MEDIA INFORMATION 2020
THE POWERFUL MEDIA FOR BUSINESS

OILS & FATS INTERNATIONAL

35 YEARS COVERING OIL CROPS & ANIMAL FATS

WWW.OFIMAGAZINE.COM
Oils & Fats International (OFI) publishes eight issues annually. The OFI portfolio has been serving the oils and fats industry since 1985, offering publishing, events and online exposure to the industry. Data from OFI’s worldwide events ensures the readership of the magazine is continuously updated, with high-calibre industry personnel making the breadth and quality of coverage unparalleled.

**HIGH QUALITY EDITORIAL CONTENT**
With 35 years’ knowledge, you can be assured the most important industry issues are covered by a highly qualified editorial team. Oils & Fats International magazine is the official event publication for all OFI events.

**WIDEST INDUSTRY AUDIENCE**
Oils & Fats International magazine is targeted at the key industry decision-makers with buying power, and has a high pass-on readership, ensuring a wider global target audience.

**COMMERCIAL & TECHNICAL**
OFI covers all aspects of both commercial and technical issues relating to the oil and fats industry whether it is in an easily-read magazine format or in conference proceedings.

**INDUSTRY SUPPORT**
OFI works with major oils and fats associations wherever it hosts its events and has gained support from the Federation of Oils, Seeds and Fats Associations Ltd (FOSFA), Solvent Extractors’ Association of India (SEA), Oil Technologists’ Association of India (OTAI), the CSIR-Indian Institute of Chemical Technology (CSIR-IICT), the Turkish Margarine and Culinary Products Association (MUMSAD), the Turkish Lipid Group (YABITED), Malaysian Oil Scientists’ and Technologists’ Association (MOSTA), Malaysian Palm Oil Board (MPOB) and the Palm Oil Refiners Association of Malaysia (PORAM).

**PRESENT AT ALL LEADING OILS AND FATS EVENTS**
OFI has forged links with all major oils and fats industry events and circulates bonus copies of its magazines at these shows. They include the Price Outlook Conference in Malaysia, the Annual World Bio Markets in the Netherlands, the AOCS Annual Meeting, the European Fat Processors and Renderers Association Congress, Globoil, the Euro Fed Lipid Congress, the Roundtable Meeting on Sustainable Palm Oil, PIPOC, the Indonesian Price Outlook Conference and the China International Oils and Oilseeds Conference.

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As we look towards 2020, the trade tensions between the USA and China which erupted in 2018 have still not been resolved, impacting US soyabean farmers in particular, but with the IMF warning that the current tariff war poses a threat to the global economy.

A consolidated biotech/agrichemical industry has seen Germany’s Bayer AG being hit with multi-million dollar damage awards after US court cases have found that its Roundup glyphosate weed killer was liable in causing non-Hodgkin’s lymphoma cancer.

Glyphosate is the world’s most widely used herbicide in the world and Europe has seen the effect of what happens when weed killers cannot be used, with its rapeseed yields down because of the EU’s ban on neonicotinoids, introduced to protect bees.

The goal of producing enough oils and fats to meet global demand, while still protecting the environment, is a balancing act played out across our whole industry, a prime example being palm oil, which faces European limits due to the EU classifying it as a high indirect land use change (ILUC)-risk feedstock.

Meanwhile, new global rules capping sulphur emissions in marine fuels from January 2020 will affect the world’s entire shipping fleet, including those carrying oilseeds and vegetable oils, with a surge in demand for low sulphur fuel expected to push up freight rates.

Throughout these and many other issues, Oils & Fats International continues to provide news and analysis to keep our readers informed, whether it is through our daily website news, weekly newsletters or our print and digital issues.

Our dedicated news pages cover food, biofuels, biotechnology, transport/logistics and oleochemicals/renewable materials. Our in-depth features continue to examine specific feedstocks, commodity trading, plant and technology, processing, shipping and storage, inspection and instrumentation; and important regions such as Asia, Europe, Latin America, the Middle East, Russia/Ukraine and the USA.

OFI continues to be present at all the major industry events through our bonus circulations and partnerships with the leading oils and fats associations around the world.

We look forward to seeing you personally at some of these events and we wish you every success in the year ahead.

Serena Lim, Editor
OFI is directed at decision makers, specifiers, buyers and buying influencers in the highly diversified and globalised marketplace that makes up the international oils and fats industry. The OFI circulation has been developed by professional researchers who have intensively studied the international oils and fats market. This information, together with contacts collected at the high-profile industry events, ensures that every issue of OFI reaches decision makers within the industry.

CIRCULATION – UNDERSTANDING THE INDUSTRY

TARGETING BUYERS

We specifically target buyers of a wide range of products and services relating to the oils and fats industry in the following industry groups:

- Crushers
- Processors, Refiners & Modifiers
- Traders, Importers & Exporters
- Shipping, Transport, Logistics & Storage Operators & Distributors
- Suppliers of Plant, Technology, Equipment & Services
- Laboratories & Suppliers of Analytical & Testing Equipment & Services
- Commodity Brokers & Financiers
- Renderers

MAJOR END-USERS IN FOOD:

MAJOR END-USERS IN NON-FOOD:
Biofuels, Soaps & Detergents, Personal Care Products, Cosmetics, Pharmaceuticals & Oleochemicals.
GEOGRAPHICAL BREAKDOWN

- **Asia**: 43%
- **Europe**: 21%
- **Middle East/Africa**: 9%
- **North America**: 12%
- **Oceania**: 1%
- **South America**: 14%

- Total worldwide print circulation of **6,500**; estimated net total readership exceeding **32,500** for each issue
- Digital ‘page-turn’ edition reaching over **15,000** recipients
- Social media reach of **3,502**

PREVIOUS ADVERTISERS

- **AAK**
- Aboissa Commodity Brokers
- **Air Liquide**
- **Alfa Laval**
- Allegro Development
- **Amafilter**
- Andreotti Impianti
- **ANDRITZ**
- B+B Engineering
- **BASF**
- **BDI-BioEnergy International**
- **BDI Energy International**
- Binacchi & Co
- **Blackmer**
- **Bruker Optics**
- Botlek Tank Terminal
- **Bruker BioSpin**
- **Bühler**
- **Bureau Veritas**
- **Buss ChemTech**
- **Centrimax**
- **Chemtech International**
- **Clariant Produkte**
- **CM Bernadini International**
- **CPM Europe**
- **CPM SKET**
- **Crown Iron Works**
- **Control Union**
- **Dekker Groep**
- Desmet Ballestra
- **De Smet Engineers & Contractors**
- DNR Process Solutions
- DSM Food Specialties
- Dupps Company
- **Emery Oleochemicals**
- Elica Elevator
- **Emile Egger & Cie**
- Endress+Hauser
- **Evonik**
- Famsan Oils & Fats Engineering
- Farmet
- Felda Johor Bulkers
- **Filtration Group**
- **Fluvia**
- French Oil Mill Machinery Co
- GEA Process Engineering
- **GEA Wiegand**
- GEA Westfalia Separator
- **GekaKonus**
- Geochellas
- Gerstenberg Services
- **HTI Gesab**
- **Haarslev**
- HF Press+LipidTech
- **HyGear**
- Intec Energy
- Jatro Solutions
- Johnson Matthey
- Kemira
- Kemim Industries
- Koope Tank Storage
- Korting Hannover
- **LFC Lochem**
- Lipico Technologies
- Maas Refinery
- **Matrix**
- Maxfy
- Mestra
- Metan FZ Co
- Myande Group
- Natural Bleach
- Niverplast
- **Oil-Dri Corp of America**
- Oilroq
- Oilette
- Oleo Trading
- Olexa Press
- Oxford Instruments
- Palsgaard
- **Pope Scientific**
- Proglobal
- **Promill**
- **PQ Corporation**
- PT Luas Indo Nusa
- **Reinartz**
- **Sckicon**
- **Servizi Industriali**
- **Sepiola**
- **SGS Group**
- Siemens
- **Sime Darby Oils**
- Sharpex Filters
- **SPX Flow Technology**
- Standic
- Taiko Group
- **TECHNOLOGY**
- **TLR International Laboratories**
- The Dallas Group of America
- Tolsa
- Veendeep Oiltek Exports
- **Vopak Veg Oil Logistics**
- WR Grace
- United Engineering (Eastern) Corporation
## OFI 2020 Editorial Calendar

**THE OIL CROPS & ANIMAL FATS INDUSTRY’S NUMBER 1 CHOICE**  
**35 YEARS COVERING NEWS, TRENDS & INNOVATION**

<table>
<thead>
<tr>
<th>DATE</th>
<th>FEATURES</th>
<th>BONUS CIRCULATION</th>
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| **JANUARY 2020**   | • Plant, Equipment & Technology Focus  
                     • Shipping / Transport / Logistics / Storage  
                     • Rendering  
                     • Asia  
                     • Palm Oil / Coconut Oil / Lauric Oils | Official Partner For Price Outlook Conference (POC), Kuala Lumpur, Malaysia, 2-4 March 2020  
                                      International Rendering Symposium, International Production & Processing Exp (IPPE), Georgia, USA, 28-30 January 2020  
                                      WCOF2020, Sydney, Australia, 10-12 February 2020 |
| **FEBRUARY 2020**  | • Biofuels  
                     • Antioxidants  
                     • Europe  
                     • China  
                     • Olive oil  
                     • Shipping | 10th International Symposium on Deep-Frying, Hagen, Germany, 8-10 March 2020  
| **MARCH/APRIL 2020** | • Oleochemicals / Surfactants / Detergents  
                          • Soya Oil  
                          • Technology  
                          • South America | 111th AOCS Annual Meeting, Montreal, Québec, Canada, 26-29 April 2020 |
| **MAY 2020**       | • Projects & Engineering  
                     • Catalysts  
                     • Commodity Trading Finance & Price Forecasting  
                     • Margarine, Spreads & Butter  
                     • Eastern Europe / Russia / Ukraine | Oleofuels 2020 Europe, Marseille, France, 24-25 June 2020  
                                                  29th International Grains Conference (IGC), London, 11-12 June 2020  
                                                  20th European Fat Processors & Renderers Association Congress (EFPRA) 2020, Villamoura, Portugal, 3-6 June 2020 |
| **JUNE 2020**      | • Bleaching Earths, Deodorisation & Filtration  
                     • Biofuels  
                     • Activated Carbon  
                     • Packaging  
                     • Annual Plant & Equipment Guide | 17th Oleochem Outlook, China, July 2020 |
| **JULY/AUGUST 2020** | • Oilseeds  
                            • Transport / Logistics / Shipping / Storage  
                            • Renewable Resources  
                            • Middle East / Africa  
                            • Deep Frying | Black Sea Oil Trade, Kiev, Ukraine, 3 September 2020  
                                                  Globoil 2020, Mumbai, India, 23-25 September 2020 |
| **SEPTEMBER/OCTOBER 2020** | • Speciality Fats & Oils  
                                 • Instrumentation  
                                 • Sustainability  
                                 • Plant, Equipment & Technology Focus  
                                 • Rendering | PORAM Annual Forum & Dinner, Kuala Lumpur, Malaysia, November 2020  
                                                    National Renderers Association 87th Annual Convention, Naples, Florida, USA, 2-4 November 2020  
                                                    18th Annual Roundtable Meeting On Sustainable Palm Oil, November 2020 |
| **NOVEMBER/DECEMBER 2020** | • Transport / Logistics / Shipping / Storage  
                                 • Oilseeds  
                                 • Inspection / Testing / Instrumentation / Standards  
                                 • Biodiesel  
                                 • Focus on USA | China International Oils & Oilseeds Conference (CIOC), China, November 2020  
                                                   16th Indonesian Palm Oil Conference and 2020 Price Outlook (IPOC) 2021, Indonesia, November 2020  
                                                   Fuels Of The Future 2021, Germany, January 2021 |
| **JANUARY 2021**   | • Plant, Equipment & Technology Focus  
                     • Shipping / Transport / Logistics / Storage  
                     • Rendering  
                     • Asia  
                     • Palm Oil / Coconut Oil / Lauric Oils | Official Partner For Price Outlook Conference (POC), Kuala Lumpur, Malaysia, 1-3 March 2021 |

Dates and further details are subject to change.

WWW.OFIMAGAZINE.COM
OFI 2020 Advertising Rates

PRINT ADVERTISING RATES

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Cover positions +20%

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HALF PAGE 4 COLOUR

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QUARTER PAGE 4 COLOUR

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QUARTER PAGE MONO

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| X4 | £1690 | X4 | £1225 |
| X8 | £1450 | X8 | £1055 |

Bleed advertisements +10%

SUPPLIED INSERTS

OFI can arrange for your own promotional material to be carried in the printed magazine. Inserts offer the freedom to promote your own message to the entire magazine circulation.

<table>
<thead>
<tr>
<th>BOUND-IN SUPPLIED INSERTS</th>
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Prices are based on example standard A4 and 180 gsm paper – for other sizes and weights please ask for a quotation.

Please get in touch with us for a quote based on your particular requirements

Mark Winthrop-Wallace
E: markww@quartzltd.com | T: 00 44 1737 855 114

TECHNICAL SPECIFICATIONS

Double page spread
Type area: 265mm deep x 420mm wide
Trimmed size: 297mm deep x 420mm wide
Bleed size: 303mm deep x 426mm wide

Full page
Type area: 265mm deep x 185mm wide
Trimmed size: 297mm deep x 210mm wide
Bleed size: 303mm deep x 216mm wide

Half page
Vertical: 265mm deep x 87mm wide
Horizontal: 128mm deep x 185mm wide

Quarter page
Vertical: 128mm deep x 87mm wide
Horizontal Strip: 61mm deep x 185mm wide

*For maximum type area on bleed adverts, please leave at least 10 mm for trim edges

TECHNICAL GUIDELINES

Files to be PDF/X-1A compliant. CMYK images to be 300 dpi.

For information about other formats and for all other enquiries, please contact:

Carol Baird  E: carolbaird@quartzltd.com

WWW.OFI MAGAZINE.COM
OFI WEBSITE ADVERTISING

The OFI Website is the main platform where we drive our readers to keep up-to-date with the latest news, events and features across the oils and fats industry. With our vast social media following and digital issues, you can engage with our readers with content they want to read.

Advertising online can help raise awareness of your brand and put your company at the forefront of the industry.

www.ofimagazine.com

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<th>DURATION</th>
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OFI WEEKLY NEWSLETTER ADVERTISING

Reaching over 15,000 readers, with an average open rate of over 30%, the OFI Weekly Newsletter offers the latest headlines to keep readers updated on global news and developments.

With unique advertising opportunities available, you can place your brand alongside the latest news stories with a direct link taking readers to your website. We can offer bespoke packages for you with or without printed advertising options.

www.ofimagazine.com/e-newsletter

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Website advertising can be animated or static. Files need to be 72 dpi. Acceptable formats: .jpg, .gif and .png files, but not flash.

Email newsletter banners need to be static. Files need to be 72 dpi. Acceptable formats: .jpg, .gif and .png files, but not flash.

WWW.OFIMAGAZINE.COM
OFI DIGITAL & SOCIAL
MORE IN-DEPTH EXPERIENCE

SPECIAL ONLINE ONLY EDITIONS
OFI’s well respected content in two online only editions.
These online editions are available to view at www.ofimagazine.com, providing six months of branding and market awareness from just a single insertion.
The online edition is emailed directly to over 15,000 key edible oil specifiers and influencers providing 24/7 ‘on the go’ access via smartphones, tablets and laptops - all around the world. After six weeks we provide a reminder for those who haven’t had the opportunity to read the edition, whilst still promoting it via the weekly newsletters and prominent display on our website.
OFI provides the online advertising solutions to your business.

SUBSCRIBE TO THE NEWSLETTER
Get weekly updates from the oils and fats industry directly into your inbox by signing up for the OFI newsletter. You’ll also receive access to the OFI digital issues which are sent out twice a year.
You can register for your free newsletter via the link below:
www.ofimagazine.com/e-newsletter

OFI SOCIAL MEDIA
OFI can be found discussing the latest industry news and views on social media via Twitter and LinkedIn. The editorial team post daily on social media to discuss, debate and to drive traffic directly to the OFI Website. We encourage you to ‘Join, Like and Share’:
@OilsandFatsInt Oils & Fats International

Please contact us for further information and a detailed quote.
Mark Winthrop-Wallace
E: markww@quartzltd.com
T: 00 44 1737 855 114