



## OILS & FATS INTERNATIONAL MEDIA INFORMATION 2023

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





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

38 YEARS COVERING NEWS, TRENDS & INNOVATION

# NOTE FROM THE EDITOR

Just when it felt like the world was starting to recover from the COVID-19 pandemic, Russia's invasion of Ukraine on 24 February has been both a human tragedy and a shock for the global food market.

World grain, fertiliser and energy supplies have all been impacted, along with sunflower oil exports, of which 80% normally comes from Ukraine and Russia.

The blockade of Ukraine's export ports left the oils and fats sector scrambling for alternative oils, and with record high prices. Although prices have eased since June, the ongoing logistics and storage issues in Ukraine mean the country is still unable to fully supply international trade.

High prices and food shortages have led some countries to consider reducing their biofuel mandates, as well as trade restrictions, such as Indonesia's temporary banning of palm oil exports, which also shook the global vegetable oil market.

OFI helps keeps the industry keep abreast of all these key developments, in its comprehensive portfolio. Along with our news pages focusing on general, biofuel, renewable, transport and biotech news, our in-depth features also examine specific feedstocks; commodity trading; technology; processing; logistics and storage; inspection; and instrumentation, as well as reporting on different regions of the world.

You can stay on top of industry news and developments through our printed and digital magazine, in conjunction with OFI's daily website news and weekly newsletters.

And with international travel now open again, we look forward to renewing our friendships and contacts with some of you in person at some of the major calendar events of our industry.



**SERENA LIM**  
EDITOR

OILS & FATS INTERNATIONAL  
MAGAZINE  
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# OILS & FATS INTERNATIONAL 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.







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# 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

[WWW.OFIMAGAZINE.COM](http://WWW.OFIMAGAZINE.COM)

## 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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# OUR AUDIENCE

**9,500+** • SOCIAL MEDIA



**6,300** • PRINT

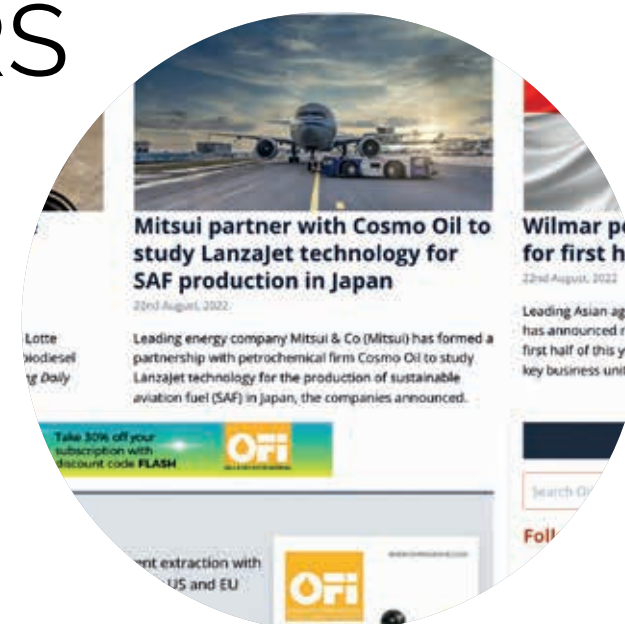
(Additional copies printed for events)

**12,852** • NEWSLETTER



**5,805** • AVERAGE MONTHLY WEBSITE USERS

Statistics from  
1 January to 21 November 2022



## PREVIOUS ADVERTISERS

- AAK
- ABOISSA COMMODITY BROKERS
- AIR LIQUIDE
- ALFA LAVAL
- ALLEGRO DEVELOPMENT
- ANDREOTTI IMPIANTI
- ANDRITZ
- B+B ENGINEERING
- BALAGUER ROLLS
- BASF
- BDI-BIOENERGY INTERNATIONAL
- BERKES
- BINACCHI & CO
- BLACKMER
- BRUKER OPTICS
- BOTLEK TANK TERMINAL
- BRUKER BIOSPIN
- BÜHLER
- BUREAU VERITAS
- BURSA MALAYSIA
- BUSS CHEMTECH
- CENTRIMAX
- CHEMTECH INTERNATIONAL
- CLARIANT PRODUKTE
- CM BERNADINI INTERNATIONAL
- COFCOET
- CPM EUROPE
- CROWN IRON WORKS
- CONTROL UNION
- DESMET BALLESTRA
- DE SMET ENGINEERS & CONTRACTORS
- DE SMET ROSEDOWNS
- DNR PROCESS SOLUTIONS
- DSM FOOD SPECIALTIES
- DUPPS COMPANY
- EMERY OLEOCHEMICALS
- ELICA PROCESSING
- EMILE EGGER & CIE
- ENDRESS+HAUSER
- EVONIK
- FAMSUN OILS & FATS ENGINEERING
- FARMET
- FGV JOHORE BULKERS
- FILTRATION INTERNATIONAL - AMAFILTER
- FRENCH OIL MILL MACHINERY CO
- GEA PROCESS ENGINEERING
- GEA WIEGAND
- GEA WESTFALIA SEPARATOR
- GEKAKONUS
- GEOHELLAS
- GERSTENBERG SERVICES
- GOYUM SCREW PRESS
- HTI GESAB
- HAARSLEV
- HES BOTLEK TANK TERMINAL
- HF PRESS+LIPIDTECH
- HYGear
- INTEC ENERGY
- JATRO SOLUTIONS
- JOHNSON MATTHEY
- KEMIA
- KEMIN INDUSTRIES
- KOOLE TERMINALS
- KÖRTING HANNOVER
- LIPICO TECHNOLOGIES
- MATRIX
- MAXFRY
- MESTRA
- METAN FZ CO
- MYANDE GROUP
- NATURAL BLEACH
- NEL HYDROGEN
- NIVERPLAST
- NOVOZYMES
- OIL-DRI CORP OF AMERICA
- OILROQ
- OILTEK
- OLEO TRADING
- OLEXA
- OXFORD INSTRUMENTS
- PALSGAARD
- POPE SCIENTIFIC
- PRIMORIS
- PROGLOBAL
- PROMILL
- PQ CORPORATION
- PT LUAS INDO NUSA
- REINARTZ
- RONO
- SCIKOON
- SERVIZI INDUSTRIALI
- SEPIOLSA
- SGS GROUP
- SIEMENS
- SIME DARBY OILS
- SHARPLEX FILTERS
- SMI ELECTRIC AUTOMATION
- SOLEX THERMAL SCIENCE
- 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
- USSEC (U.S. SOYBEAN EXPORT COUNCIL)

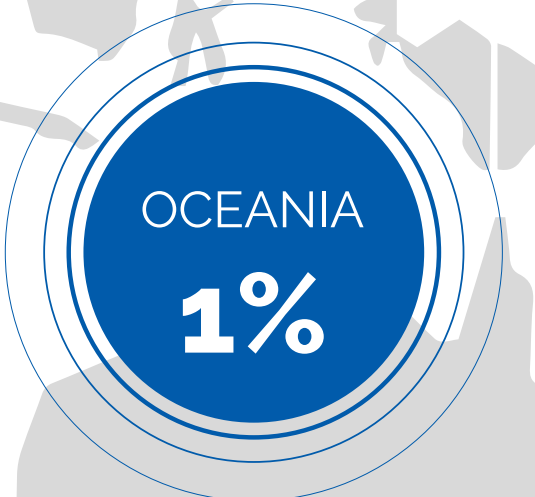
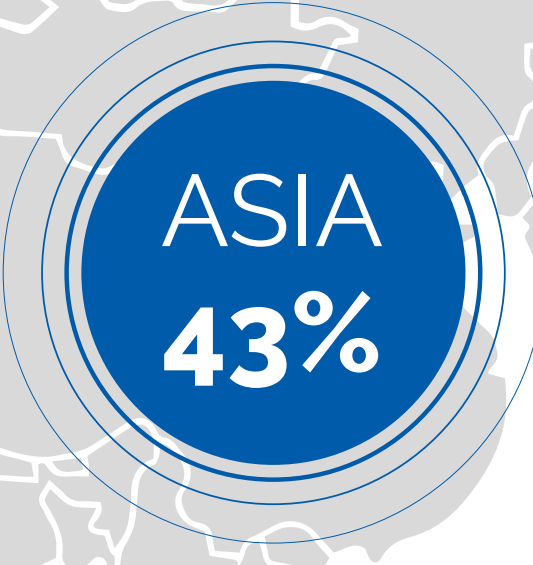
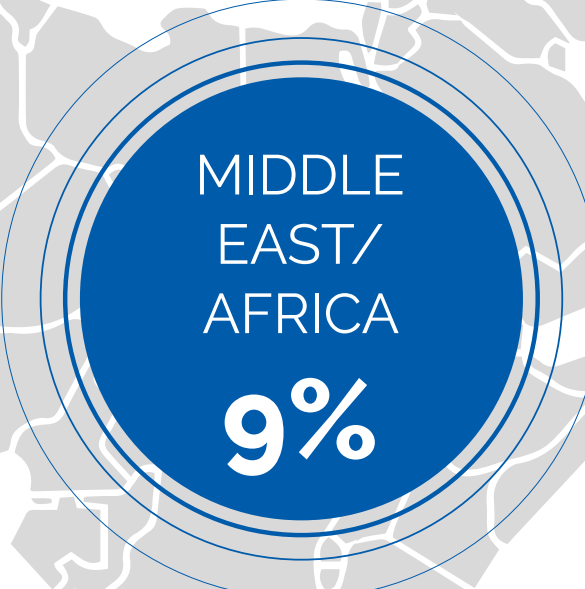
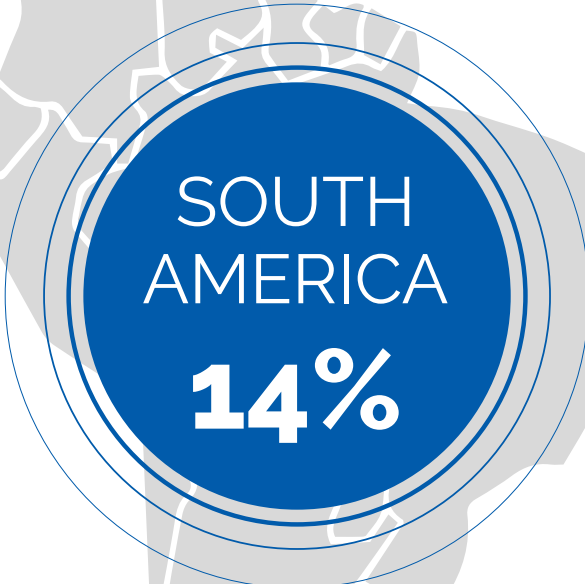
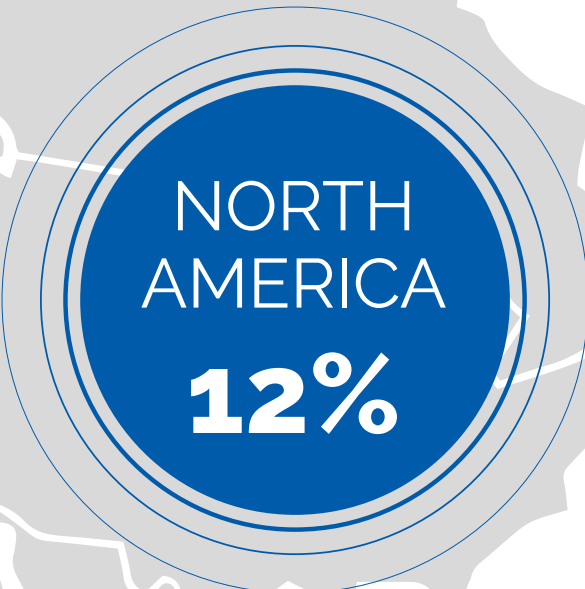


THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE

38 YEARS COVERING NEWS, TRENDS & INNOVATION

# GEOGRAPHICAL REACH

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



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





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JANUARY 2023	FEBRUARY 2023	MARCH/APRIL2023	MAY 2023	JUNE 2023
<ul style="list-style-type: none"><li>• Plant, Equipment &amp; Technology Focus</li><li>• Shipping/Transport/Logistics/Storage</li><li>• Rendering</li><li>• Asia</li><li>• Palm Oil/Coconut Oil/Lauric Oils</li></ul> <p><b>Bonus Circulation</b> Official Partner for Palm and Lauric Oils Price Outlook Conference (POC), Malaysia (6-8 March 2023) International Rendering Symposium, International Production &amp; Processing Expo (IPPE), Georgia, USA (24-26 January 2023)</p>	<ul style="list-style-type: none"><li>• Biofuels/Biodiesel/Renewable Diesel</li><li>• Europe</li><li>• Sunflower Oil</li><li>• Shipping/Transport/Logistics/Storage</li></ul> <p><b>Bonus Circulation</b> FOIC 2023 Fats &amp; Oil International Conference &amp; Exhibition (OTAI) Mumbai, India (16-18 March 2023) Official Partner for Palm and Lauric Oils Price Outlook Conference (POC), Malaysia (6-8 March 2023)</p>	<ul style="list-style-type: none"><li>• Oleochemicals/Surfactants/Detergents</li><li>• Soyabean Oil</li><li>• Technology</li><li>• China</li><li>• South America</li></ul> <p><b>Bonus Circulation</b> 114th AOCS Annual Meeting, Denver, Colorado, USA (30 April-3 May 2023) 13th ICIS World Surfactants Conference, USA, (4-5 May 2023) FENGRA Oils &amp; Fats 2023 Campinas, Brazil (10-11 May 2023)</p>	<ul style="list-style-type: none"><li>• Projects &amp; Engineering</li><li>• Catalysts</li><li>• Commodity Trading Finance &amp; Price Forecasting</li><li>• Margarine, Spreads &amp; Butter</li><li>• Eastern Europe/Russia/Ukraine</li></ul> <p><b>Bonus Circulation</b> Oleofuels 2023 Europe, (14-15 June 2023) 32nd International Grains Conference (IGC) London, UK (13-14 June 2023) 21st European Fat Processors and Renderers Association Congress (EFPRA) 2023, Naples, Italy (7-10 June 2023)</p>	<ul style="list-style-type: none"><li>• Bleaching Earths, Deodorisation &amp; Filtration</li><li>• Biofuels/Biodiesel/Renewable Diesel</li><li>• Activated Carbon</li><li>• Packaging</li><li>• Annual Plant, Equipment &amp; Technology Guide</li></ul> <p><b>Bonus Circulation</b> 20th Oleochem Outlook, China (July 2023)</p>
JULY/AUGUST 2023	SEPT/OCT 2023	NOV/DEC 2023	JANUARY 2024	
<ul style="list-style-type: none"><li>• Oilseeds</li><li>• Transport/Logistics/Shipping/Storage</li><li>• Renewable Resources/Oleochemicals</li><li>• Middle East/Africa</li><li>• Deep Frying</li></ul> <p><b>Bonus Circulation</b> 19th Euro Fed Lipid Congress and Expo Poznan,Poland (17-20 September 2023) 16th International Rapeseed Congress 2023 Sydney, Australia (24-27 September 2023) Black Sea Oil Trade, Kiev, Ukraine (September 2023) Globoil 2023, Mumbai, India (28-30 September 2023)</p>	<ul style="list-style-type: none"><li>• Speciality Fats &amp; Oils</li><li>• Instrumentation</li><li>• Sustainability</li><li>• Plant, Equipment &amp; Technology Focus</li><li>• Rendering</li></ul> <p><b>Bonus Circulation</b> PIPOC 2023 (MPOB International Palm Oil Congress &amp; Exhibition) Kuala Lumpur, Malaysia (7-9 November 2023) PORAM Annual Forum &amp; Dinner, Kuala Lumpur, Malaysia (November 2023) North American Renderers Association 90thAnnual Convention, Naples, Florida, USA (24-27 October 2023) 21st Annual Roundtable Meeting on Sustainable Palm Oil (November 2023)</p>	<ul style="list-style-type: none"><li>• Transport/Logistics/Shipping/Storage</li><li>• Oilseeds</li><li>• Inspection/Testing/Instrumentation/Standards</li><li>• Biofuels/Biodiesel/Renewable Diesel</li><li>• Focus On USA</li></ul> <p><b>Bonus Circulation</b> China International Oils &amp; Oilseeds Conference (CIOC), China (November 2023) 19th Indonesian Palm Oil Conference and 2024 Price Outlook (IPOC 2023), Indonesia (November 2023) Fuels of the Future 2024, Germany (January 2024)</p>	<ul style="list-style-type: none"><li>• Plant, Equipment &amp; Technology Focus</li><li>• Shipping/Transport/Logistics/Storage</li><li>• Rendering</li><li>• Asia</li><li>• Palm Oil/Coconut Oil/Lauric Oils</li></ul> <p><b>Bonus Circulation</b> Official Partner For Palm and Lauric Oils Price Outlook Conference (POC), Kuala Lumpur, Malaysia (4-6 March 2024) International Rendering Symposium, International Production &amp; Processing Expo (IPPE), USA (January 2024)</p>	



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# PRINT ADVERTISING

FULL PAGE 4 COLOUR		FULL PAGE MONO	
x1	£5,475	x1	£4,195
x4	£4,995	x4	£3,625
x8	£4,550	x8	£3,275

COVER POSITIONS +20%

SPECIAL POSITIONS +15%

HALF PAGE 4 COLOUR		HALF PAGE MONO	
x1	£3,650	x1	£2,760
x4	£3,250	x4	£2,395
x8	£2,595	x8	£1,975

QUARTER PAGE 4 COLOUR		QUARTER PAGE MONO	
x1	£1,995	x1	£1,525
x4	£1,690	x4	£1,350
x8	£1,475	x8	£1,110

BLEED ADVERTISEMENT +10%



BOUND-IN SUPPLIED INSERTS	
DOUBLE PAGE (4 SIDES)	£5,995
LOOSE SUPPLIED INSERTS	
SINGLE PAGE (2 SIDES)	£4,250





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## 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 INDUSTRY 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 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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# WEBSITE ADVERTISING

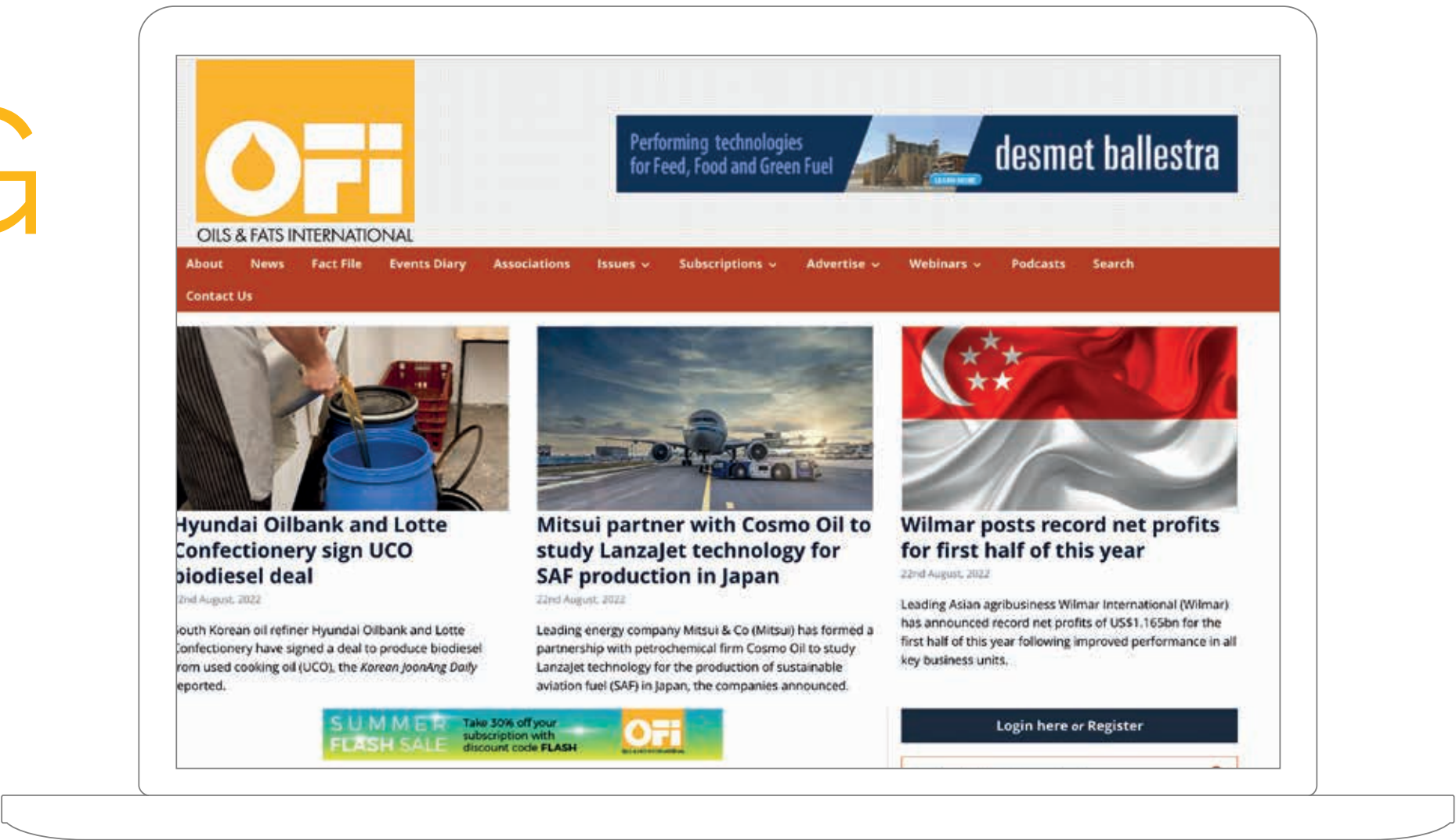
The **OFI Website** is the main platform where we drive our readers to keep up-to-date with the latest news, events and features across the oil crops and animal fats industry. With our vast social media following and digital issues, you can engage with our readers with content they want to read.

	13,775 AVERAGE MONTHLY PAGE VIEWS
	5,805 AVERAGE MONTHLY USERS
	1.28 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 21 Novemer 2022

WWW.OFIMAGAZINE.COM



WEB PANEL (450 x 150px)	
1 YEAR	£12,000
6 MONTHS	£9,000
3 MONTH	£6,000

HEADLINE NEWS SPONSORED BANNER	
2 WEEKS	£2,000





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# NEWSLETTER ADVERTISING

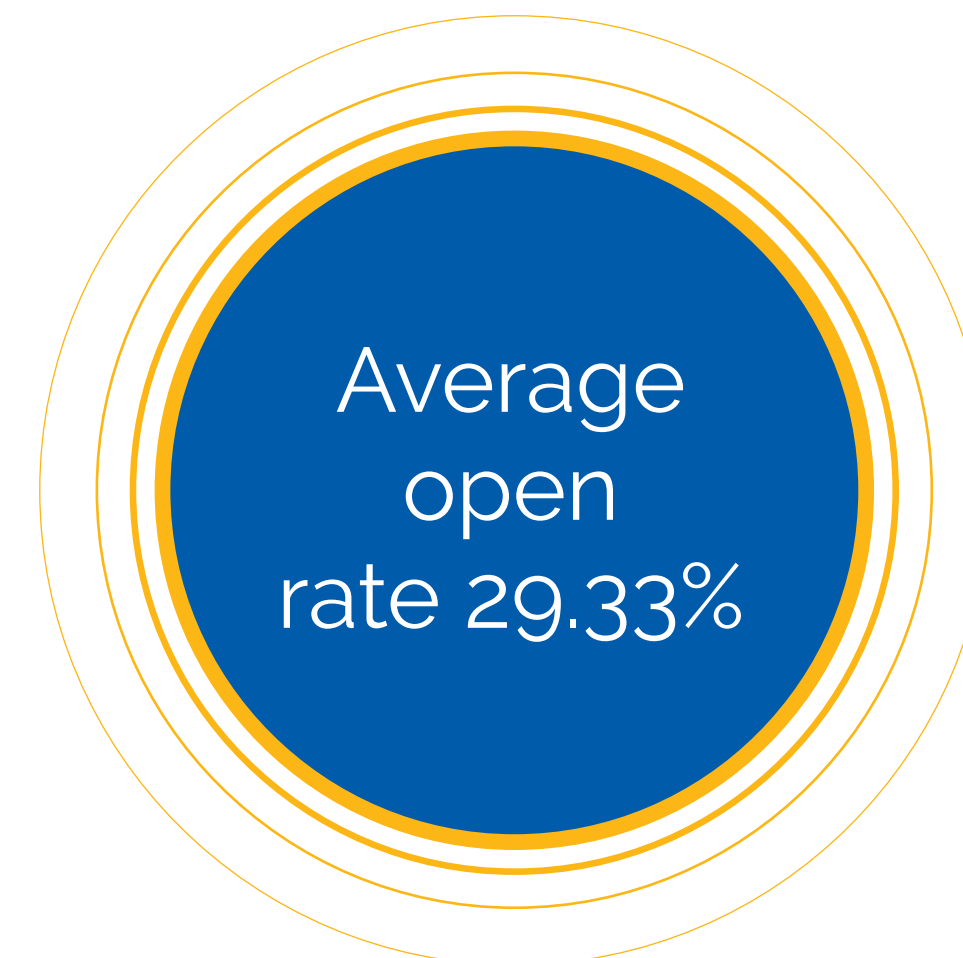
The **OFI Weekly Newsletter** delivers the most important news in the oil crops and animal fats industry to 12,852 inboxes every week.

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

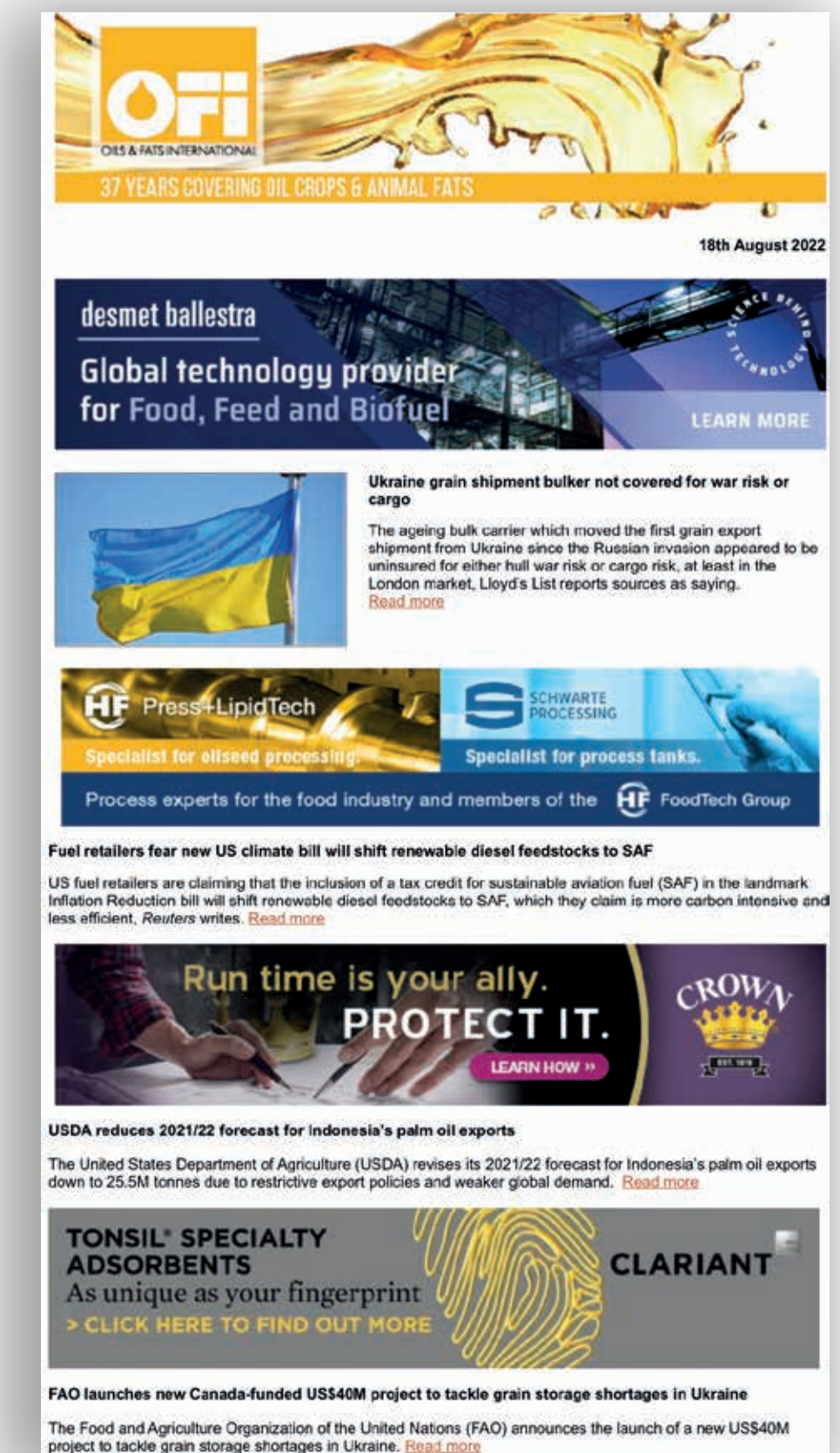
## Newsletter sponsorship opportunities:

**DURATION COPY BANNER** (468 x 60 px)

- 52 weeks £19,950
- 24 weeks £12,750
- 12 weeks £8,250



*Statistics from 1 January to 21 November 2022*





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## WEBINARS, PODCASTS & VIRTUAL CONFERENCES

**OFI** is one of the most widely read publications in the oil crops and animal fats industry. Sponsoring an **OFI** webinar or podcast is a fantastic way to put your brand and senior executive in front of hundreds of senior executives.

- Network with the oils & fats community and share your brand values
- Present your brand to an engaged online audience from across the globe
- Raise brand awareness
- Educate the marketplace with product announcements and company updates
- Encourage viewers to download company documents with web links
- Achieve measurable results
- Generate high quality leads
- Very cost effective to get your name in front of new companies





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# PODCASTS

- Choose the topic most beneficial to your business
- One to one discussion with the Editor
- Up to 30 minute duration
- Logo on all podcast promotion
- 1 minute elevator pitch

*Podcast £4,995*





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# WEBINARS (MAX 1 HOUR)

AVERAGE NUMBER OF REGISTRATIONS: 303

PRE-REGISTRATION	HOSTED	SPONSORED
Sponsor's logo to be included on all promotional activity	✓	✓
Banner on homepage with sponsor's logo	✓	✓
Sponsor's branding on webinar email alerts	✓	✓
Sponsor's logo on registration page	✓	✓
Social media posts	✓	✓
ACTIVITIES DURING THE WEBINAR		
Holding slide with sponsor's logo	✓	
Sponsor's logo in the frame of the webinar	✓	✓
Opportunity to provide materials for participants to download	✓	✓
Q+A for real time feedback	✓	
Customised webinar URL	✓	
Seat on the panel	✓	
POST WEBINAR		
Sponsor's logo on all promotional activity (where appropriate)	✓	✓
Webinar review in the printed edition of <b>OFI</b> including logo	✓	✓
On-demand webinar including sponsor's branding	✓	✓
Full attendee list	✓	
TOTAL	£4,950	£3,995





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# WEBINARS





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# VIRTUAL CONFERENCE (MAX, 4 HOURS CAN BE SPLIT OVER 4 DAYS)

PRE-REGISTRATION	INCLUDED
Sponsor's logo to be included on all promotional activity	✓
Banner on homepage with sponsor's logo	✓
Sponsor's branding on webinar email alerts	✓
Sponsor's logo on registration page	✓
Social media posts	✓
ACTIVITIES DURING THE EVENT	
Holding slide with sponsor's logo	✓
Sponsor's logo in the frame of the webinar	✓
Opportunity to provide materials for participants to download	✓
Q+A for real time feedback	✓
Customised webinar URL	✓
Seat on the panel	✓
POST EVENT	
Sponsor's logo on all promotional activity (where appropriate)	✓
Webinar review in the printed edition of <b>OFI</b> including logo	✓
On-demand webinar including sponsor's branding	✓
Full attendee list	✓

TOTAL

£9,900





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# VIRTUAL 'ROUND TABLE' EVENTS

## PREMIUM SINGLE SPONSOR EVENTS

*(Pre-selected and invitation only events)*

Sponsoring an **OFI** virtual round table is a great way to put your brand in front of senior decision makers to discuss the latest industry challenges. The audience are guaranteed to walk away inspired.

- Editor of **OFI** will decide topic relevant to your business activities
- Pre-selection of target round table participants
- Duration up to 1 hour
- Maximum attendees will be 8
- Sponsorship of all pre-event communications with confirmed attendees
- Editorial coverage as part of article written post event in future magazine editions

*Total £14,850*

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