- ✓ Sponsored introduction, with Fi-led market research content, supporting the topic
- ✓ Dedicated program management, writer, and editor aligned with topic.
- ✓ Insights section option: add in your perspective
- ✓ Content is organized and designed with our team to ensure a high quality end product.
- ✓ Dedicated email campaign to promote the report.
- ✓ Highly qualified and engaged leads who download the report; delivered post marketing campaign.
- ✓ The report will be hosted on our website for 12 months.



PRODUCTION TIME  
**8-12 WEEKS**

**€ 8,000**





# Ad or Interview in editorial report or eMag (Co-branded)

Expert report or eMagazine written by Fi Content Editors focused on promoting thought leadership and insights on a specific topic.

## GENERAL SPONSORSHIP BENEFITS:

- ✓ Front cover co-branded with your logo and Fi Global Insights to maximize industry authority
- ✓ Promoted in email campaign to highly engaged Fi Europe database
- ✓ Hosted with an introduction and your company logo on Fi Global Insights for 12 months.
- ✓ Featured on the highly engaged Fi Global LinkedIn group (21,000 members)



## 2020 TOPICS

- DISRUPTIVE INNOVATION
- SUSTAINABLE FOOD SYSTEMS
- TRENDS 2021
- HEALTH AND WELL-BEING
- PLANT-DERIVED INGREDIENTS
- TASTE AND TEXTURE
- CLEAN LABEL

## SPONSORSHIP PACKAGE A:

- ✓ Place a creative advert (A5 Horizontal) in the sponsor section and link it to your own website.

## SPONSORSHIP PACKAGE B:

- ✓ Provide your perspective in an interview, written by one of our Fi Editors, including branding, and link it to your website.

### Package A

€ 2,500

### Package B

€ 3,500



# Custom Content Production

Promote your industry expertise, product announcements, or subject matter perspective within our trusted editorial environment.

Our Fi Editors can help you produce various content assets on a topic of your choice:

- Custom articles, interviews or whitepapers
- Custom Short Video (max. 3 minutes)

## BENEFITS INCLUDE:

- ✓ 'Sponsored Content' sits amongst our editorial content on Fi Global Insights via Native Ad units to align with our brand voice.
- ✓ Promoted across our site to engaged visitors for maximum visibility.
- ✓ 1 email newsletter promotion to 100,000 subscribers, and promoted on Fi Global LinkedIn group of 21,000 members.
- ✓ Written by a Fi Global Editor



Reach **100,000+**  
**Food Industry**  
**professionals** weekly



**17% average**  
**open rate\***



On average the **most**  
**clicked articles** in the  
newsletter\*



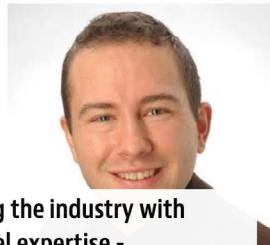
PRODUCTION TIME  
**4 WEEKS**

Custom article

**€ 2,400**

All other items  
starting from

**€ 2,500\*\***



**Supplying the industry with clean label expertise - Constantin Drapatz [INTERVIEW]**

Ingredion not only delivers clean label starches and flours for a broad range of applications; it also provides formulators with market insights and advice.

Katja Kriox | Feb 20, 2020

f in t o

Constantin Drapatz, Senior Marketing Manager, Clean and Simple Food Ingredients, EMEA, explains how delivering a value-added service has been a critical factor in maintaining a competitive edge.

**Talk me through your career as it relates to clean label ingredients – what attracted you to this market?**

"I've always been passionate about food and nutrition and having acquired a BSc in Nutrition from the University of Applied Sciences (Germany), sought to embark on a career in the food industry."

"I joined Ingredion in 2010 as an application specialist in dairy. There was a natural fit with Ingredion as the company shared similar values and a passion for delivering the best eating experiences. Having recently relocated from South Africa to Germany, I now lead Ingredion's Clean & Simple food ingredients portfolio across Europe."

"It was during my time in South Africa - working on new product and reformulation projects across oil applications and segments - that I established a desire to concentrate on the clean and simple portfolio. I now work with a dedicated clean label team to translate emerging consumer trends and manufacturer needs into actual ingredient solutions that are preferred by the consumer."

"I am delighted to be speaking at this year's FI conference to share the wealth of knowledge and expertise Ingredion has built over the last 25 years in the sector, and meet with industry peers and customers to drive the trend forward."

\* Based on 2019 numbers  
\*\*Can be tailored to customer content requirements.



# Custom Interactive Infographic

Bring your insights and research to life with visual infographics that tell your story in an engaging way.

Infographics are useful tool to communicate complex science and trend data in an easy-to-digest, visually appealing and memorable summary for your customers.

Click the image for an example 

## BENEFITS INCLUDE:

- ✓ Content planning/development alongside our subject matter experts.
- ✓ Creative development resulting in an image-based content asset.
- ✓ The final infographic is hosted on Fi Global Insights as Sponsored Content.
- ✓ Promoted in 1 newsletter to 100,000 subscribers and our social media channels
- ✓ Dedicated program management to support execution, manage content and creative development milestones, and provide reporting insights and analytics once launched.



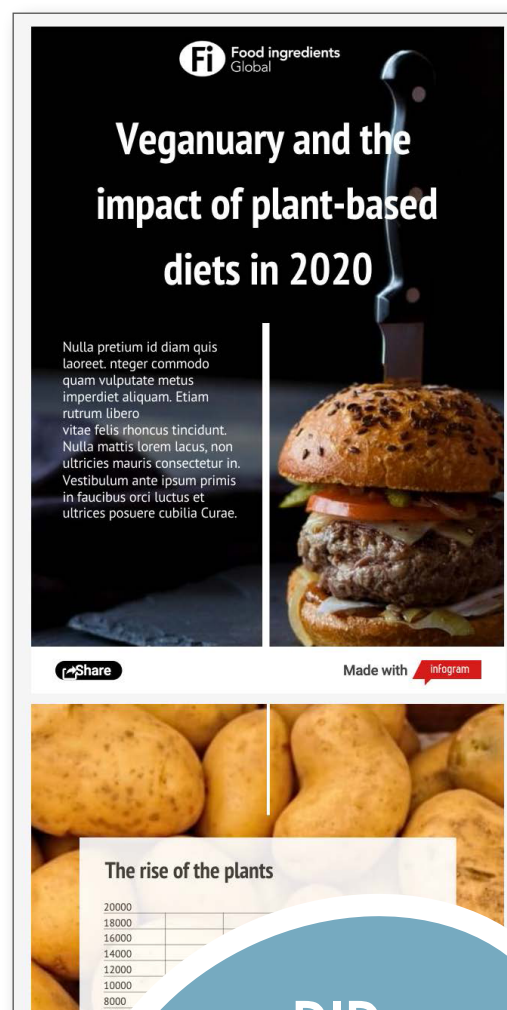
**10% average  
click-through rate\***



**17% average  
open rate\***



**PRODUCTION TIME  
4 WEEKS**



**DID  
YOU KNOW?**

**HUMANS PROCESS IMAGES  
60,000 TIMES FASTER  
THAN TEXT**

Starting from

**€ 2,500\*\***

\* Based on 2019 numbers

\*\*Can be tailored to customer content requirements.



# Custom Content Promotion

Client dedicated landing page on Fi Global Insights featuring your articles, white papers, videos or infographics.

## BENEFITS INCLUDE:

- ✓ Custom-made for lead-gen or brand awareness.
- ✓ Includes links to website of your choice.
- ✓ Includes marketing campaign to 2,500 contacts.

**Cargill Expertise Center**  
Exploring solutions in sustainable food production and clean label

**Label-friendly dairy is more than just ingredients**  
Flavor and texture are king, and consumers also desire low calories, label-friendly products. Explore the rights emerging trends, evolving needs and new applications for dairy products - and exceed customer expectations. More at [Cargill.com/masterfoods](https://cargill.com/masterfoods)

**CLEAN LABEL TREND SPOTLIGHT**  
**Got Alt? Emergence of the alt-dairy era**  
Dairy milk has long provided nutrition and indulgences that consumers love. But emerging interest in plant-based and environmental reasons, is driving innovation the category that satisfy even the most ardent dairy consumers. Learn more about consumer preferences and meeting demand.

**FORMULATORS CORNER**  
**Plant-based yogurts - a worthy disrupter**  
The booming plant-based market segment is valued at \$3.7 billion. Interest in these alternatives is broad - up to half of shopper's report consuming both dairy and dairy alternative products, while 12% are true dairy avoiders. Quality formulations are ready to meet discerning consumer demands.

**RESEARCH & SPECIAL REPORTS**  
**Dairy texturizing: Label-friendly solutions**  
For dairy and dairy alternatives, problems such as viscosity, body, stability and texture can pose challenges when creating products that meet consumers' label expectations. This white paper offers detailed formulation texturizing solutions, while enhancing products' label-friendliness.

**VIEW NOW** **DOWNLOAD** **DOWNLOAD**

Connect on

**View Profile** **View Profile** **Tweets by @Cargill**

**View More on Instagram**  
828 likes  
cargill  
When times get tough, they rush in. THANK YOU to the health-care workers and first responders around the globe for your heroic efforts. Let's continue to show gratitude, lift each other

**Cargill**

€ 7,000



**Food ingredients**  
Global

## Want to learn more?

Get in contact with us and we will be happy to explain more and help you choose the right products for your company.

### CONTACT US

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