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# IBO REPORT MEDIA KIT 2026

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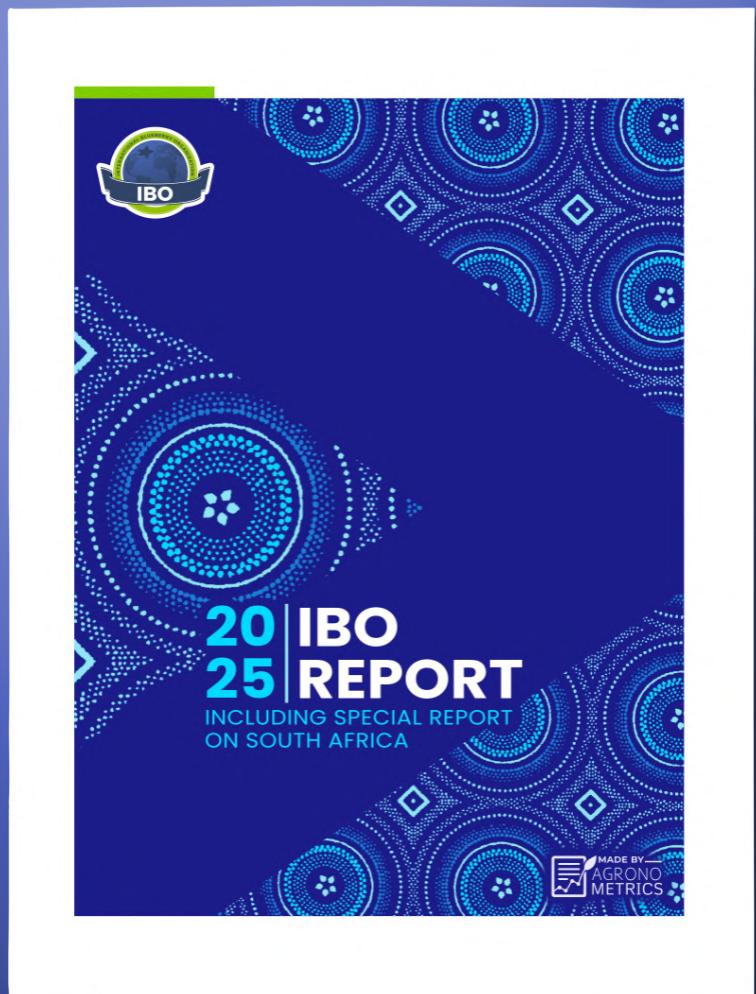
## About the Report

This in-depth report provides invaluable information on trends and new developments taking place in the fast-growing global blueberry industry. The International Blueberry Organization (IBO) will release its 2026 IBO Report in the August of the same year.

200+ pages are included in the report, which will offer key data and unique insights to help blueberry industry professionals make more informed production and business decisions. The publication for download in a magazine format will be made available for free via the IBO Website.

This report will also have an online version for members to access interactive tables and charts published in the magazine version. The 2025 online edition was a resounding success and has over a thousand downloads worldwide.

GET THE REPORT 



# Reach the People that **Matter\***



## JOBS OF RESPONDENTS

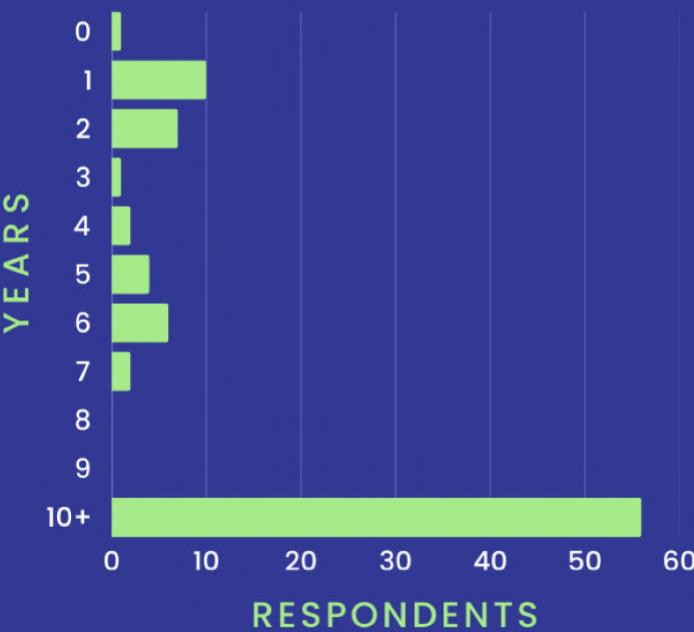
- 15 % Middle Management
- 14% Upper Management
- 14% CEO
- 14% Agronomist



## RESPONDENTS' COMPANY TYPES

- 39% Producer
- 12% Exporter
- 11% Consultant

Nearly two-thirds of respondents have 10+ years of experience



**Read the full 2025 Reader Survey Report Here →**

Gain detailed insights into our findings, trends, and analysis

\* STATISTICS REFLECT 2025 REPORT

## Be a Part of the **Best Publication** in the Industry\*



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MORE THAN 2024 SURVEY!



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## Reach the **Geographies** Most Valuable to Your Company



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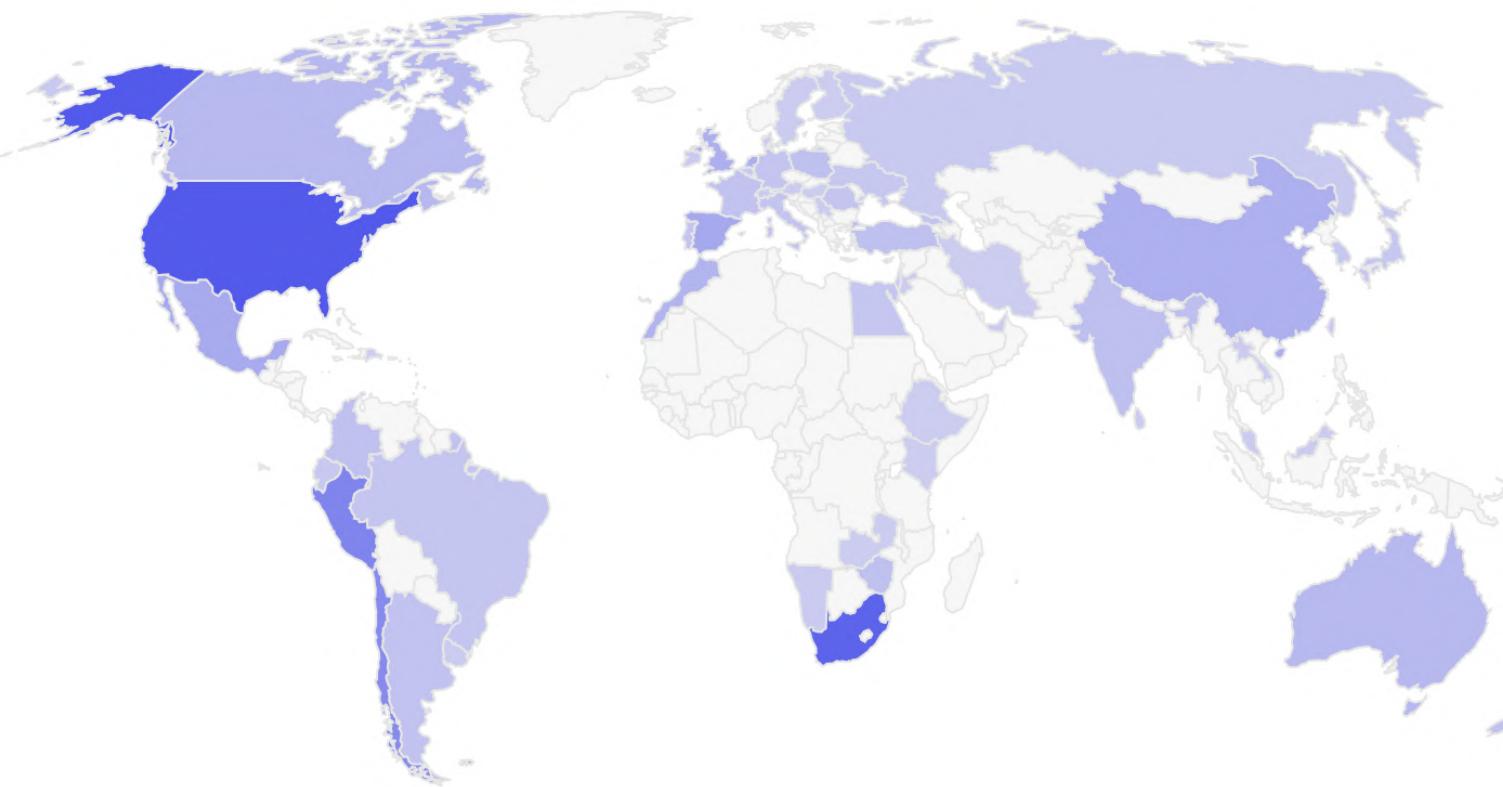


**UNITED KINGDOM**

\* STATISTICS REFLECT 2025 REPORT

## Global Exposure\*

*Map highlighting the countries where people downloaded the report*



**4,950**  
Report Views

**1,637**  
Visitors

**103**  
Survey Responses



The report is complemented with monthly articles published by the IBO highlighting relevant countries and continuously driving traffic back to the publication

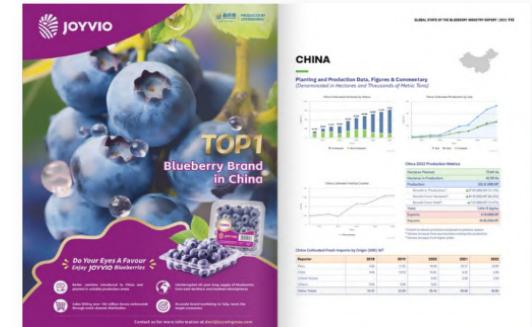
\* STATISTICS REFLECT 2025 REPORT

## PREMIUM SPOTS

Advertise in the **most sought** after sections of our report and automatically be a **report launch sponsor!**

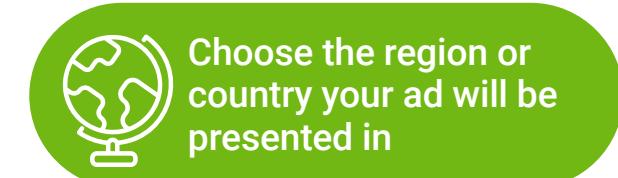
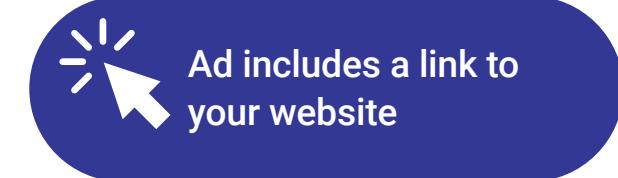
		Early Bird 10%	Full Price JUN
20.5 x 27.5 cm <b>8.07 X 10.83 in</b>	 FIRST PAGE SECTION	<b>USD 6,210</b>	USD 6,900
41x 27.5 cm <b>16.14 x 10.83 in</b>	 2ND COVER AND 1ST PAGE	<b>USD 8,240</b>	USD 9,160
20.5 x 27 .5 cm <b>8.07 x 10.83 in</b>	 BACK COVER	<b>USD 6,760</b>	USD 7,510

### First Page Section Example



## REGULAR SPOTS

		Pre Sale 10%	Full Price JUN
20.5 x 27.5 cm <b>8.07 X 10.83 in</b>	 FULL PAGE	<b>USD 4,820</b>	USD 5,350
41 x 27.5 cm <b>16.14 x 10.83 in</b>	 TWO PAGE SPREAD	<b>USD 6,850</b>	USD 7,610
20.5 x 27.5 cm 20.5 x 13.75 cm <b>8.07 x 10.83 in</b> <b>8.07 x 5.41 in</b>	 FULL + 1/2 EXTENDED PAGE	<b>USD 5,840</b>	USD 6,490
20.5 x 13.75 cm <b>8.07 x 5.41 in</b>	 1/2 PAGE	<b>USD 3,990</b>	USD 4,430
20.5 x 9 cm <b>8.07 x 3.54 in</b>	 1/3 PAGE (HORIZONTAL)	<b>USD 3,520</b>	USD 3,910





## Be a Sponsor of the 2026 IBO Global Blueberry Report Launch at the Digital Event

- ▶ Join us as a distinguished sponsor at the highly anticipated In person and online launch events for 2026 IBO Global Blueberry Report!

### Why Sponsor?

- **Enhanced Visibility**

Your brand will be seen by a global audience of stakeholders in the blueberry industry

- **Exclusive Exposure**

Your logo and brand will be featured prominently during the event and in promotional materials

- **Brand Alignment**

Associate your company with the forefront of industry knowledge and innovation



Special logo placement in the event emails promoting the launch and content



Special Logo placement on event materials and during the live stream

### Requirements for Logo:

Please send your logo in high resolution (300 dpi or higher) in PNG, JPEG, or SVG format

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## Aditional Exposure



**Logo included in  
communications and events**

- ▶ **Media kit**
- ▶ **Emails calling for advertisers (+5,000 contact list)**
- ▶ **Emails promoting the launch Webinar**
- ▶ **Dedicated email prior to launch thanking sponsors**
- ▶ **Sponsor page in presentation of report launch**
- ▶ **Promotional material post publication**

**Please contact us for more information**

 [sales@agronometrics.com](mailto:sales@agronometrics.com)



## Important Dates

<b>Deadline to Purchase Advertisement</b>	Friday, the 26th of June 2026
<b>Deadline for Content/Art</b>	Friday, the 3th of July 2026
<b>Digital Launch of the Report</b>	Tuesday, the 13th of August 2026

Please contact us for more information

 [sales@agronometrics.com](mailto:sales@agronometrics.com)

# WHAT IS THE IBO?

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## Who we are

The IBO is a global organization bringing together leaders from around the blueberry world in all segments of the industry, including blueberry producers and marketers, affiliated business, social groups, and governmental organizations.

We come together to learn, share, increase our understanding, distribute information, address mutual challenges, coordinate potential solutions and explore opportunities. Ultimately, the organization exists to advance the health and sustainability of the blueberry industry.

## Mission

Our mission is to collect and share blueberry information, fostering a common goal of increased worldwide blueberry consumption in all forms.

## IBO Annual Memberships

Marketers USD 2,000 - Associate USD 1,000



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