PLANT-BASED BR

Latin America Plant-Based communication platform

Plant-Based is here!
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.

Best industry networking
The Largest Plant-Based communication Platform in Brazil
The most reliable source of information
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.
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.
The Plant-Based BR website allows quick and uncomplicated interaction with several channels, pages and tools.

Be part of this!

www.plantbasedbr.com
Appear on our channels and be one of the first players in the market!

**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

*Monthly Prices

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.
**Editorial Calendar**

<table>
<thead>
<tr>
<th>Jan - Feb</th>
<th>The new american breakfast: Plant-Based Eggs &amp; Bacon</th>
<th>Plant-based Milk - Part 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar - Apr</td>
<td>Tofu, the ancestor of vegetables cheese</td>
<td>Plant-based Milk - Part 2</td>
</tr>
<tr>
<td>May - Jun</td>
<td>Minerals and vitamins in plant-based foods</td>
<td>Plant-based cold cuts</td>
</tr>
<tr>
<td>Jul - Aug</td>
<td>Importance of colorings in plant-based solutions</td>
<td>Plant-based technologies</td>
</tr>
<tr>
<td>Sep - Oct</td>
<td>Condiments, spice and flavoring</td>
<td>Sensory challenges</td>
</tr>
<tr>
<td>Nov - Dec</td>
<td>Vegetable cheese, but not tofu!</td>
<td>Ultra-processed and clean label plant-based</td>
</tr>
</tbody>
</table>

**Special Placements**

| First Cover | Second Cover | Page 3 | U$ 4,400 | U$ 3,890 | U$ 4,074 |

**Dates, Formats e Prices**

- **Double Page**
  - 1 ad - U$ 5,840
  - 3 ads - U$ 4,090
  - 6 ads - U$ 3,510

- **Full Page**
  - 1 ad - U$ 3,650
  - 3 ads - U$ 2,560
  - 6 ads - U$ 2,190

- **1/2 Page**
  - 1 ad - U$ 2,070
  - 3 ads - U$ 1,450
  - 6 ads - U$ 1,240

- **1/3 Page**
  - 1 ad - U$ 1,500
  - 3 ads - U$ 1,050
  - 6 ads - U$ 900

- **1/6 Page**
  - 1 ad - U$ 1,320
  - 3 ads - U$ 925
  - 6 ads - U$ 790

- **1/4 Page**
  - 1 ad - U$ 1,500
  - 3 ads - U$ 925
  - 6 ads - U$ 790

- **1/6 Page**
  - 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.

<table>
<thead>
<tr>
<th>Value</th>
<th>Measured</th>
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<tbody>
<tr>
<td>1/2 page</td>
<td>U$ 2.070,00</td>
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<tr>
<td></td>
<td>2.480px x 1.654px</td>
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<tr>
<td>1/3 horizontal</td>
<td>U$ 1.500,00</td>
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<tr>
<td></td>
<td>2.480px x 1.063px</td>
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<tr>
<td>1/4 pages</td>
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<tr>
<td></td>
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<tr>
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</table>

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.

<table>
<thead>
<tr>
<th>Valor</th>
<th>Caracteres</th>
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</thead>
<tbody>
<tr>
<td>1 página</td>
<td>U$ 1.825,00</td>
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<tr>
<td></td>
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<tr>
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<td>U$ 9.490,00</td>
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<tr>
<td></td>
<td>15.300</td>
</tr>
</tbody>
</table>

Each image is equal to 500 characters
*Characters with space
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

Appear in our News and be seen by the main players in the market!
Top of Mind 2021 happened and it was a success!

And so, wait for Top of Mind 2022, 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