



OILS & FATS INTERNATIONAL

MEDIA INFORMATION 2024

THE POWERFUL MEDIA FOR BUSINESS
39 YEARS COVERING OIL CROPS & ANIMAL FATS





THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE

39 YEARS COVERING NEWS, TRENDS & INNOVATION

NOTE FROM THE EDITOR

The ongoing war in Ukraine continues to be both a human tragedy for those in the country, as well as a threat to global grain and oilseed supply.

With Russia withdrawing from the Black Sea export corridor deal in mid-July and attacking Ukrainian port facilities since, there are fears that global grain and oilseed prices will rise, endangering consumers in Africa and Asia.

Vegetable oil prices are not near the highs which followed Russia's invasion of Ukraine last February, but it remains to be seen how they will develop in an ever-changing market.

Meanwhile, weather concerns continue to make their presence felt, with Argentina's soyabean production set to halve due to a severe drought, and top palm oil producers Malaysia and Indonesia vulnerable to drier conditions emerging from an El Niño year, even as southern and eastern Europe has faced record high temperatures this summer.

With the impact of climate change, the need to tackle deforestation and promote sustainability has never been more important for all industries and our market

is directly affected by this through policies such as the EU's anti-deforestation regulation affecting the palm and soyabean oil sectors, and the growth in renewable diesel production influencing demand for waste feedstocks such as used cooking oil.

OFI helps our industry keep abreast of all the key developments affecting our entire supply chain - via our daily website news, comprehensive weekly newsletter and magazine - including news and features on feedstocks, legislation, trading, biofuels, renewables, biotechnology, processing, technology, transport and shipping.

In response to industry demand, we are also proud to be launching a new major industry on 9, 10 & 11 September 2024. **OFI International 2024** will be focused on 'Solutions in Processing, Trade & Logistics' and will be held in Rotterdam, one of the world's most important and largest trading locations for oils and fats. We will be bringing together industry experts to share their insights in this must-attend event for 2024 and we look forward to seeing many of you there.



SERENA LIM
EDITOR

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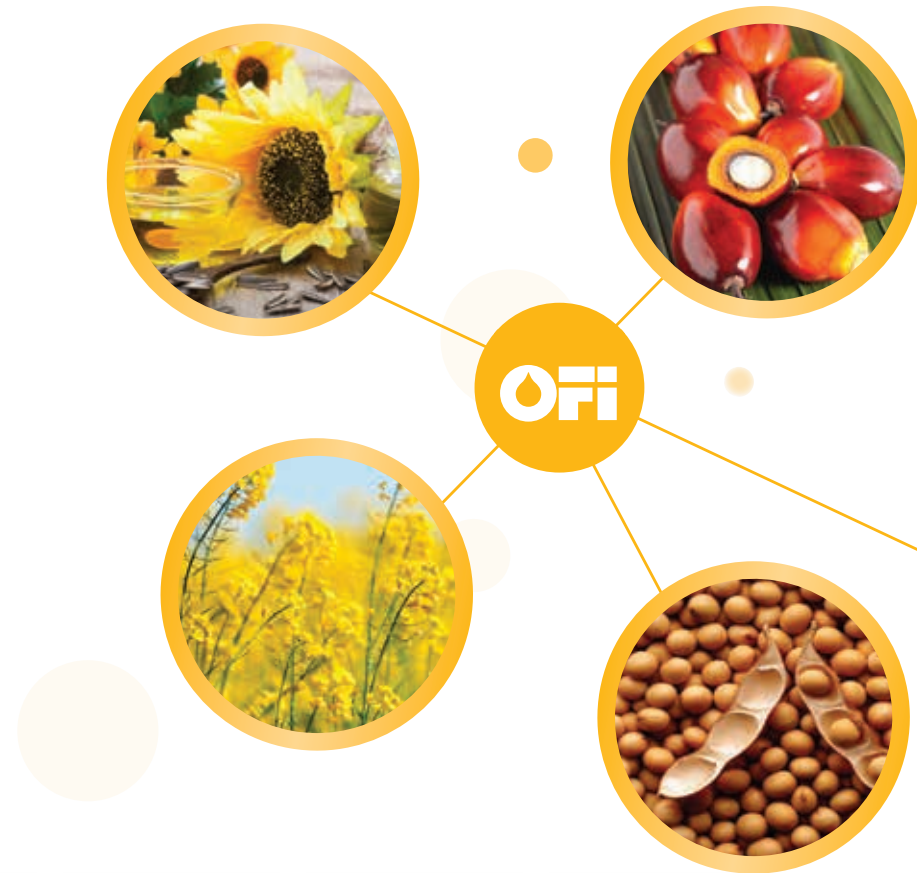
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READERSHIP

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 sector.



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

MAJOR END-USERS IN FOOD:

Butter | Margarine | Edible Oils | Speciality Fats
| Ice Cream | Biscuits | Snack Foods
| Bakery Products | Mayonnaise & Sauces
| Processed Food



MAJOR END-USERS IN NON-FOOD:

Biofuels | Soaps & Detergents
| Personal Care Products | Cosmetics
| Pharmaceuticals & Oleochemicals



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- SPX FLOW TECHNOLOGY
- STANDIC
- SYNTHITE INDUSTRIES
- 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
- USSEC (U.S. SOYBEAN EXPORT COUNCIL)

OUR AUDIENCE

14,400 • SOCIAL MEDIA



6,300 • PRINT
(Additional copies printed for events)



12,525 • NEWSLETTER

7,057 • AVERAGE MONTHLY WEBSITE USERS



Statistics from 1 January to 31 July 2023





THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE

39 YEARS COVERING NEWS, TRENDS & INNOVATION

GEOGRAPHICAL REACH

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

NORTH AMERICA
12%

EUROPE
21%

ASIA
43%

MIDDLE EAST/
AFRICA
9%

SOUTH AMERICA
14%

OCEANIA
1%

TOTAL WORLDWIDE PRINT CIRCULATION OF **6,300**; ESTIMATED NET TOTAL READERSHIP EXCEEDING **32,500** FOR EACH ISSUE

JANUARY 2024	FEBRUARY 2024	MARCH/APRIL 2024	MAY 2024	JUNE 2024
<ul style="list-style-type: none"> Plant, Equipment & Technology Focus Shipping/Transport/Logistics/Storage Rendering Asia Palm Oil/Coconut Oil/Lauric Oils <p>Bonus Circulation Official Partner for Palm and Lauric Oils Price Outlook Conference (POC), Malaysia (4-6 March 2024) International Rendering Symposium, International Production & Processing Expo (IPPE), USA (January 2024)</p>	<ul style="list-style-type: none"> Biofuels/Biodiesel/Renewable Diesel Oxidation/Antioxidants/Oil Additives Europe Sunflower Oil Shipping/Transport/Logistics/Storage <p>Bonus Circulation Palm and Lauric Oils Price Outlook Conference (POC), Kuala Lumpur, Malaysia, (4-6 March 2024) Black Sea Grain 2024, Prague, Czech Republic (27-28 February 2024)</p>	<ul style="list-style-type: none"> Oleochemicals/Surfactants/Detergents Soyabean Oil Technology China South America <p>Bonus Circulation AOCS Annual Meeting & Expo, Montréal, Québec, Canada, (26 April-1 May 2024) ICIS World Surfactants Conference, USA, (May 2024) FENGRA Oils & Fats 2024 Campinas, Brazil (5-6 June 2024) 12th European Algae Industry Summit, London, UK (17-18 April 2024) ICIS World Surfactants Conference, New Jersey, USA (9-10 May 2024) Black Sea Grain Kyvi, Ukraine (18 April 2024)</p>	<ul style="list-style-type: none"> Projects & Engineering Catalysts Commodity Trading Finance & Price Forecasting Margarine, Spreads & Butter Eastern Europe/Russia/Ukraine <p>Bonus Circulation Oleofuels 2024, Milan, Italy, (12-13 June 2024) IGC, London, UK (11-12 June 2024) EFRA 2024, Amsterdam, Netherlands (12-15 June 2024) Sustainable Aviation Futures EU Congress, Amsterdam, the Netherlands (21-23 May 2024) 8th Future of Surfactants Summit, Seville, Spain (22-23 May 2024) Black Sea & Danube – Way for Grain, Bucharest, Constanta (June 2024) Smart Short Course, Bogota, Colombia (4-5 June 2024)</p>	<ul style="list-style-type: none"> Bleaching Earths, Deodorisation & Filtration Biofuels/Biodiesel/Renewable Diesel Activated Carbon Packaging Annual Plant, Equipment & Technology Guide (PET Guide) <p>Bonus Circulation Oleochem Outlook, China (July 2024) International Symposium on Lipid Oxidation and Fatty Acids, Bologna, Italy (8-10 July 2024) Euro Fed Lipid - 5th International Symposium on Lipid Oxidation and Antioxidants, Bologna, Italy (8-10 July 2024)</p>
JULY/AUGUST 2024	SEPT/OCT 2024	NOV/DEC 2024	JANUARY 2025	
<ul style="list-style-type: none"> Oilseeds Transport/Logistics/Shipping/Storage Renewable Resources/Oleochemicals Middle East/Africa Deep Frying Preview of OFI International 2024 <p>Bonus Circulation OFI International 2024, Rotterdam, The Netherlands (9-11 September 2024) Globoil 2024, Mumbai, India (18-20 September 2024)</p>	<ul style="list-style-type: none"> Event Edition OFI International 2024 Speciality Fats & Oils Instrumentation Sustainability Plant, Equipment & Technology Focus Rendering <p>Bonus Circulation OFI International 2024, Rotterdam, The Netherlands (9-11 September 2024) North American Renderers Association 91st Annual Convention, California, USA (22-26 October 2024) 22nd Annual Roundtable Meeting on Sustainable Palm Oil (November 2024) emPOC 2024, Sarawak, Malaysia (September 2024) Sustainable Aviation Futures North America Congress, Houston, USA (2-4 October 2024) Sustainable Aviation Futures APAC Congress, Singapore (4-6 November 2024) 2nd Berlin Symposium on Structured Lipid Phases, Berlin (30 September-02 October 2024).</p>	<ul style="list-style-type: none"> Transport/Logistics/Shipping/Storage Oilseeds Inspection/Testing/Instrumentation/Standards Biofuels/Biodiesel/Renewable Diesel Focus On USA <p>Bonus Circulation Indonesian Palm Oil Conference and 2025 Price Outlook (IPOC 2024), Indonesia (November 2024) China International Oils & Oilseeds Conference (CIOC), China (November 2024) Fuels of the Future 2025, Germany (January 2025) PORAM Annual Forum & Dinner, Kuala Lumpur, Malaysia (November 2024) 5th YABITED Fats and Oils Congress Antalya, Turkey (7-9 November 2024)</p>	<ul style="list-style-type: none"> Plant, Equipment & Technology Focus Shipping/Transport/Logistics/Storage Rendering Asia Palm Oil/Coconut Oil/Lauric Oils <p>Bonus Circulation Official Partner for Palm and Lauric Oils Price Outlook Conference (POC), Kuala Lumpur, Malaysia (24-26 February 2025) International Rendering Symposium, International Production & Processing Expo (IPPE), USA (January 2025)</p>	

PRINT ADVERTISING

FULL PAGE 4 COLOUR		FULL PAGE MONO	
x1	£5,750	x1	£4,400
x4	£5,245	x4	£3,800
x8	£4,775	x8	£3,450

COVER POSITIONS +20%

SPECIAL POSITIONS +15%

HALF PAGE 4 COLOUR		HALF PAGE MONO	
x1	£3,825	x1	£2,895
x4	£3,410	x4	£2,515
x8	£2,725	x8	£2,075

QUARTER PAGE 4 COLOUR		QUARTER PAGE MONO	
x1	£2,095	x1	£1,600
x4	£1,775	x4	£1,415
x8	£1,550	x8	£1,165

BLEED ADVERTISEMENT +10%



BOUND-IN SUPPLIED INSERTS

DOUBLE PAGE (4 SIDES)

£6,450

LOOSE SUPPLIED INSERTS

SINGLE PAGE (2 SIDES)

£4,550



INDUSTRY SUPPORT & PRESENCE

OFI has forged links with all major oils and fats industry events, circulating bonus copies at shows including the Price Outlook Conference in Malaysia, 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.

OFI works with the 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).

OFI INTERNATIONAL 2024 – SOLUTIONS IN PROCESSING, TRADE & LOGISTICS

Responding to industry demand and a gap in the market, OFI is launching a key industry event on 9-11 September at the Rotterdam Ahoy Convention Centre, the Netherlands.

OFI International 2024 will feature a:

- Two-day conference on **trade and transport**
- Two-day parallel conference on **processing and refining**
- Two-day **exhibition** of suppliers to the oils and fats industry

Trade and transport - Industry leaders will be presenting their views on key feedstocks such as palm, soyabean, rapeseed and sunflower oils; and food and fuel trends in the biodiesel, HVO/SAF, algae, insect and CBD sectors. In a first for the oils and fats industry, **OFI International 2024** will also bring together experts to talk about building supply chain resilience in shipping and logistics, including vegetable oil and oilseed freight rates; regional freight movements; and logistical issues such as storage, inspection and insurance.

Processing and refining - With oils and fats processors facing increasing pressure to maximise yields in the most competitive and sustainable way, this two-day conference will focus on the latest crushing, refining and processing technologies, addressing latest industry concerns on 3-MCPDs, GEs, MOSH/ MOAH and chlorinated paraffins.

Exhibition - Major suppliers to the industry will present their latest technologies.




Site visits - The Port of Rotterdam is one of the world's key trading ports housing 6 oil refining complexes, 5 biodiesel plants, as well as 4 oils and fats storage terminals. As part of **OFI International 2024**, site visits will be organized to some of the major companies operating in the port.



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WEBSITE ADVERTISING

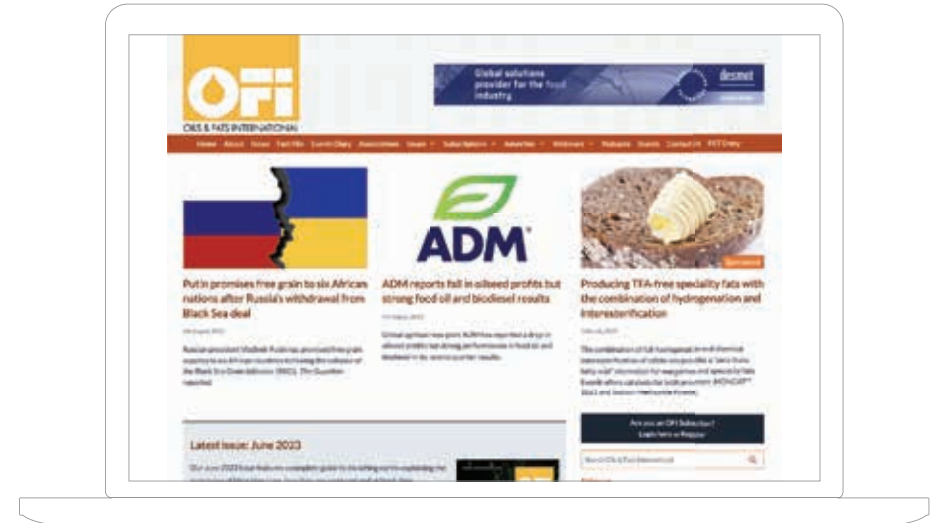
The **OFI Website** is the main platform where we drive our readers to keep up-to-date with the latest news, events and features across the oil crops and animal fats industry. With our vast social media following and digital issues, you can engage with our readers with content they want to read.

	18,113 AVERAGE MONTHLY PAGE VIEWS
	7,057 AVERAGE MONTHLY USERS
	1.39 AVERAGE MONTHLY SESSION DURATION

Advertising online increases awareness of your company and builds your brand - whilst supporting your sales teams.

Statistics from 1 January to 31 July 2023

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WEB PANEL (450 x 150px)	
1 YEAR	£12,950
6 MONTHS	£9,950
3 MONTH	£6,995

HEADLINE NEWS SPONSORED BANNER	
3 WEEKS	£5,250

NEWSLETTER ADVERTISING

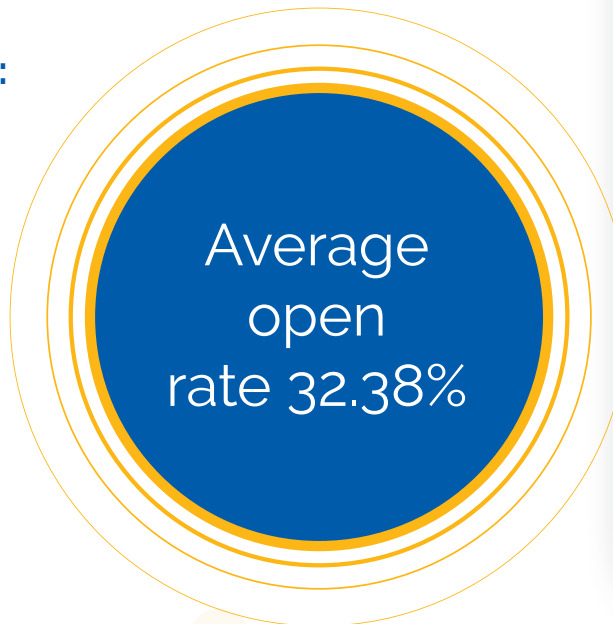
The **OFI Weekly Newsletter** delivers the most important news in the oil crops and animal fats industry to 12,525 inboxes every week.

Including the **OFI Newsletter** in your advertising campaign will increase the awareness of your company, build your brand whilst supporting your sales teams.

Newsletter sponsorship opportunities:

DURATION COPY BANNER (125 x 600 px)

- 52 weeks £23,950
- 24 weeks £15,750
- 12 weeks £9,550



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