

Food News LATAM COM

MEDIA KIT 2016

www.foodnewslatam.com



WHO WE ARE

FoodNewsLatam.com is the pioneer online publication that provides a daily news source in Spanish & Portuguese languages to Latin American top executives in the food & beverage industry. Our editorial coverage mainly focuses on the latest product developments and technological advances for Food & Beverage ingredients, Bakery, Confectionery, Dairy, Meat products and Biotechnology, and highlights the Food Safety Standards, Quality Assurance issues and the legal framework in the region.

PRODUCTS AND SERVICES

Banner display on high traffic website pages including Geo-targeting | Product Presentations & Company Profile | Newsletter banner, TextAd | Exclusive Direct Email in HTML.

All our campaigns include complete performance statistics reports showing Quantity of impressions per month, Total Clicks, Unique Clicks, CTR, Open Rate, etc.)

READERSHIP

Latin American Food & Beverage Manufacturers, Formulators, Processors, Health and Food Safety professionals who are also consumers, in need to be informed of the latest changes that are shaping the Latin American Food & Beverage industry.

WHY CHOOSE US?

FoodNewsLatam.com allows you to promote your company corporate image, stand out from your competitors operating in the thriving Latin American region and educate our professional readers on your innovative products, thus helping them with their buying decision process.



Exclusive targeted digital advertising campaigns for Food & Beverage professionals in South America and the Caribbean

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WHO WE ARE

FoodNewsLatam.com is a digital publication created and run by Latam News Media LLC team.

Latam News Media LLC is a company that runs several online publications, provides various services such as industry trade show coverage, exclusive interviews, website design, SEO expertise, media planning and digital advertising consultancy.

Our administrative head office is in Florida United States.

Food News
LATAM.COM

We are the ideal news source for global Food & Beverage Manufacturers operating in the Latin America region, Formulators, Processors, Health and Food Safety professionals.

With commercial office in Argentina and representation in Brazil.

We are digital experts and innovators

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READERSHIP

Ingredients & additives, Supplements, dietary 18%

Importers, distributors, supermarkets, retailers 3 %

Quality Assurance & Food Safety 8%

Packaging machinery, Processing equipment 5%

Bakery, cereals, grains, flours 7%

Meat & fish processing 6 %

Fruit & vegetable 6 %

Dietetic, health foods 6 %

Soft drinks, beer, wine, spirits 6%

Biotechnology 7 %

Agriculture & Commodities 6%

Confectionery 5 %

Government, associations 3%

Dairy foods 9%

Marketing, PR, consultants 3 %

University 2%



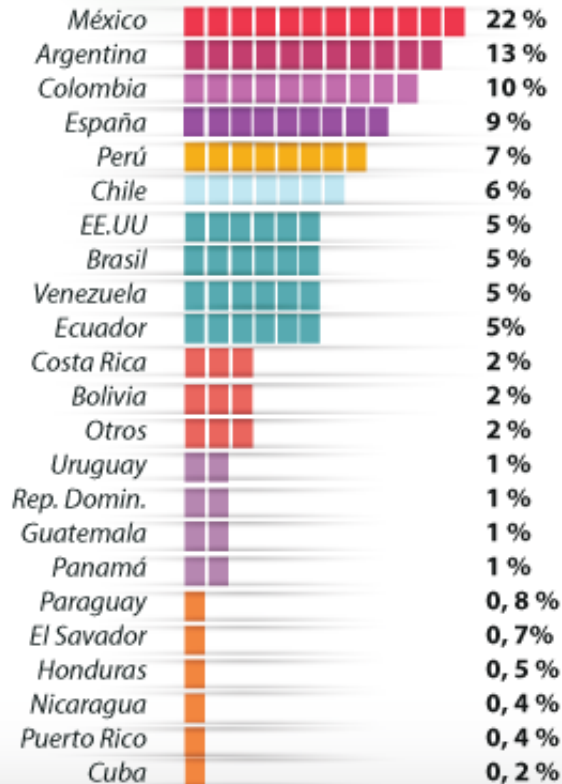
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READERSHIP

GEOGRAPHIC BREAKDOWN



SAMPLE OF LEADING FOOD AND BEVERAGE COMPANIES THAT READ US



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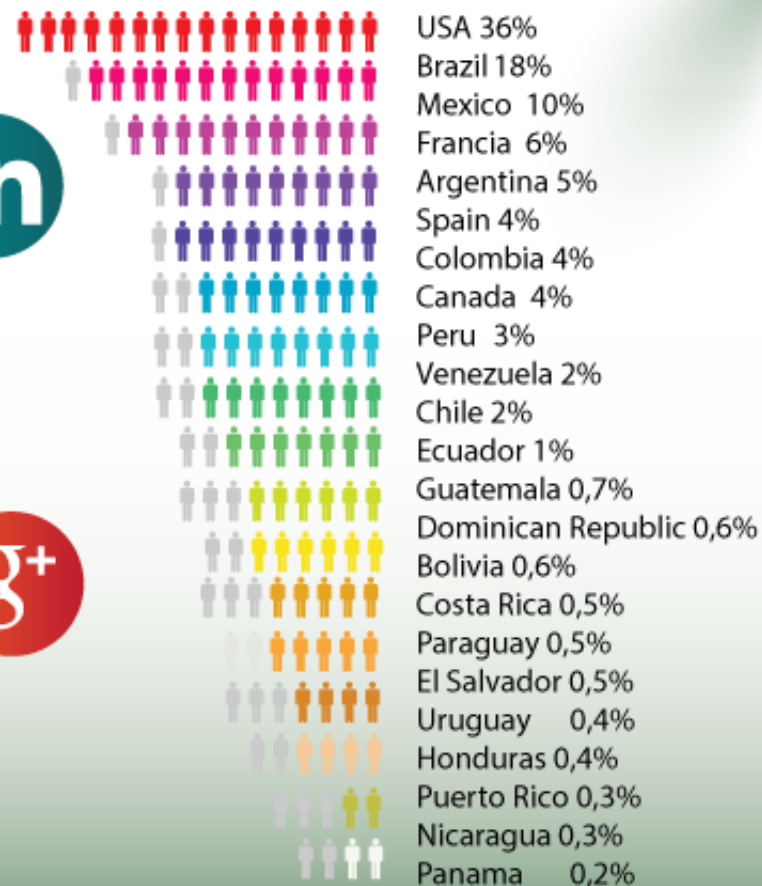
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READERSHIP

Social Media Statistics


6.011 Likes


1857 Followers



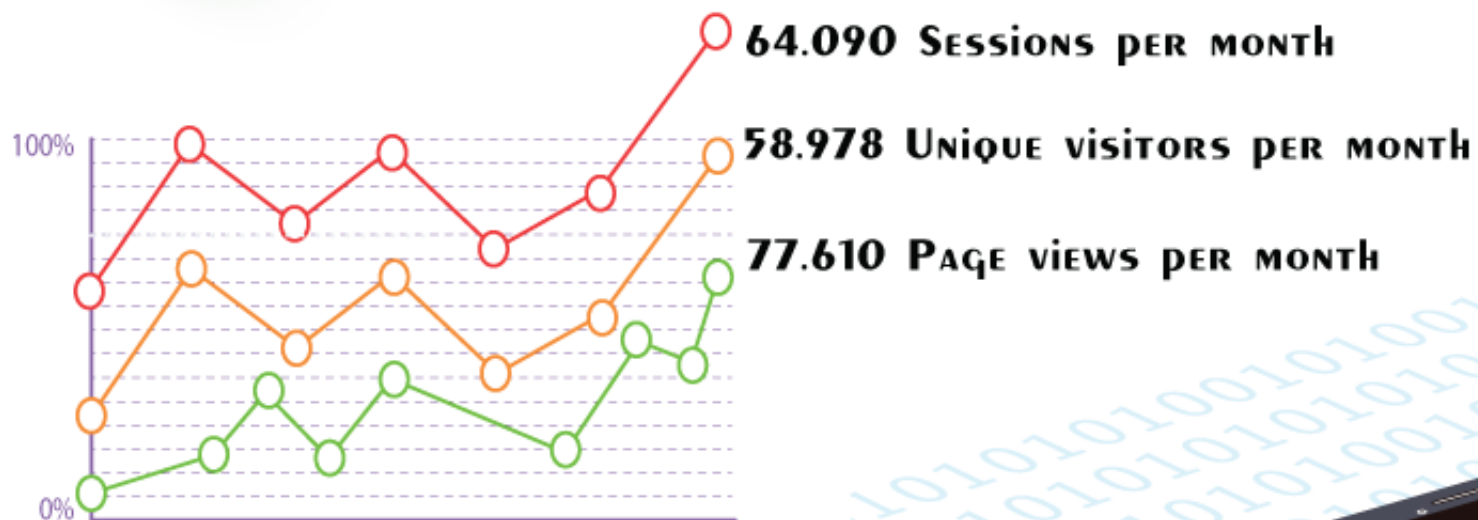
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WHY CHOOSE US?

ON AVERAGE, **FoodNewsLATAM.COM** WEBSITE TRAFFIC INCREASES by **8 % PER MONTH.**



fuelle: Google Analytics

REASON 1

FoodNewsLatam.com allows you to promote your company corporate image, stand out from your competitors operating in the thriving Latin American region and educate our professional readers on your innovative products, thus helping them with their buying decision process.

REASON 2

FoodNewsLatam.com is listed in Google News Index since May 2013 and 65% of the website traffic increase is generated by Google organic search.

REASON 3

FoodNewsLatam.com examines trends, user preferred sections, categories and articles, geographical sources of traffic, the quantity of users by country or by device, amongst other metrics ... These data allow us to build real time precise statistical reports.

REASON 4

We guaranteed visibility for our advertisers. Your messages are seen by professionals in the industry. Positions are limited or exclusive, insuring a strong impact to communicate around your brands and products.

REASON 5

Disponemos de **herramientas altamente efectiva** para comunicar eventos y/o lanzamiento de nuevos productos.

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Global Rank ?

327,017 300,605

Rank in Ecuador ?

2,419 |

WHY CHOOSE US?

Global INTERNET positioning



THERE ARE **952.844.937** WEBSITES IN THE WORLD



WWW.FOODNEWSLATAM.COM
IS RANKED **327.017**



SPAIN IS RANKED **78.248**



ARGENTINA IS RANKED **51.871**
MÉXICO IS RANKED **24.080**



ECUADOR IS RANKED **2.419**

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WHY CHOOSE US?

FOUR STEPS TO ENSURE A SUCCESSFUL CAMPAIGN



WE discuss your plan and allocate the strategic positions accordingly.

YOU send us your material.

WE display your material according to the agreed plan.

YOU receive the complete performance report every month.

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PRODUCTS AND SERVICES



01

WEBSITE

Banner
TexAd

Product Presentation

- * Position sold per month.
- * You set the number of impressions for your banner (minimum recommended : 25,000 impressions per month).
- * Static or animated banner recommended.
- * Fully supported formats .gif / animated.gif / .jpg / .png / .swf

02

EXCLUSIVE E-MAILING

Exclusive content
Your own design

NEWSLETTER

Banner + TextAd

- * **Newsletter:** Position sold per week. Your banner or TextAd is inserted in our weekly Newsletter sent TWICE a week, Tuesday and Friday . Static banner recommended: Fully supported formats .gif / .jpg / .png
- * **Mailing Exclusivo:** Maximum 1 Email per week, Position sold per week . Your Email in HTML format is sent to our subscribers database from the Latin American Food & Beverage industry (20,564 professionals)

03

VIDEOS

Featured videos

- * Position sold per week. We will display your video as "Featured" in the video section for a set period of time. Minimum 2 weeks.

04

EVENTS COVERAGE

Product launch
Corporate event
Tradeshow

- * We cover and broadcast your product launch, opening of new offices or plant.
- * **TRADESHOW COVERAGE*** Trade event coverage, exclusive interviews, videos, photos, banner, Direct Mailing

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09

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PRODUCTS AND SERVICES

CHOOSE THE QUANTITY OF BANNER IMPRESSIONS FOR EACH MONTH TO MATCH YOUR ADVERTISING BUDGET AND YOUR PLAN

WEBSITE BANNERS & TEXTADS

01

Top Leaderboard: 1140x90

02

Rectangle 360x300 / 270x300

03

Skyscraper Right Pos.1- 360x600 / 270x600

04

Skyscraper Right Pos.2 -360x600 / 270x600

05

Top Right WebSite TextAds
maximum 15 words

Please request
a
quotation

01 WEBSITE EXPOSURE Banner

Product / TextAd

* If you choose the exclusivity, your banner can deliver up to 70,000 impressions per month.

* The Click Through Rate (CTR) will depend on your banner message & design.

* Average CTR is 0.24 %



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PRODUCTS AND SERVICES

Newsletter 20,564 subscribers in Latin America

- 05 Top Leaderboard banner 600x90: per week
- 06 Top Rectangle banner 250x250 With Text – per week
- 07 Top Text Ad - per week
- 08 Center Leaderboard banner 600x90 per week

Please request a quotation

02 Exclusive E-Mailing NEWSLETTER Banner Product & TexAd

- * Newsletter sent TWICE a week, on Tuesday and Friday.
- * Average 3,600 banner impressions per week Click Through Rate will depend on your Banner or TextAd Message.
- * Average CTR is 0.59%

E-NEWSLETTER

Noticias destacadas de la industria

Top Leaderboard banner 600x90

Top Text Ad

Top Rectangle banner 250x250

Center Leaderboard banner 600x90

Exclusive E-Mailing

PINEAPPLE FLAVOURS

La nueva generación de saborizantes de piña fresca, frutosa y saludable

¡Pineapple Flavours – los mejores saborizantes de piña de todos los tiempos!

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PRODUCTS AND SERVICES

Video

09

Featured Video on
Home page
Video section

Please
request
a
quotation

03

Videos

*Corporate, products or
interview videos

* Visible on Home Page as
Featured video



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PRODUCTS AND SERVICES

Coverage

10

Proposal value will depend on your needs.

Please request a quotation

04

COVERAGE

Product launch
Corporate events
Tradeshows

* We cover and broadcast your product launch, opening of new offices or plant

TRADESHOW COVERAGE

Tradeshow coverage, exclusive interviews, videos, photos, banner, Direct E-Mailing.

OUR LAST TRADESHOW COVERAGE

The screenshots show the website's 'IMAGES' section featuring a large banner for 'Vitafoods South America The functional ingredients event' held from 24-25 March 2015 in São Paulo. Below the banner are smaller images of the event and a 'COBERTURA Especial' section. To the right, there are screenshots of 'ONLINE AND FACE TO FACE INTERVIEWS' and 'Exclusive E-Mailing' lists, including logos of various food and beverage companies.

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Felicidades buen portal.
Manuel. México.

Me pareció excelente esta revista. La acabo de conocer. Alexandra . Ecuador.

Excelente su pagina!
Elizabeth. Colombia.

Los felicito por estar activos todo el tiempo!
Andrea

Me parece muy interesante la información generada. saludos. Marcelo. México.

Muy interesante la información que aparece publicada acá y me gustaría recibirla en mi correo.
Jorge. Chile.

Siempre es útil contar con la última información, elemento fundamental en la generación de ideas y visualización de oportunidades.
Sergio. Chile.

Estoy interesada en su información.
Hilda. México.

Estoy interesada en recibir su newsletter ya que abarca temas de inocuidad alimentaria, biotecnología y nutrición, temas que suelo impartir en cursos de formación para desempleados y cursos de capacitación para trabajadores de agroindustrias. Muchas gracias y enhorabuena por su revista. Un saludo, Bióloga Cecilia. España.

Realmente son muy interesantes los temas que se tratan aquí muy especialmente para quien esta vinculado al área Agro-Industrial.
David. Chile.

Muy interesante .. Gracias por la calidad de información .. Alain. Francia.

EXCELENTE PUBLICACIÓN DESEAMOS INFORMACION SEMANAL Y ESTAR EN CONTACTO CON USTEDES.
Oscar. Colombia.

Muy buenos artículos de biotecnología.
Pedro. México.

Buen día, me llamo mucho la atención la diversidad de temas que publican en esta página...
Lilian. Guatemala.

SE QUE ES UNA EMPRESA ETICA, CON UNA AMPLIA DIFUSION, CONSIDERO UN HONOR EL HECHO DE COLABORAR CON USTEDES...
Jorge. Mexico.

En lo personal los felicito por toda la información que recibimos de Uds. a diario. Luciano.

muy buena información muchas gracias atte amsh. Chile.

SON MUY INTERESANTES LOS ARTÍCULOS QUE USTEDES PUBLICAN, POR ESO QUIERE RECIBIR SU REPORTE SEMANAL. SALUDOS, Lourdes. México.

Muy buena información científica sobre nuevas líneas de investigación y desarrollo.
Ivan. Guatemala.

Excelentes los artículos que exponen cada semana; Felicidades...Edward. Colombia.

Gracias por pedirnos opinion, Me gustan las publicaciones.
Susana.

Gracias por publicar información que no siempre es fácil de encontrar. Cristina.

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