

THE OFFICIAL YEAR-ROUND NEWS PLATFORM



2021 MEDIA KIT



NEWSROOM

newsroom.sialparis.com

SIAL

INSPIRE

FOOD

BUSINESS

sialparis.com is the year-round go-to-platform for the food industry, allowing you to connect with people relevant to your business, and stay ahead of the game with expert insights and latest industry news.

The daily updated **Newsroom** allows you to keep in touch with the SIAL community all year round, inform your target groups about your latest news and make sure your region / company is always on top of their mind and business agendas.

Whether it be a product or campaign launch, management/ government announcement, news or strategy update, the SIAL Newsroom allows you to get your message out efficiently to all relevant industry contacts.

NEWSROOM

newsroom.sialparis.com

Highlight your News or Brand Message on sialparis.com!

TOPICS

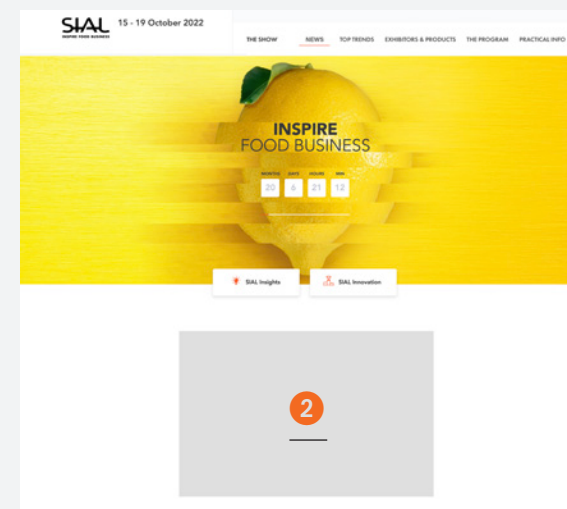
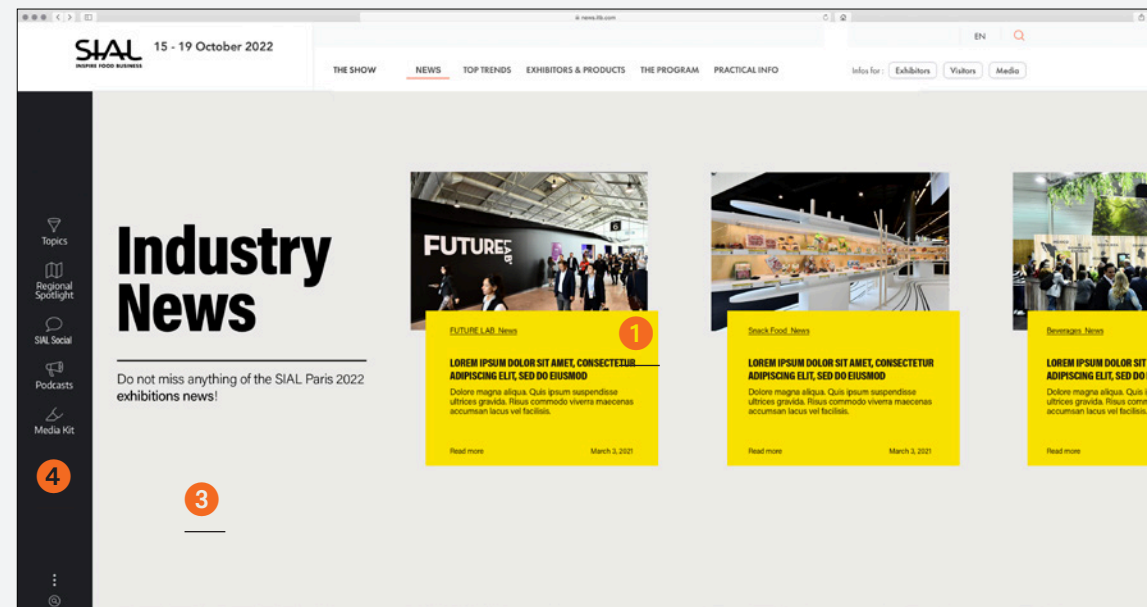
Frozen products
Dairy Products
Seafood
Beverages
Organic & wellness
Fruits & vegetables
Grocery products & Breads
Snack food
Delicatessen & meats
Equipment

TRENDS

SIAL Insights
Planet Food Study
SIAL Innovation
SIAL Think Tank

REGIONAL SPOTLIGHTS

France
Italy
Spain
The Netherlands
United Kingdom
Belgium
Germany
United States
China
Poland



RATES

NEWSROOM

• **In-Depth Article:** 600 words
1st position during 1 week ¹
(2 spaces available) € 1,400

• **Short Article:** 200 words
Position 3 & 4 during 1 week
(2 spaces available) € 600

OPTIONS

HOMEPAGE ²
Your article highlighted on the Home page
1 week: € 600

OPTIONS

• **Global sponsoring** ³
Your branding on all sections
3 months: € 19,500
(including 2 in-depth articles)

OPTIONS

MENU ENTRY ⁴
• Dedicated Menu Point
• Dedicated Branded Page with your contents
• 6 Articles (3 In-Depth, 3 Short)
• 6 newsletter inclusions (3 x 1st position, 3 x 3rd position)
• 2 social media posts
3 months € 16,500

OPTIONS

SOCIAL MEDIA



Your article highlighted in 1 sial Paris social media post
(1 space available / week)



RATES

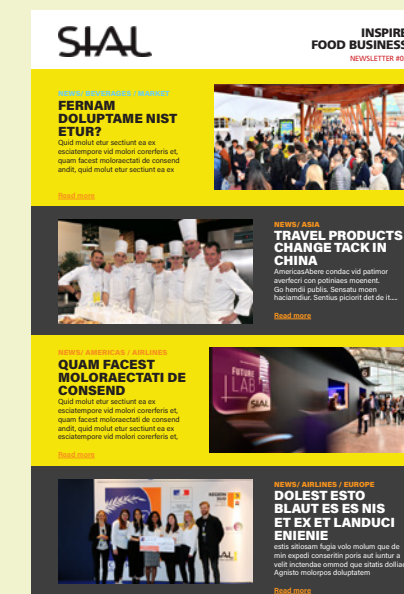
• 1 post / all 4 platforms € 1,400

OPTIONS

NEWSLETTER

Monthly

Your article highlighted in one monthly SIAL Paris newsletter



RATES

• **Your article highlighted in 1 newsletter**
1st position € 1,200
3rd position € 600
(2 positions available)



READER PROFILE

310,000
TRADE VISITORS

73%
INTERNATIONAL
VISITORS

200
COUNTRIES

REACH
TARGETED,
INFLUENTIAL
TRADE

DISTRIBUTION,
IMPORT-EXPORT
55%
OUT OF HOME
CATERING
16%
AGRI-FOOD
MANUFACTURERS
23%
SERVICES
6%

SOCIAL MEDIA



59,000
FOLLOWERS



13,000
FOLLOWERS



19,000
FOLLOWERS



9,000
MEMBERS

TOP 10 COUNTRIES

- 1-FRANCE
- 2-ITALY
- 3-SPAIN
- 4-THE NETHERLANDS
- 5-UNITED KINGDOM

- 6-BELGIUM
- 7-GERMANY
- 8-UNITED STATES
- 9-CHINA
- 10-POLAND

NEWSLETTER

+160,000
RECIPIENTS



WEB

MORE THAN **40** THOUSAND
SUBSCRIBERS ON
1,900,000
VISITS
AND **7,210,000**
PAGES SEEN
ON THE INTERNET SITE

55%
ARE DECISION MAKERS IN
PURCHASING DEPARTMENTS
34%
CEO / GM
84%
ARE LOOKING
FOR NEW PRODUCTS

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