

Realization

EDITORIA
insumos

PLANTBASED^{BR}

MIDIA KIT 2023

Plant-Based is here!



Latin America Plant-Based communication platform



Best industry networking

The Largest Plant-Based
communication
Platform in Brazil

The most reliable source of
information

In a pioneering initiative in the Brazilian Plant-Based industry, the already renowned Aditivos I Ingredientes, with more than 25 years in the market, launches the new communication platform Plant-Based BR.

Attending the large Latin America demand, Plant-Based BR is the main new hub of articles, research and investments in the sector, as well as a showcase for the main players and their innovations.

Plant-Based Scenario



49%

of Brazilians reduced their
meat consumption*



59%

include vegetable drinks in
their diet*



39%

consume vegetable alternatives
at least 3 times a week*

U\$ 82.8 million
(R\$ 418.7 million)
in sales of the
plant-based industry,
an increase of 69.6%**



U\$ 131.8 million
(R\$ 666.5 million)
is the projected
revenue for 2025**

*GFI Brazil e IBOPE, 2020

**Plant Industry Based in Brazil, Euromonitor Agency



Attending the growth of the Plant-Based movement, Plant-Based BR brings a complete platform with the main players in the sector.

Plant-Based BR Platform

Website

Magazine

Newsletter

Instagram

Partnership with **gfi**/Brasil.

Much more coming soon!

Partnership

The Good Food Institute is Plant-Based BR partner. Awarded for the fourth consecutive year with the GuideStar transparency seal Platinum, GFI is recognized as one of the most transparent parts of the world.



Together, we guarantee the best Plant-Based information.



Opening |

The Plant-Based BR website allows quick and uncomplicated interaction with several channels, pages and tools.

Be part of this!

Top banner
1880px X 560px
Price: U\$ 2,340

www.plantbasedbr.com



Website

Banner Logo

400px x 175px

Price: U\$ 1,070

One quadrant

600px x 500px

Price: U\$ 1,340

Two quadrants

600px x 1000px

Price: U\$ 1,670

Three quadrants

1800px x 500px

Price: U\$ 2,000

Four quadrants

1200px x 1000px

Price: U\$ 2,340

Innovation for your ad

New formats to your ad. Innovate and interactive highlight for your brand. Highlight your logo, announce your releases and show your institutional video in our quadrants!

- The quadrant combo will be horizontal or vertical, and the presentation will be random.

*All prices are in U\$ Dollars

PLANT-BASED^{BR}

Appear on our channels and be one of the first players in the market!





Coming to be the main communication vehicle for Plant-Based market in Latin America, the bimonthly digital publication by Plant-Based BR brings the hottest news and innovations in the sector.

Check out our editorial calendar and guarantee your space.



Dates, Formats e Prices

Editorial Calendar

2023	Jan - Feb Mar	Importance of colorants in plant-based products – Part 1
		Plant based technologies
	Apr - May Jun	Importance of colorants in plant-based products – Part 2
		Condiments and seasonings: unavoidable ingredients
		Sensory challenges
	Jul - Aug Sep	Vegetable cheeses - but not tofu!
		Plant-based ultra-processed or clean label
	Oct - Nov Dec	Alternative meats, well beyond the old soy proteins
		Fish and seafood that have never seen water

Special Placements

First Cover
Second Cover
Page 3

U\$ 4,400
U\$ 3,890
U\$ 4,074



Double Page
4.961px x 3.307px
1 ad - U\$ 5,840
3 ads - U\$ 4,090
6 ads - U\$ 3,510



Full Page
2.480px x 3.307px
1 ad - U\$ 3,650
3 ads - U\$ 2,560
6 ads - U\$ 2,190



1/2 Page
2.480px x 1.654px
1 ad - U\$ 2,070
3 ads - U\$ 1,450
6 ads - U\$ 1,240



1/3 Page
2.480px x 1.063px
1 ad - U\$ 1,500
3 ads - U\$ 1,050
6 ads - U\$ 900



1/3 Page
827px x 3.307px
1 ad - U\$ 1,500
3 ads - U\$ 1,050
6 ads - U\$ 900



1/4 Page
2.480px x 827px
1 ad - U\$ 1,320
3 ads - U\$ 925
6 ads - U\$ 790



1/6 Page
2.480px x 531px
1 ad - U\$ 803
3 ads - U\$ 565
6 ads - U\$ 484

*All prices are in U\$ Dollars

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.

	Value	Measured
1/2 page	U\$ 2.070,00	2.480px x 1.654px
1/3 horizontal	U\$ 1.500,00	2.480px x 1.063px
1/4 pages	U\$ 1.320,00	2.480px x 827px
1/6 pages	U\$ 803,00	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\$ 1.825,00	2.550*
2 pages	U\$ 3.650,00	5.100
4 pages	U\$ 5.840,00	10.200
6 pages	U\$ 9.490,00	15.300

Newsletter

The Newsletter Plant-Based BR is new to the platform. It is an agile and effective tool to spray your business. Here, we go beyond the brand and bring your news in the form of current and modern content.

- 4 issues/month (on Tuesdays)
48 issues/year
- Delivery to mailing with more than 55 thousand active contacts



Branded content

700px x 400px

Price: U\$ 1.334,00

Banner

350px x 300px

Price: U\$ 1.000,00

Notícias

350px x 300px

Price: U\$ 834,00

Appear in our News and
be seen by the main
players in the market!



Top of Mind 2022 happened and it was a success!

And so, wait for Top of Mind 2023, counting on the participation of large companies that contribute with great weight to the market, bringing innovative plant-based solutions.

Plant-Based BR brings you the best new from the Plant-Based market, and you vote which company comes to mind when it comes to Plant-Based Feed.





The Plant-Based BR platform is present on Instagram to ensure that your product will be seen by consumers and industry professionals, also bringing hot news of Plant-Based movement.



@plataformaplantbasedbr



PLANT-BASED_{BR}



www.plantbasedbr.com.br



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