ChemLinked (Food Portal)

One division of ChemLinked (2012), a Membership site
Provide over 32,000 professionals with unique Food & Beverages regulatory updates in Asian pacific regions
Direct traffic to your website, event or product by advertising with ChemLinked to be reach audiences who matter
Our Readers

Where are they based?

- North America: 12%
- Europe: 26%
- Asia: 35%
- South America: 5%
- Oceania: 21%
- Rest of the World: 2%

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
- Custom clearance
- Retail, CBEC
- Packaging
- Supply chain
- Branding
- Public relations
- Web design

A glance of premium members:

- 32,000+ 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 32,000+ 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, expert articles, enabling you to engage with your target audience.

Rates - Home Page (10% of Total Page Views in 2017)

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price (3 Months)</th>
<th>Price (12 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top (under the menu bar)</td>
<td>820*250</td>
<td>$600</td>
<td>$2,000</td>
</tr>
<tr>
<td>Sidebar</td>
<td>300*130</td>
<td>$300</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>300*250</td>
<td>$400</td>
<td>$1,300</td>
</tr>
<tr>
<td>Bottom (under the more button)</td>
<td>820*200</td>
<td>$300</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Link: https://food.chemlinked.com

Rates - Column Page (Exclude Homepage)

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price (3 Months)</th>
<th>Price (12 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top (under the menu bar)</td>
<td>800*100</td>
<td>$400</td>
<td>$1,300</td>
</tr>
<tr>
<td>Sidebar</td>
<td>300*130</td>
<td>$200</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>300*250</td>
<td>$300</td>
<td>$1,000</td>
</tr>
<tr>
<td>Bottom (above the related resource)</td>
<td>800*100</td>
<td>$200</td>
<td>$700</td>
</tr>
</tbody>
</table>

Link: e.g.: https://food.chemlinked.com/expert-articles
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

10,000 Digital Downloads

Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 32,000+ readers which will enjoy an impressive reach.

**Rates - Newsletter**

<table>
<thead>
<tr>
<th>Position</th>
<th>Banner Size</th>
<th>Price (one-time)</th>
<th>Price (3-time)</th>
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</thead>
<tbody>
<tr>
<td>Header</td>
<td>620*100</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*100</td>
<td>$300</td>
<td>$800</td>
</tr>
<tr>
<td>Sidebar</td>
<td>300*250</td>
<td>$300</td>
<td>$800</td>
</tr>
</tbody>
</table>

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

32,000 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 32,000+ 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</td>
<td>$1,800</td>
</tr>
<tr>
<td>opportunity)</td>
<td></td>
</tr>
<tr>
<td>Sponsorship (with speaking</td>
<td></td>
</tr>
<tr>
<td>opportunity)</td>
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</tbody>
</table>

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

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