media kit
OUTLOOK
GLOBALFERT

GlobalFert®
Uma marca Yeb

• 2020 •
Since 2011, GlobalFert® is the leading provider of high value fertilizer market information, covering topics such as extraction, production, mixture, technologies, logistics, domestic and international markets.

The information help large agribusiness companies decision makers to obtain competitive advantage and increase their productivity, effectively catching business opportunity.
Inedited publication of the plant nutrition market, with the objective to guide large and medium producers in decision making on fertilizers negotiation.

Innovation and good practices in plant nutrition

Plant Nutrition Industry and prospects for the next crop

Distribution Chain

Application of products from plant nutrition

Format: **Digital and Printed**
Frequency: **Annual**
Launch

ENCA
Encontro Nacional de Cooperativas Agropecuárias
(National Meeting of Agricultural Cooperatives)

02 - 03 JUNE

Where?

When?
Invited Entities:
Differentiated Content

- **Grain Technology and Innovation**
- **Cane Technology and Innovation**
- **Citrus Technology and Innovation**
- **Forest Technology and Innovation**

**Plant Nutrition Industry**
- Macronutrients
  - Nitrogen
  - Phosphate
  - Potassium
  - Secondary Macros
- Micronutrients
  - Boron
  - Cobalt
  - Copper
  - Manganese
  - Molybdenum
  - Zinc
- Rockdust Application

**Distribution**
- Cooperatives
- Resellers

**Aplication**
- Application Equipment

**NPK**
- Solid NPK
- Liquid NPK

**Organic and Organominerais**
- Special Fertilizer
  - Foliar
  - Seed Fertilizers
  - Biofertilizers
- Inoculants

**Rockdust Application**
Differentiated Content

Infographics with importation and exportation data, and raw material prices

Market Perspective for the next years

Interviews with producers and specialized teachers in the crops

Interviews with important people of Agribusiness and Fertilizer sectors

Supplier Guide
2 thous. impress copies for 1 thous. large agribusiness companies.

357 thous. professional farmers will receive a direct mail for the Outlook Globalfert app download.

Website with monthly access of over 4 thous. fertilizer buying and selling professionals.
Website

Considered the main portal of the fertilizer market with segment information

Reach
+15,000
Monthly views

4,000 average users/month

Daily News Updates
Newsletter
Weekly Newsletter with the most relevant News for the market

Reach
+4,000
Sector professionals

Frequency
Weekly

Format
By email
Sponsorship Opportunity for each Chapter

Logo on the back cover, last cover and first page of the publication

Double page on the publication

Logo in the “Sponsors” section

Comment with photo from sponsor representative on the respective Chapter

*Values can be altered according to the currency exchange rate while closing the deal.
Sponsorship Opportunity for each Chapter

INVESTIMENT
US$ 5,000.00*

- Featured in Outlook GlobalFert Market Guide
- Logo and featured in the website and app
- Application of the company logo on materials related to publication and mention as sponsor at release

*Values can be altered according to the currency exchange rate while closing the deal.
Gold Advertisement Opportunity

INVESTIMENT
US$ 3,000.00*

Simple page on publication

Logo in the “Gold Advertisers” section In the publication

Featured in Outlook GlobalFert Market Guide in the publication

Gold Advertiser Comment on the respective Chapter

Logo and featured in the website and app

*Values can be altered according to the currency exchange rate while closing the deal.
Silver Advertisement Opportunity

INVESTIMENT
US$ 2,000.00*

Half page on the publication
Logo in the “Silver Advertisers” section in the publication
Featured in Outlook GlobalFert Market Guide in the publication
Logo and featured in the website and app

*Values can be altered according to the currency exchange rate while closing the deal.
### Sponsorship and Advertisements Availability

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