# Plant-Based Foods





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Revolutionizing the food market with plant-based

Plant-Based Foods

www.plantbasedfoodnews.com e-mail: sales@img.com.tr

GULFOOD

CELEBRATES 10TH ANNIVERSARY

The industry's first and the only print and digital bimonthly magazine addressing to the plant-based food & ingredients industry.

## **EVENT CALENDAR 2025**

## 2025 Editorial Calendar / Topics by month

EXHIBITION	DATES	COUNTRY	
			January - February 2025 Trends & Plant-Based Proteins
January – February			Annual plant-based industry forecast and market insights for 2025
ISM Cologne	02-05 January 2025	Cologne / GERMANY	Innovations in plant-based proteins: pea, chickpea, mycoprotein, and upcoming sources Tech advances in texture and flavor for protein alternatives
Gulfood	17-21 February 2025	Dubai / UAE	Event Coverage
			March - April Dairy Alternatives & Functional Ingredients
March – April			The latest in plant-based dairy: milk, cheese, yogurts, and dessert trends
Natural Organic Products London	March 2025	London / UK	Functional ingredients in plant-based foods: probiotics, adaptogens, superfoods Sustainability in plant-based production and packaging
PLMA Private Label Show	May 2025	Amsterdam / HOLLAND	May - June
			Plant-Based Meat and Seafood Innovation
May - June			Advancements in meat and seafood analogs: flavor, texture, and nutritional improvements Growth of hybrid products and blended proteins in the market
IFFA	03-08 May 2025	Frankfurt / GERMANY	Plant-based culinary trends and chef insights for summer
			July - August
July - August			Regional Focus and Global Ingredients
Summer Fancy Food	July 2025	New York / USA	Exploring cultural influences and regional ingredients in plant-based foods Sourcing ingredients sustainably: jackfruit, millet, cassava, and local crops
·	,		Plant-based snack and convenience food innovations
Gulfood Green	2025	Dubai / UAE	September - October
			Technology, R&D, and Retail Trends
September - October			New technologies in plant-based food formulation and processing R&D breakthroughs in plant-based alternatives and ingredient processing
Plant Based World Expo North America	24-25 September 2025	New York / USA	Retail trends and consumer insights: shelf placement, loyalty, and demographics
Anuga Cologne	04-08 October 2025	Cologne / GERMANY	November - December
			Year-End Review and Future Predictions
November - December			Key milestones, challenges, and highlights for plant-based in 2025 Industry predictions for 2026: emerging ingredients, sustainability goals, and consumer trends
Gulfood Manufacturing Dubai	November 2025	Dubai / UAE	Top plant-based product innovations of 2025
Plant Based World Expo Europe	November 2025	London / UK	
Food Ingredients Europe	November 2025	Frankfurt / GERMANY	

## **ADVERTISEMENT RATES & TECHNICAL SPECS**

## **PRINT MAGAZINE**

#### **PAGE OPTIONS**

FRONT COVER	7,000 Euro
BACK COVER	5,000 Euro
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TWO PAGE SPREAD	3,250 Euro
HALF PAGE	850 Euro
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\*In yearly reservations 15% discount will be applied.

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2-page advertorial:

## **ADVERTISEMENT RATES & TECHNICAL SPECS**

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#### BANNERS ON OUR HOMEPAGE | www.plantbasedfoodnews.com

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Pop-up price: 1,250 Euro / month Sizes: 600 x 400 px



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We offer e-shot service for exporters, importers and manufacturers so that they can reach their target markets. Your specific information / advertisement designed at newsletter format will be sent to our database. (Over 58,000 international e-mail addresses.) The companies are sector professionals, purchasing managers, CEO's, R&D departments in the industry. We hyperlink the material to your website so that potential buyers can see what you're offering.

We share after-delivery report including click numbers, country breakdown, visitor numbers, etc. After we send the email, we will give you all details such as which companies visited your website most and which ones stayed most. We receive demands from the interested parties and forward them to you. Alternatively, we can put your e-mail address to reply button and customers can write you directly and contact with you. We will prepare test e-mailing before sending and you can see e-shot before.

E-mailing service for 1 time: 3,750 euro

E-mailing specs: 750 (width) x 1500 pxl at HTML format

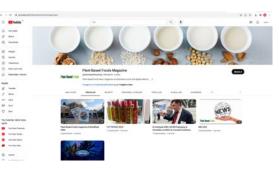
#### **ONLINE / NEWSLETTER ADVERTORIALS**

Advertorials are published on our homepage www.plantbasedfoodnews.com

Maximum number of characters for text: 1,000, incl. blanks Price: 750.00 Euro

#### **VIDEO INTERVIEW**

We can make video interviews in your stand you attend in trade shows. This options is available for all exhibitions we attend in 2024. **www.plantbasedfoodnews.com** Price: 1.250 Euro



#### WEBINARS THE PLATFORM THAT YOU CAN INTRODUCE YOUR COMPANY, PRODUCTS AND INNOVATIONS TO YOUR TARGET AUDIENCE

You can showcase your new product / your exhibition, the results of a study, new developments or a pilot project in an interactive webinar format to your customers / target audience.

The process lasts 60 minutes, including a subsequent discussion or a question and answer session with the participants. The webinar will be recorded and can also be accessed later via our website.

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A webinar package includes:

- Invitation of participants for the webinar through mailings,
- newsletters and website
- Reminder e-mails for the participants
- Implementation of the webinar, including moderation
- One banner in our newsletter and the banner will be online in our website.
- After webinar, we publish the news about webinar
- in our upcoming issue.

Webinar package price:

13,500 Euro



## We are all over the globe to promote your company!





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