



OILS & FATS INTERNATIONAL

---

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





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# NOTE FROM THE EDITOR

As 2021 progresses, the global COVID pandemic continues to make its presence felt as new variants cause a surge in cases in countries across the world, impacting workers, port operations and supply chains.

Vegetable oil prices have hit record highs, along with freight rates, partly due to weather -- always the wild card in market predictions. And the past year has been struck by extreme weather, such as the Texas winter storms in February, the Canadian heatwave in June and severe flooding in western Europe in July.

Weather has a direct impact on oil crop production. And if extreme weather events are a harbinger of things to come, then climate change, environmental protection and sustainability will come even further to the fore for our market, putting the spotlight ever more on biofuels and renewables.

There are key topics that OFI covers in its news pages, along with our focus on food, legislation, shipping/transport/logistics and biotechnology. Our in-depth features also examine specific feedstocks; commodity trading; plant and technology; processing; transport and storage; inspection; and instrumentation, as well as reports on different regions of the world.

From a broad commodity perspective to very niche applications, such as the vital role lipids have played in COVID vaccinations, OFI has got it covered.

As we approach the second half of 2021, with uncertainty still surrounding some of our industry's key networking events, OFI's digital offerings continue to provide the link for our market.

We're looking forward to the day when we can all meet in person to renew our friendships and contacts. In the meantime, stay on top of the news and analysis you need through our daily website news, weekly newsletters, webinars and print and digital issues.



**SERENA LIM**  
EDITOR

OILS & FATS INTERNATIONAL  
MAGAZINE  
serenalim@quartzltd.com



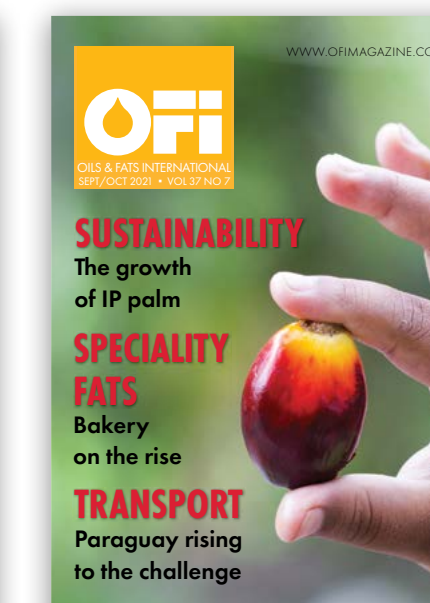
**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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.





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# OUR AUDIENCE

4,600+ • SOCIAL



6,300 • PRINT

(Additional copies printed for events)



13,273 • EMAIL

4,950 • AVERAGE MONTHLY WEBSITE USERS

(Monthly average for the period January to June 2021)



## 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 ELEVATOR
- 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
- OIL-DRI CORP OF AMERICA
- OILROQ
- OILTEK
- OLEO TRADING
- OLEXA PRESS
- 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
- 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





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

## GEOGRAPHICAL REACH

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

NORTH AMERICA  
**12%**

EUROPE  
**21%**

ASIA  
**43%**

MIDDLE EAST/  
AFRICA  
**9%**

SOUTH AMERICA  
**14%**

OCEANIA  
**1%**

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



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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

JANUARY 2022	FEBRUARY 2022	MARCH/APRIL 2022	MAY 2022	JUNE 2022
<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 (7th-9th March 2022)</p> <p>International Rendering Symposium, International Production &amp; Processing Expo (IPPE), Georgia, USA (25th-27th January 2022)</p>	<ul style="list-style-type: none"> <li>Biofuels/Biodiesel/Renewable Diesel</li> <li>Antioxidants</li> <li>Europe</li> <li>Sunflower Oil</li> <li>Shipping/Transport/Logistics/Storage</li> </ul>	<ul style="list-style-type: none"> <li>Oleochemicals/Surfactants/Detergents</li> <li>Soybean</li> <li>Technology</li> <li>China</li> <li>South America</li> </ul> <p><b>Bonus Circulation</b> 113th AOCS Annual Meeting, Atlanta, Georgia, USA (1st-4th May 2022)</p> <p>Oleofuels 2022 Europe, Marseille, France (18-19 May 2022)</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> 31st International Grains Conference (IGC) London, UK (7th-8th June 2022)</p> <p>20th European Fat Processors and Renderers Association Congress (EFPPA) 2022, Villamoura, Portugal (1st-4th June 2022)</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 &amp; Equipment Guide</li> </ul> <p><b>Bonus Circulation</b> 19th Oleochem Outlook, Qingdao, Shangdong, China (July 2022)</p>
JULY/AUGUST 2022	SEPT/OCT 2022	NOV/DEC 2022	JANUARY 2023	
<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> oils+fats@Drinktec, Munich, Germany (12th-16th September 2022)</p> <p>Black Sea Oil Trade, Kiev, Ukraine (September 2022)</p> <p>Globoil 2022, Goa, India (21st-23rd September 2022)</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> PORAM Annual Forum &amp; Dinner, Kuala Lumpur, Malaysia (November 2022)</p> <p>National Renderers Association 89th Annual Convention, Dana Point, California USA (23rd-28th October 2022)</p> <p>20th Annual Roundtable Meeting On Sustainable Palm Oil (November 2022)</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 2022)</p> <p>18th Indonesian Palm Oil Conference and Outlook (IPOC) 2023, Indonesia (November 2022)</p> <p>Fuels of the Future 2023, Germany (January 2023)</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 (6th-8th March 2023)</p> <p>International Rendering Symposium, International Production &amp; Processing Expo (IPPE), Georgia, USA (January 2023)</p>	



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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# PRINT ADVERTISING - RATE CARD

FULL PAGE 4 COLOUR		FULL PAGE MONO	
x1	£4,995	x1	£3,750
x4	£4,775	x4	£3,150
x8	£4,050	x8	£2,995

COVER POSITIONS **+20%**

SPECIAL POSITIONS **+15%**

HALF PAGE 4 COLOUR		HALF PAGE MONO	
x1	£3,495	x1	£2,650
x4	£3,100	x4	£2,275
x8	£2,450	x8	£1,925

QUARTER PAGE 4 COLOUR		QUARTER PAGE MONO	
x1	£1,995	x1	£1,455
x4	£1,690	x4	£1,250
x8	£1,450	x8	£1,055

BLEED ADVERTISEMENT **+10%**



## BOUND-IN SUPPLIED INSERTS

DOUBLE PAGE (4 SIDES) **£4,995**

## LOOSE SUPPLIED INSERTS

SINGLE PAGE (2 SIDES) **£3,495**

DOUBLE PAGE (4 SIDES) **£3,995**





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

## 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.



**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
37 YEARS COVERING NEWS, TRENDS & INNOVATION

# ADVERTISING / SPONSORSHIP OPPORTUNITIES

**PRINT  
ADVERTISING**

**WEBSITE  
PANELS**

**NEWSLETTER  
BANNERS**

**PROMOTED & HOSTED  
WEBINARS**

**SPONSORED  
WEBINARS**

**PODCASTS**

**VIRTUAL  
CONFERENCES**

**ROUNDTABLES**



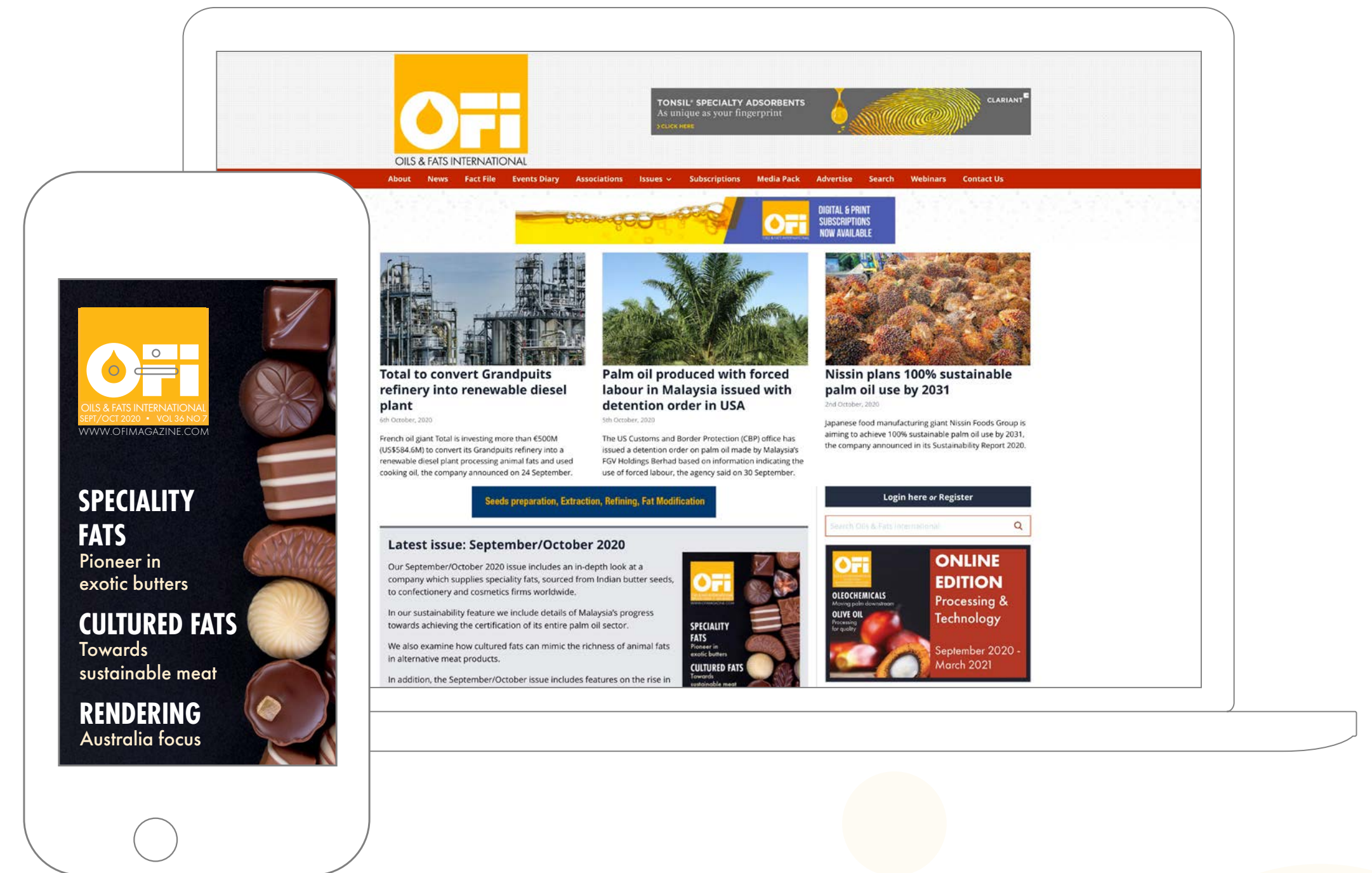
**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
37 YEARS COVERING NEWS, TRENDS & INNOVATION

# WEBSITE ADVERTISING

Our rich and diverse content at **ofimagazine.com** keeps the oils and fats community up-to-date with the latest news, technology and project developments

	<b>12,622</b> AVERAGE MONTHLY PAGE VIEWS
	<b>4,950</b> AVERAGE MONTHLY USERS
	<b>1.69</b> AVERAGE MONTHLY SESSION DURATION

Choose from a range of flexible advertising options to match a variety of budgets and achieve your desired level of exposure within the market.





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# WEBSITE ADVERTISING - RATE CARD

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.

Advertising online increases awareness of your company and builds your brand - whilst supporting your sales teams.

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

OTHER OPPORTUNITIES	
VIDEO CONTENT	
COMPANY ADVERTORIALS	



**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
37 YEARS COVERING NEWS, TRENDS & INNOVATION

# NEWSLETTER ADVERTISING

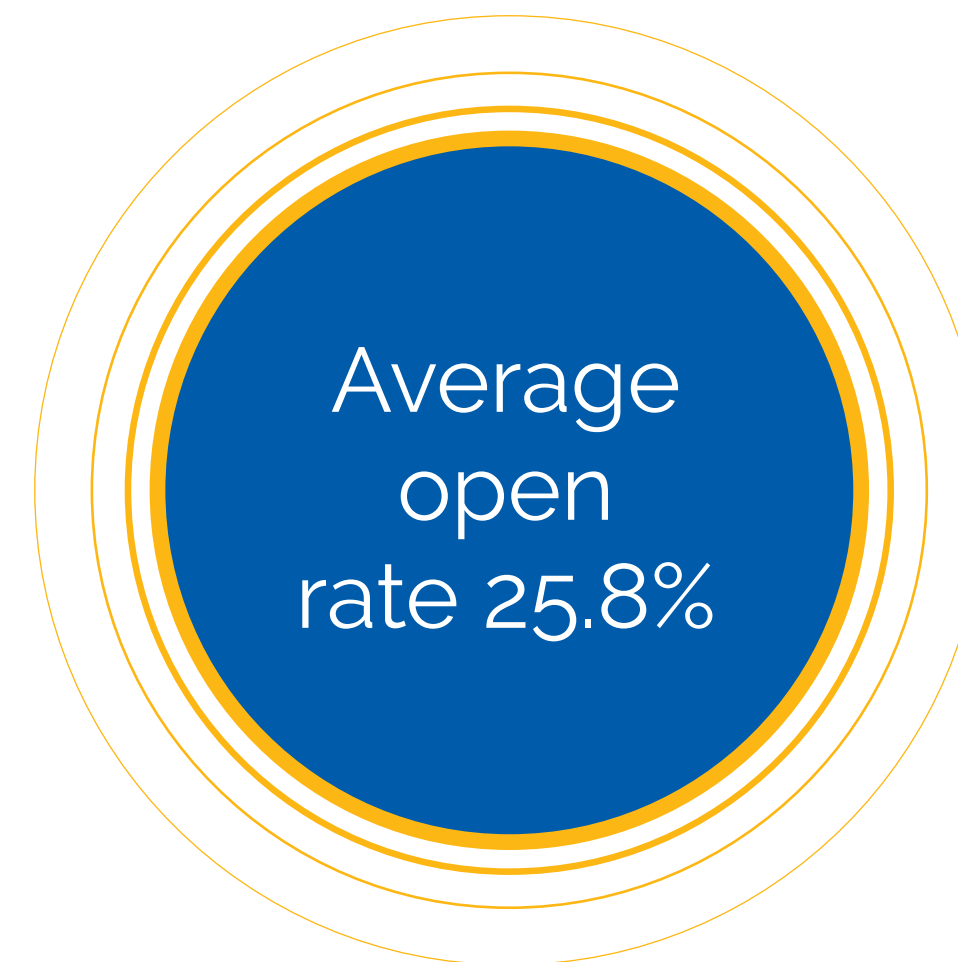
The **OFI Weekly Newsletter** delivers the most important news in the oil crops and animal fats industry to 13,250 inboxes every week.

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 £15,950
- 24 weeks £9,750
- 12 weeks £6,500



THE BUSINESS MAGAZINE FOR OIL CROPS AND ANIMAL FATS

**OFI** OILS & FATS INTERNATIONAL  
WEEKLY NEWSLETTER

36 YEARS COVERING OILS CROPS AND ANIMAL FATS

30th September 2021

**TONSIL® SPECIALTY ADSORBENTS**  
As unique as your fingerprint  
> [CLICK HERE TO FIND OUT MORE](#)

**CLARIANT**

**Germany set to halt palm oil use in biofuels from 2023**  
The German government has announced that the use of palm oil in biofuel production will end from 2023, *Biofuels International* quotes from a *Reuters* report.  
[Read more](#)

**HF Press+LipidTech**  
The new benchmark in extracting liquids.

**China turns to Brazil for soyabeans due to urgent demand and tight US supply**  
Soyabean importers in China have turned to Brazil to secure soyabean supplies as tight supplies have made it difficult for the USA to meet urgent demand, trading sources tell *AgriCensus*. [Read more](#)

The world is hungry for premium plant proteins.  
**FEED IT**

Human Food • Animal Feed • Aqua Feed

**CROWN**



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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

## 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



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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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*





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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





**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
 37 YEARS COVERING NEWS, TRENDS & INNOVATION

# WEBINARS





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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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



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

37 YEARS COVERING NEWS, TRENDS & INNOVATION

# 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*

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





**THE OIL CROPS & ANIMAL FATS INDUSTRY'S NUMBER 1 CHOICE**  
37 YEARS COVERING NEWS, TRENDS & INNOVATION

# CONTACT US

## MARK WINTHROP-WALLACE

Sales Manager

+44 1737 855114

markww@quartzltd.com

## ANITA REVIS

Sales Consultant

+44 1737 855068

anitarevis@quartzltd.com

## SERENA LIM

Editor

+44 1737 855066

serenalim@quartzltd.com

## GILL LANGHAM

Assistant Editor

+44 1737 855157

gilllangham@quartzltd.com

## CAROL BAIRD

Production Manager & Reprints

E: carolbaird@quartzltd.com

## SUBSCRIPTIONS

subscriptions@quartzltd.com

## FOLLOW US



@OILSANDFATSINT



OILS & FATS INTERNATIONAL



## QUARTZ BUSINESS MEDIA

Quartz House, 20 Clarendon Road,  
Redhill, Surrey RH1 1QX, UK