



sfera.fm

food market news

ADVERTISING POSSIBILITIES ON THE **WWW.SFERA.FM** **FOOD PORTAL**

OUR ADVANTAGES:

Our average traffic is about 1,500-2,000 unique visitors a day.

Among our audience, there are food industry top managers, food industry specialists, manufacturing technologists, equipment purchasers, market analysts.

Portal content:

- food market analytics;
- market researchments from raw material production to processing technologies and ready products manufacturing;
- actual food industry news in daily updates (more than 15 news a day);
- all **SFERA** magazine releases for reading and downloading (for free).



15
more
than **NEWS
A DAY**

LONG-TERM INTERESTS OF THE SFERA.FM AUDIENCE, (AFFINITY INDEX*, %)

SOURCE: METRIKA.YANDEX



* **Affinity Index** (audience compliance Index) is a percentage indicator that used in professional media planning. It shows typical contact with Internet resource for target audience (in our case, an audience with a specific and individual long term interest) in comparison with the general population between Internet users. The higher index value, the more online media corresponds to the target audience, which means that the advertisement will be more targeted and reach the necessary consumer. The index value of 100% or more is perfect for reaching the target audience.

Affinity Index of long-term audience interests of the **sfera.fm** shows **the highest concentration** of the target audience of b2b companies in the agro-industrial complex and food industry.

ADVERTISING PRICES FOR WWW.SFERA.FM FOOD PORTAL

BANNER ON THE SITE WWW.SFERA.FM	Time for banner placing			
	1 month	3 months	6 months	12 months
Size of banners	Rates, EURO			
1140 x 125 №1 through - 75 views per month	900	2 300	4 460	8 950
1140 x 125 №1 through (rotation) - 37 views per month	600	1 600	3 100	6 300
1140 x 390 drop down - 75 views per month	1 130	2 800	5 450	10 550
1140 x 390 drop down (rotation) - 37 views per month	800	2 000	3 800	7 400
740 x 96 through - 75 views per month	690	1 750	3 450	6 850
740 x 96 through (rotation) - 37 views per month	500	1 200	2 400	4 800
200 x 234 through № 1, 2, 3 - 49 views per month	450	1 120	2 200	4 350
200 x 234 through № 1, 2, 3 (rotation) - 25 views per month	350	930	1 820	3 600
200 x 234 through № 4, 5 - 28 views per month	4 300	1 100	2 150	4 250
160 x 356 through № 1, 2 - 49 views per month	3 000	800	1 500	3 000
160 x 356 through № 1, 2 (rotation) - 25 views per month	370	990	1 900	3 900
160 x 356 through № 3, 4 - 28 views per month	640	1 560	3 060	6 070
1140 x 125 №2 through - 28 views per month	420	1 040	1 950	3 950
1140 x 125 №3 through - 19 views per month	450	1 120	2 160	4 350
740 x 96 внутри статьи - 21 views per month	450	1 120	2 160	4 300
static banner development	25			
animated banner development (GIF)	50			

BANNER IN E-MAIL NEWSLETTERS 18000 E-MAILS	1 week, 3 times	2 week 6 times	3 week 9 times	month, 12 times
	Rates, EURO			
620x140 №1 banner upper	155	237	323	398
620x140 №2 banner bottom	130	210	285	350

DAILY NEWS, UP-TO-DATE ARTICLES, INTERESTING ANALYSES, EXCLUSIVE INTERVIEWS	Rates, EURO
The article (5000 signs including spaces, logo, contact information, website links, you may add video if needed) - will be kept on the main page of the Sfera website for a month - will be included into the e-mail newsletters for a month - contextual advertising (promotion in Google, Rambler, Yandex)	655
Interview (5000 signs including spaces) - contextual advertising (promotion in Google, Rambler, Yandex) - photo of the speaker and a quote from the article will be placed on the main page of the Sfera website.	655
News (1500 signs including spaces)	150
Infographics + article (interactive design development with an individual approach)	933
Industrial photo report (text up to 5,000 characters with spaces, 12 photos in gallery mode included)	251
Event photo report (text up to 2000 characters with spaces, 12 photos in gallery mode included)	250

TECHNICAL LAYOUT REQUIREMENTS IN ORDER TO BE PUBLISHED IN THE FOOD MAGAZINE SFERA WWW.SFERA.FM

TECHNICAL REQUIREMENTS

1. The layout should be done full size.
2. All the colours used in the layout should be presented in **RGB**.
3. The layouts are received as **PSD, GIF, PNG, JPG, SWF**. Layout in SWF format (Flash-banners) are accepted with the link to the banner opening in a new window. WARNING! Flash-banners are not displayed on mobile devices and devices which does not installed Flash playe rs.
4. The file resolution should be: **72 dpi**.
5. Banner's size: static - no more than **300kb**, animated - no more than **500kb**.


TERMS OF REFERENCE FOR CREATING A BANNER

1. Banner size.
2. Banner type: animated (**GIF**) or static.
3. Colour palette (style description is present).
4. Visual elements (photo, graphics, logo, presented in **JPG, TIFF, PSD** or **EPS** formats, resolution **300 dpi**).
5. For animated banners, the following parameters are necessary:
 - frame quantity;
 - time for one frame;
 - frame change speed;
 - animation plot.
6. Style (cartoon, realistic photo, text, combined).

BANNER IN A E-NEWSLETTER










✉ **18 000**
e-mail
addresses

02.10.2020 открыть веб-версию

 **sfera.fm**
food market news

1. Banner upper 620x140 px

НОВОСТИ > ВСЕ НОВОСТИ


-  Правительство РФ не намерено продлевать льготу по НДС на племенной скот
-  Профессор Эдуард Джавадов провел Прямой Эфир на тему «Вирусы, иммунитет и вакцинация птицы». О чем говорил ученый?
-  Подана первая заявка на регистрацию в России бренда с географическим указанием
-  Возращение в офлайн! Как активизируется выставочная индустрия? Новый выпуск онлайн-издания Sfera Food Market
-  Российская компания Welldone планирует развивать производство растительного мяса
-  300 руководителей птицефабрик и компаний встретятся на форуме «ПТИЦЕВОДСТВО РОССИИ 2020»
-  В Башкирии планируют создать производство кобыльего молока почти за 700 млн рублей
-  Белгородское «Троицкое зерно» запустило элеватор стоимостью 300 млн рублей
-  Китай ограничивает импорт российской рыбы из-за обнаруженного COVID-19
-  IV форум «Пищевое машиностроение-2020» пройдет в Москве

2. Banner below 620x140 px

КОНФЕРЕНЦИИ



МЕЛЬКОМБИНАТ
GRAIN AND MILL
11-12.11.20





21-22.10.20
Самара, Палладиум
МАСЛОЖИРОВАЯ
ИНДУСТРИЯ

Прогноз сбора зерна в РФ в этом году повышен — Патрушев

США ограничат ввоз малайзийского пальмового масла

СТАТЬИ > ВСЕ СТАТЬИ



1 week, 3 times

90 EUR

2 week, 6 times

160 EUR

3 week, 9 times

235 EUR

month, 12 times

300 EUR

1 week, 3 times

72 EUR

2 week, 6 times

135 EUR

3 week, 9 times

200 EUR

month, 12 times

255 EUR

AD PLACEMENT PLANS FOR FOOD PORTAL WWW.SFERA.FM

ARTICLE

- The article (**5,000-word maximum**) is adjusted for search queries by the editor according to the client's requirements, and the page contains the logo, contact information, photographs (**1,024-px minimum**) and video materials.
- The article is linked to your personal page in the Company Catalog; all articles, contact information, photographs and video materials are collected on this page.

466 EUR



BONUSES

ARTICLE PUBLICATION BONUSES:



- The company is included in the Company Catalog.
- The Advertiser's article receives 2 weeks of contextual adverts.



90 EUR

NEWS

- The article (**500-symbol maximum**) is adjusted for search queries by the editor according to the client's requirements.
- A photograph (**1024-px minimum**) is published on the page.

466 EUR



INTERVIEW

- The interview (**5,000-symbol maximum**) is adjusted for search queries by the editor according to the client's requirements.
- Photograph of guest, not less than **600 px** wide. Photographs (**1,024-px minimum**) may be published on the page.
- The interview is linked to your personal page in the Company Catalog; all articles, contact information, photographs and video materials are collected on this page.
- Interview variations: image-based, problem-based, event-based.

AD PLACEMENT PLANS FOR FOOD PORTAL WWW.SFERA.FM

INFOGRAPHICS

- Dynamic representation of an organization or company success with usage of numerical data (sales growth, production growth, assortment increase, geography production expansion, deliveries, selling points and so on).
- *Numerical data visualization. Visualization can be done in the corporate identity of the company. Logos, trademarks and so on can be used.
- Short explanations and text insets can be used in the “infographics”.
- The text may contain the contact information of the advertiser (for example links): website, e-mail, social networks and so on.



720 EUR

PHOTO REPORT

Event-based
251 EUR



Manufacturing / production report
586 EUR*

*All photos are provided by the client (advertiser). An advertiser must have the photo copyright.
If you would like to order a photographer for photoshoot with photo processing service – 156 EUR as an additional payment

- Photo report will be created as a gallery on a special tab of the site.
- From 8 to 12 photos are required (**at least 2000 px in width**).
- Photos must show the production process of a product creation and line up according to a scenario plan: start/beginning/how it started, general plans, where the action takes place (workshop, factory, poultry farm, greenhouse and so on), close-up photos, characters (company staff during working process), final result/product.
- All photos are accompanied by an explanatory text (**up to 5500 characters with spaces**).
- **Event-based report.** It shows a current event in its retrospective: start, development, participants, completion. Photos are accompanied by text **up to 2000 characters** with spaces. At the end can be a contact form of an advertiser.

NEW

AD PLACEMENT PLANS FOR FOOD PORTAL WWW.SFERA.FM

**PERPETUAL
EXCLUSIVE
PLACEMENT**

248 EUR

“IN-READ” VIDEO

WHY SHOULD YOU PLACE AN “IN-READ” VIDEO?

- DISTRIBUTION AND “SECOND CHANCE” OF A VIDEO – TO REACH A NEW AUDIENCE
- INCREASING AN AUTHORITY OF VIDEO (WEBSITE, AN ARTICLE, EXCLUSIVENESS)
- PROGRESSING VIDEO VIEWS (PERPETUAL PLACEMENT)
- NEW YOU-TUBE SUBSCRIBERS



LISTING IN BUYER'S GUIDE AT WWW.SFERA.FM

	Free	Charged
Company's Name	✓	✓
Logo	✓	✓
Addresses	✓	✓
Telephone Numbers	✓	✓
E-mail	✓	✓
Web-site (www)	×	✓
External links which lead to the Company's website	×	✓ max. 5
Contact Person	×	✓
Short Description	✓ max. 500 symbols	✓ max. 1000 symbols
Detailed Description	×	✓
Publication of the images inside the article	×	✓ 5 pictures
Free publication of the Company's news on the website**	×	✓ max. 2
Free publication of the article edited by our specialist on the website*	×	✓ max. 1
Free Company Spokesman Interview Publication**	×	✓ max. 1

* The term 'Editorial' is used for a non-advertising informative or analytical article covering certain up-to-date issues.

** The Company's data for publication is to be prepared and approved by the Customer in accordance with the technical requirements of WWW.SFERA.FM.

Premium Company's Listing + 36 € per month.

TECHNICAL REQUIREMENTS FOR COMPANY CATALOG MATERIALS:

1. Logo in **JPG, TIFF, PSD, EPS** format, **300 dpi** resolution.
2. Company's full name, website, address, telephone number, contact person, email address.
3. Information about the company (**2000-symbol maximum**).



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