AD Pack 2020

Global Audience

Exposure

Food & Beverage
One division of ChemLinked (2012), a Membership Based Website

Provide over 42,000 professionals with unique Food & Beverages regulatory updates in Asia Pacific Region

Direct traffic to your website, event or product by advertising with ChemLinked to be reach audiences who matter
Our Readers

Where are they based?

Who are they:

• Business managing directors
• Importers and exporters
• Regulatory affairs managers & directors
• Quality assurance managers & directors
• R&D managers & directors
• Policy & regulation makers
• Lawyers & consultants
• Academic researchers

Interested areas:

Market access  Infant formula
Custom clearance  Dairy product
Retail, CBEC  Health food
Packaging  Food additive
Supply chain  Beverage
Branding  Wine
Public relations  Meat
Web design  FCM

A glance of premium members:

42,000+
Newsletter subscribers

60,000+
Page view per month

95%
Membership Renew Rate
Why Advertise with Us?

**Target audience:**
International enterprises, government bodies, NGOs and hundreds of small and medium sized enterprises from food industry.

**Impressive web traffic:**
Our readers view ChemLinked as a trusted source of timely information and frequently visit which converts to more high quality in-bounds leads for you.

**Flexible solutions:**
From banners, e-publications to sponsored webinars, we have advertising options to suit every business.

**Cost-effective packages:**
Incredible value for money with adverts price starting from $200.

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**Testimonials**

*Super! Good Webinar! Good quality! Very Clear!*
- Dirk Hoegaert, Agilent

*Very useful site for us. Some interpretation of Chinese food standards (paid) would be great.*
- Claire Heenan, Sanitarium

*Your service provides excellent service and great value. I recommend your website and services to our many packaging suppliers.*
- Tom Carr, Fonterra
Online Advertising

1. BANNER ADVERTISING
   In either premium or regular positions on our website

2. E-PUBLICATION ADVERTISING
   In ChemLinked food report and bi-weekly newsletters

3. SPONSORSHIP OF TRAINING COURSE
   Indicate the sponsor on our promotion materials as well as customize the webinar/online course for the sponsor if he/she wants to be a speaker

We can help you reach more than 42,000+ potential customers
Banner Advertising

Using our banner ad package you can directly add hyperlinks to your website, event or product for additional traffic. Popular columns available such as homepage, news, regulatory analysis, market insight, enabling you to engage with your target audience.

**Rates - Home Page (20% of Total Page Views in 2019)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price (2 Months)</th>
<th>Price (6 month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (carousel)</td>
<td>530*300</td>
<td>$600</td>
<td>$1,500</td>
</tr>
<tr>
<td>B</td>
<td>270*145</td>
<td>$400</td>
<td>$1,000</td>
</tr>
<tr>
<td>C</td>
<td>1180*100</td>
<td>$300</td>
<td>$800</td>
</tr>
</tbody>
</table>

**Rates - Column Page (Exclude Homepage)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price (2 Months)</th>
<th>Price (6 month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidebar</td>
<td>340*138</td>
<td>$200</td>
<td>$700</td>
</tr>
</tbody>
</table>

Increase your visibility in target markets and help drive relevant traffic to your own website using our banner advertising packages.

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Food Portal Home Page: https://food.chemlinked.com/
E-publication Advertising

Every year we present regular electronic reports on food marketing access and important regulatory updates in Asia especially China.

**Rates - Report**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole page</td>
<td>$500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$400</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$300</td>
</tr>
</tbody>
</table>

Link: https://food.chemlinked.com/report

**Rates - Newsletter**

<table>
<thead>
<tr>
<th>Position</th>
<th>Banner Size</th>
<th>Price (one-time)</th>
<th>Price (3-time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>620*150</td>
<td>$500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Inpage</td>
<td>620*100</td>
<td>$400</td>
<td>$1,000</td>
</tr>
<tr>
<td>Footer</td>
<td>620*150</td>
<td>$300</td>
<td>$800</td>
</tr>
<tr>
<td>Sidebar</td>
<td>250*140</td>
<td>$300</td>
<td>$800</td>
</tr>
</tbody>
</table>

Link: https://food.chemlinked.com/epublication/newsletter

Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

**10,000 Digital Downloads**

**42,000 Recipients**
Sponsorship of Training Course

We regularly host webinars and online courses covering a diverse range of interesting topics relating to China and Asia pacific food industry, regulations, markets and specific product categories.

Opportunities

1. Webinar/Online Course sponsorship (without speaking opportunity)
   • Sponsor indicated on promotion banners placed on high-traffic pages;
   • Sponsor indicated on Newsletter (webinar:3 times; online course 1 time) which is sent to 42,000+ recipients from the global food industry
   • Digital artwork like promotional video displayed before the webinar starts
   • Sponsor indicated on materials like PPT & video.

2. Webinar sponsorship (with speaking opportunity)
   Except the above promotion ways, ChemLinked can customize a webinar for the sponsor if he/she wants to be a speaker, on the condition that the webinar content meets the principle that “providing solutions for AP market access” rather than purely concentrating on introduction of company products and services. Besides, all the benefits described in point 1 are still included.

Rates

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>$1,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship (without speaking opportunity)</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

https://food.chemlinked.com/eventsdb/webinar
https://food.chemlinked.com/online-course
Talk to us

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