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# **IBO REPORT**

# **MEDIA KIT**

# **2025**



# These companies have already **joined the 2025 Report**

## PREMIUM SPONSORS





## 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](http://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.

GET THE REPORT





## Reach the People that **Matter**



### JOBS OF RESPONDENTS

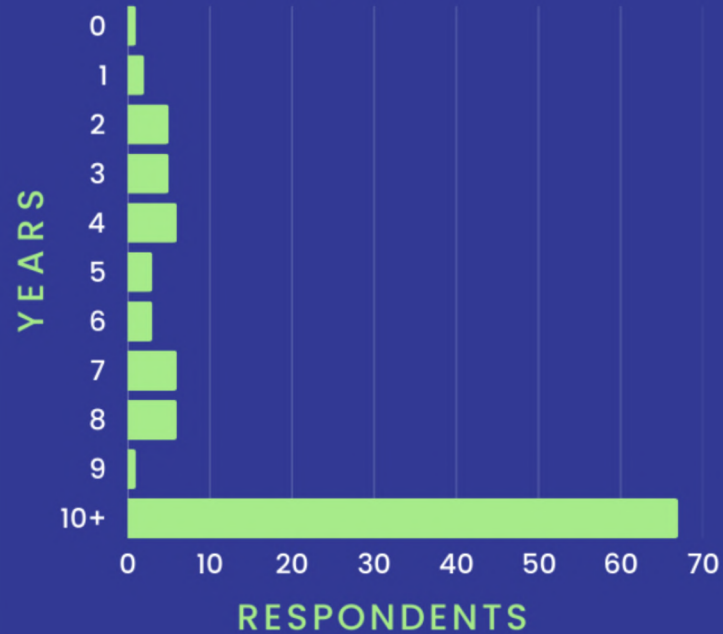
- 21% CEO
- 20% Upper Management
- 12% Analyst



### 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



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



**85%** **LIKELY OR EXTREMELY LIKELY TO**  
SHARE THE REPORT



**BETTER THAN**  
OTHER REPORTS

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



PERU



SPAIN



MOROCCO



UNITED STATES



CHINA



POLAND



SOUTH AFRICA



MEXICO



CHILE

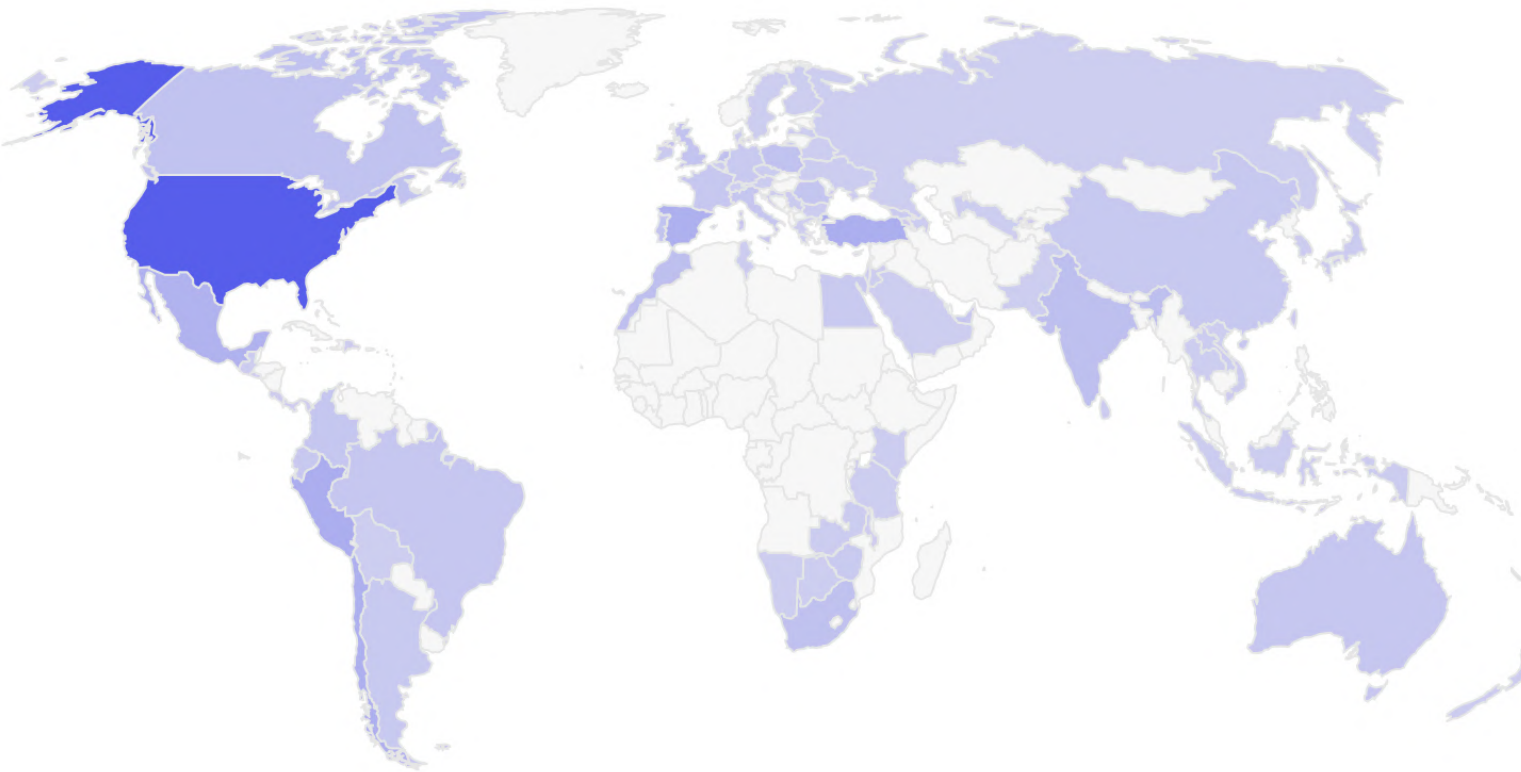


UNITED KINGDOM



## Global Exposure

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



**6,199**  
Report Views

**1,910**  
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

## PREMIUM SPOTS






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

			Spring Disc. 5% off	Full Price JUN
20.5 x 27.5 cm 8.07 X 10.83 in		FIRST PAGE SECTION	USD 6,365	USD 6,700
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### First Page Section Example



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20.5 x 9 cm 8.07 x 3.54 in		1/3 PAGE (HORIZONTAL)	USD 3,610	USD 3,800
20.5 x 13.75 cm 8.07 x 5.41 in		1/2 PAGE	USD 4,085	USD 4,300



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All IBO Members receive \$1,000 discount on every package



## Be a Sponsor of the 2025 IBO Report Launch In South Africa and at the Digital Event

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

### Why Sponsor?

- **Enhanced Visibility**  
Your brand will be seen by a global audience involved in the blueberry sector
- **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

**Launch Event Sponsor**

**USD \$2,000**



Special logo placement  
in the event emails  
promoting the launch



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

**Report Launch Presentation**  
Thursday, 25th of September  
2024





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SPECIAL DISCOUNT FOR IBO MEMBERS

**20 IBO  
25 REPORT**

**ADVERTISE IN THE IBO REPORT!**

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Advertise directly to growers, suppliers, and retailers for brand visibility and quality leads
- Boost Your Credibility**  
Gain trust by being featured in a respected industry report
- Achieve Global Exposure**  
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United exports, SOUTH AFRICAN PRODUCE, BerryWorld, blueberries North American Blueberry Council

UNITEC 100, MAF RODA GENOSOTIC, Sanfucar

HORTIFRUIT, FamilyTree, OXBO

AGROMILLORA, JOYVIO, K 1913 we make it grow

## Additional 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

Please contact us for more information

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



## Important Dates

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

**Please contact us for more information**



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## 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



**Please contact us for more information**

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[www.TheIBO.org](http://www.TheIBO.org)

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