Media Kit

From raw to ready – the future of proteins.

Knowledge is the future: unleash the power of pure synergy for your brand with the marketing solutions on the interdisciplinary platform for the proteins of tomorrow. We combine knowledge, trends and market developments related to proteins – providing the ideal stage to position your expertise on an international level. 24 hours a day. 365 days a year. **Ready for tomorrow?**

Discover your marketing options now:

View products

messe frankfurt

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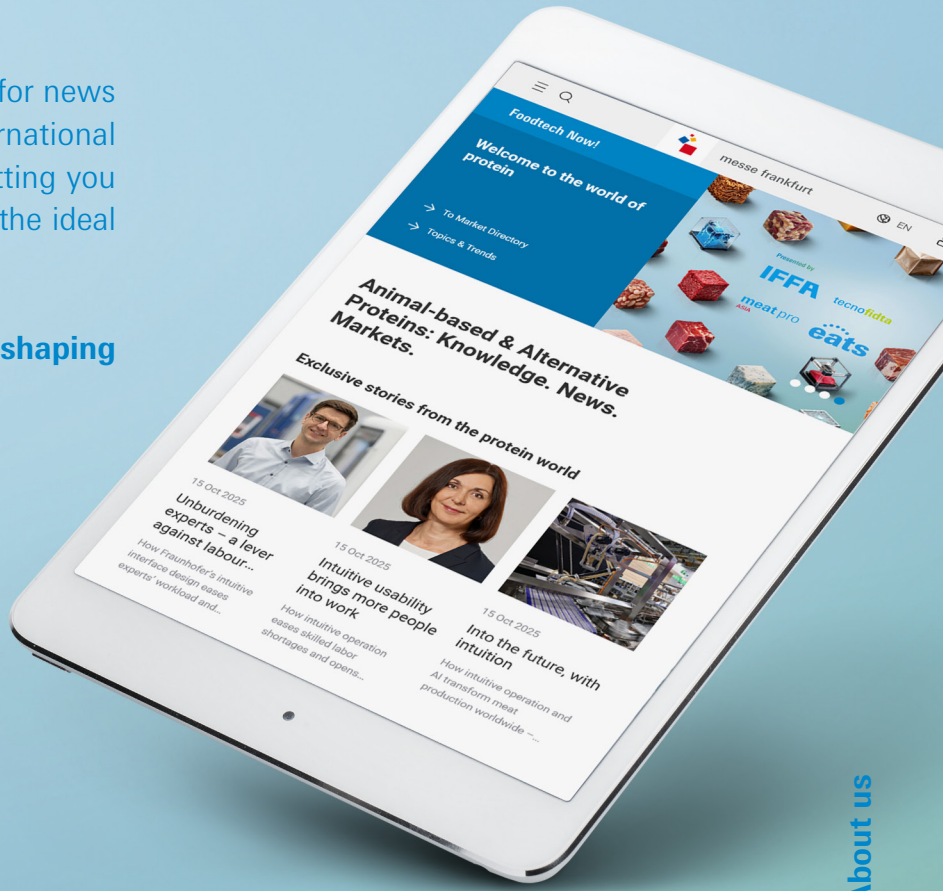
Media Kit

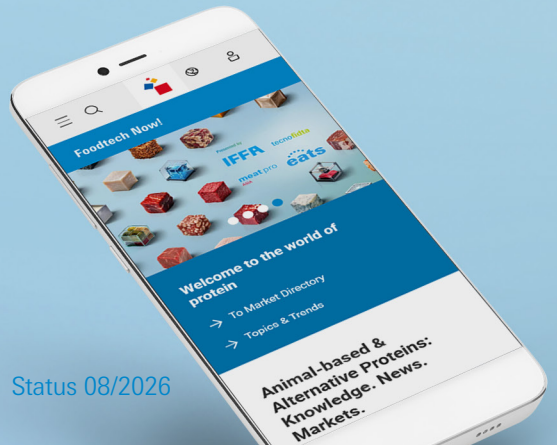
Foodtech Now!

What's next? Be the first to know.

Visionary, always up to date and international in scope: Foodtech Now! is the platform for news and insights on proteins, their processing and markets. With exciting articles, international perspectives, inspiring videos and more, we showcase what drives the industry – putting you right at the center of it! As the central hub for the latest professional news, we offer the ideal setting to position your expertise to the industry's leading minds.

Early booking pays off: claim your exclusive advertising space now and join us in shaping the future of proteins.





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About us

Foodtech Now!

Smart knowledge. Exclusive benefits.

Maximum reach.

Our reputation. Your success: whether you are an exhibitor or not – here you reach the target groups of all international food technology events organized by Messe Frankfurt, including IFFA, Tecno Fidta, Food Production Solutions Show and Meat Pro Asia. Benefit from their combined reach and make your message visible to the community all year round.

Strong brand visibility.

Image building at the highest level: use the impact of cross-industry expert insights and position your expertise in a premium professional environment – effective, relevant, and future-oriented.

Valuable leads.

Sought and found: bring your innovations to where they create real impact – to industry experts and decision-makers with a concrete interest in food technologies.

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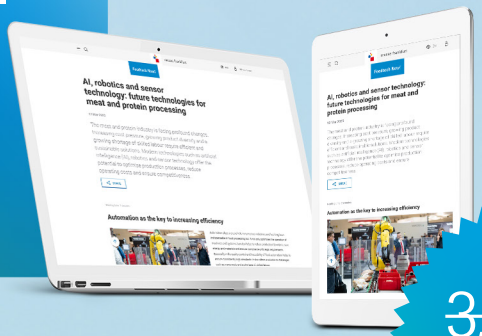
Adver-torial



~~3,000 €~~
2,000 €

Showcase your expertise.

Put your brand at the center of industry news and trends: whether it's a specialist article, interview, or press statement – with an advertorial, you showcase your expertise and win over your target audience through credible content.

Why advertorials?

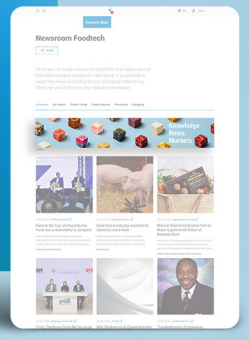
- + Targeted: positioned among high-quality expert articles and industry news
- + Audience-specific: your content placed where decision-makers look for solutions
- + Flexible: ideal for complex products and services that require explanation

Your package:

- ✓ Header image, headline, teaser & editorial text (DE & EN), 3–5 images
- ✓ Distribution via industry hub, social media & newsletter
- ✓ Optional: reporting of page views

Details and Booking

Online banner



from ~~3,105 €~~
from **1,900 €**

Image boost for your brand.

Position your brand prominently on our industry hub – right where decision-makers look for insights and solutions. Perfectly embedded in an editorial environment, you will gain exclusive visibility and strengthen your brand image.

Why online banners?

- + Brand-building: be recognized as an expert
- + Authentic: reach B2B audiences where they engage with editorial content
- + Exclusive: limited booking opportunities

Your package:

- ✓ Banner formats: 10:1 (1,200 x 120 px) or 6:1 (1,200 x 200 px), including a link
- ✓ Term: 12 weeks
- ✓ Reporting of page views after two months on request

Details and Booking

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White-paper

~~3,000 €~~
2,000 €

Company Profile Plus

~~8,100 €~~
6,000 €
per year

Lead with knowledge.

Share your expert solutions directly with the industry: with a whitepaper, you share valuable knowledge, position your company as a thought leader and reach exactly those professionals who are looking for well-founded insights.

Why a whitepaper?

+ Targeted placement: positioned next to industry news and expert voices
+ Qualified audience: your content where B2B decision-makers seek solutions
+ Extended reach: perfect for downloading and further distribution

Your package:

✓ Whitepaper PDF (max. 25 MB), header image, headline, teaser & teaser graphic
✓ Distribution via industry hub, social media and newsletter
✓ Term: 1 year for maximum visibility

Details and Booking

Showcase your company.

Position your company as a leading solution provider in the supplier directory of our industry hub. With a Company Profile Plus, you strengthen your international visibility and extend your reach through targeted keywords and strong brand presence.

Why a Company Profile Plus?

+ International presence: professional network of industry and trade fair participants
+ Year-round visibility: placed in a high-reach research tool tailored to your audience
+ Targeted: reach users through customizable areas of interest

Your package:

✓ 1 company page & 1 image, company name & contact details for easy discovery
✓ 3 content pages, 8 search terms, and logo
✓ Social media links and documents for extended reach

Details and Booking

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Do you have questions? We are happy to help.

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