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IBO REPORT

MEDIA KIT

2025



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About the Report

This in-depth report provides invaluable information on trends and new developments taking place in this fast-growing industry worldwide. The International Blueberry Organization (IBO) will release its 2025 IBO Report at the IBO Summit in South Africa planned from the 25-27th of September. For more information go to: www.ibosummit2025.com



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 and filter through the many options and statistics it will offer. The 2024 online edition was a success and has over a thousand downloads worldwide.

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Reach the People that **Matter**



JOBS OF RESPONDENTS

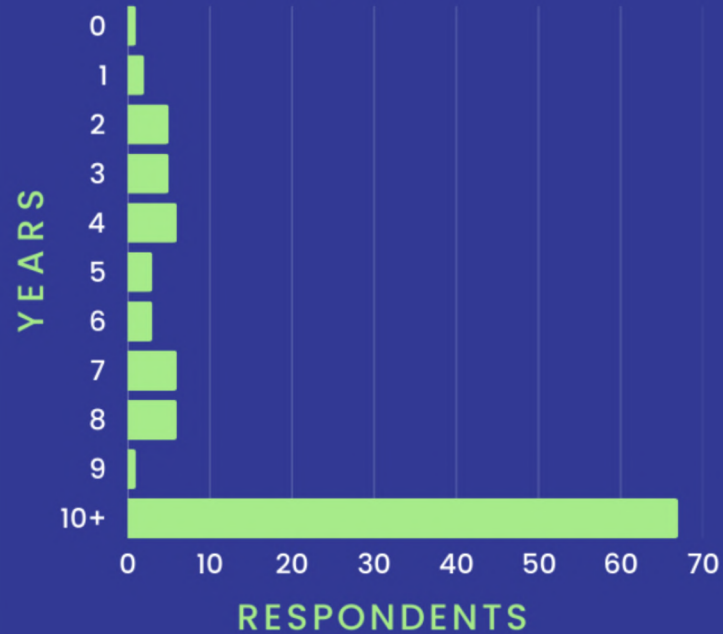
- 21% CEO
- 20% Upper Management
- 12% Analyst



RESPONDENTS' COMPANY TYPES

- 29% Producer
- 18% Consultant
- 12% Researcher

More than half of the Respondents' have 10+ Years of Experience



Read the full IBO Reader Survey Report Here →

Gain detailed insights into our findings, trends, and analysis



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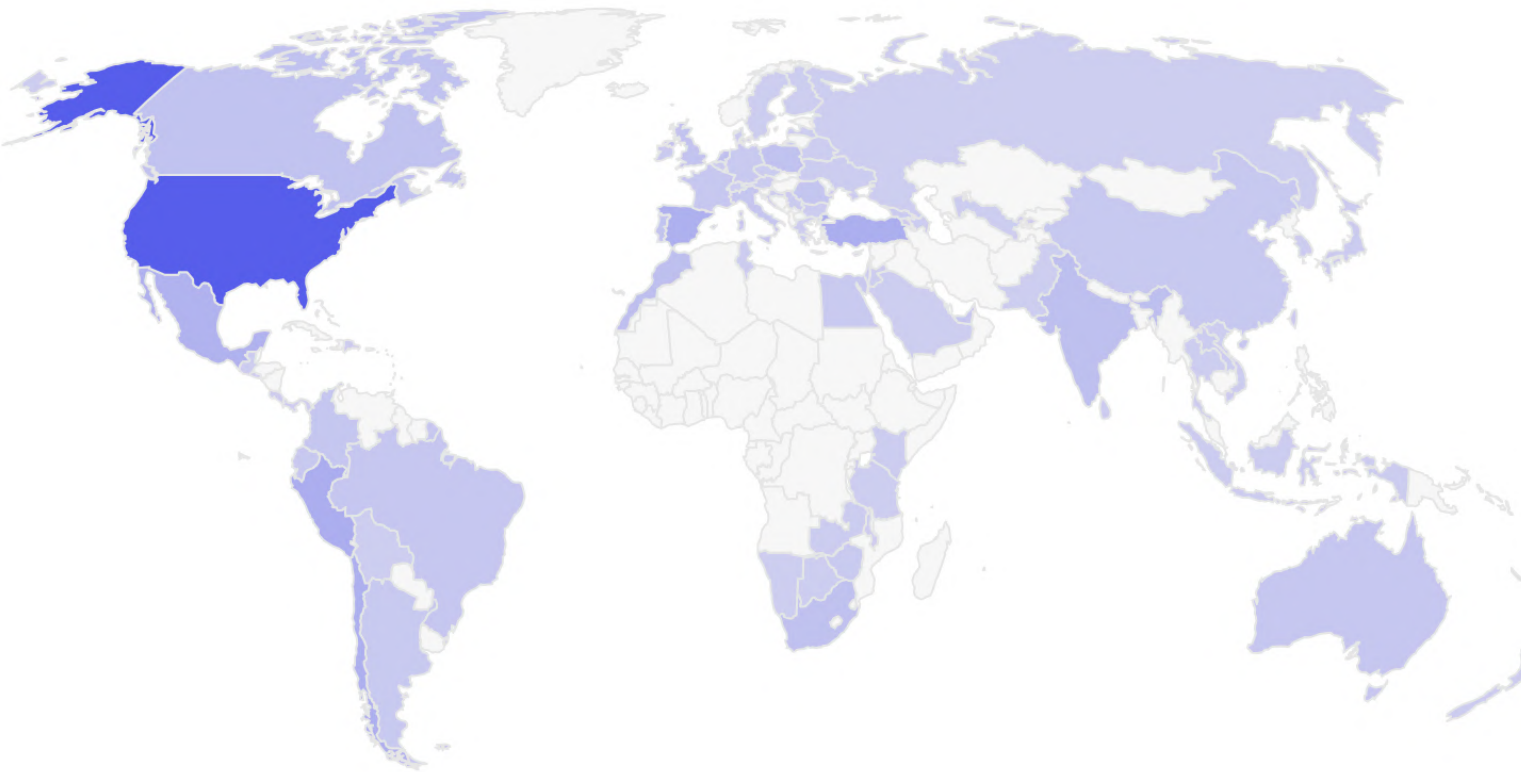


UNITED KINGDOM



Global Exposure

Map highlighting the countries where people **downloaded the report**








5,251
Report Views


1,580
Visitors

116
Survey Responses




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

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20.5 x 27.5 cm 8.07 x 10.83 in	 BACK COVER	USD 6,935	USD 7,300

First Page Section Example





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- ▶ Join us as a distinguished sponsor at the highly anticipated in person and online launch events for 2025 IBO Report!

Why Sponsor?

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Requirements for Logo:

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

Report Launch Presentation
Thursday, 25th of September
2024



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- ▶ Dedicated email prior to launch thanking sponsors
- ▶ Sponsor page in presentation of report launch

Please contact us for more information

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Important Dates

Deadline to Purchase Advertisement	Friday, the 29th of August 2025
Deadline for Content/Art	Friday, the 5th of September 2025
Presentation at IBO Summit	Thursday, the 25th of September 2025
Digital Launch of the Report	Tuesday, the 7th of November 2025

Please contact us for more information



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WHAT IS THE IBO?

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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www.TheIBO.org



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