

# SIAL PODCAST

**FOOD  
FOR THOUGHT,  
THE OFFICIAL  
SIAL PARIS  
PODCAST**



**MEDIA KIT  
2022**



## KEEPING UP WITH THE INDUSTRY IN AN INFORMATIVE, COMPREHENSIVE AND RELEVANT AUDIO FORMAT

SIAL PODCAST is the year-round podcast designed for the food industry. Keep in touch with key decision makers and anticipate market trends thanks to highly relevant contents presented in a compact and efficient format.

The monthly podcasts allow you to stay in touch with the SIAL community, inform your target groups about your latest news and make sure your brand and products are always top of mind... and top of their business agendas. Whether it be a product or campaign launch, management announcement, news or strategy update the SIAL PODCAST allows you to get your message across in an efficient, targeted, and powerful way.

## PODCAST

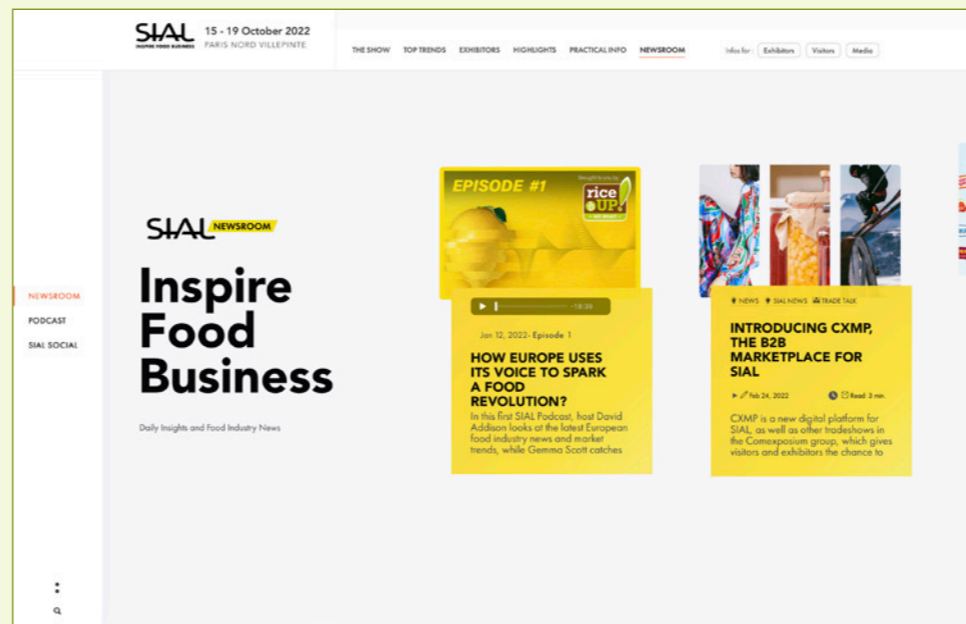
Highlight your News or Brand Message on SIAL PODCAST!

### TOPICS

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

In each episode:

- Industry news
- Key figures
- Leading industry insight
- The «Big» Interview



### EDITORIAL OPPORTUNITIES FOR EXHIBITORS

#### How to be part of SIAL Podcast?

Provide us with your input:

- Coverage of your company's main announcements and product launches
- A strategic platform for your top management

### RATES

#### GLOBAL SPONSORING (3 months)

- Co-branding (SIAL Podcast - brought to you by ...)
  - Introduction jingle start & finish podcast
  - 1 interview (4 min)
  - 2 news (30 sec per news)
  - Logo on the cover of the podcast
- ..... 9 500 €

#### NEWS SECTION SPONSORING

(3 months)

- "SIAL Podcast - brought to you by..."
- 1 news (30 sec)

..... 4 500 €

#### INTERVIEW SPONSORING (3 months)

- "The Big Interview brought to you by..."
- 1 news (30 sec)

..... 4 500 €

#### ADVERTORIAL (30 secondes)

- 1 news (30 sec)
- 3 spaces available

..... 1 500 €

### CIRCULATION / ONLINE

> [newsroom.sialparis.com](https://newsroom.sialparis.com)

Sent out each month in the SIAL Newsletter.

Available for free on the following platforms Apple Podcast and Spotify



### SOCIAL MEDIA

SIAL PODCAST contents are promoted through the SIAL social media channels

**33,000**  
FOLLOWERS

**6,600**  
FOLLOWERS

**10,700**  
MEMBRES

**4,720**  
MEMBRES



## CONTACTS



### ADVERTISING

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