

BETA BUZZ

MEDIA PACK

JUNE 2022

ABOUT BETA BUZZ

Beta Buzz was launched by Beta Bugs Ltd to shine a light on the ever-growing insect farming industry. As firm believers in a horizontal supply chain, coupled with sector specialisation, Beta Bugs Ltd saw an opportunity to help the sector address some of the questions regarding the farming of the Black Soldier Fly. This makes it easier for new market entrants, including farmers, to diversify into the insect farming industry and supply an alternative, sustainable source of feed to their animals.

Beta Buzz provides Black Soldier Fly technology suppliers with a dedicated publication in which they can market their services and products. These can include technologies and services for setting-up and running of insect farming operations, helping to improve on-farm performance or helping with progressing to the next stage of scale.

Beta Buzz also includes the current membership bodies for each main region, who are important sources of regional best practice, regulations, and specific developments in the insect farming industry.



"As our industry develops, it needs to become more open and communicative. For us, Beta Buzz is one way to facilitate this communication.

In this way, new market entrants, whatever their size, are able to get a better grasp of our industry and get involved faster."

THOMAS FARRUGIA
Founder & CEO

“Great initiative. The insect industry needs this kind of information to grow and offer an alternative to traditional proteins....”

- Beta Buzz 1st Edition Contributor

BETA BUZZ

KEY STATS



SOCIAL FOLLOWERS
(Inc **26K** views on YouTube)



UNIQUE DIGITAL VISITORS TO **BETA BUZZ** 1st EDITION



EMAIL SUBSCRIBERS



PRESS COVERAGE FOR 1st Edition
(Inc WATT Poultry)



CONTENT PLANNED FOR BETA BUZZ 2ND EDITION

ADVERTS & EDITORIALS - EQUIPMENT SUPPLIERS

GUEST EDITORIALS

CASE STUDIES

EVENT LIST

INTERVIEWS

FAQs ON INSECT FARMING

MEMBERSHIP BODIES

BETA BUZZ Rate Card

ADVERTISING RATES & PRICES

AD/EDITORIAL SIZE	DIMENSIONS/SPEC	PRICE
Full Page Advert <i>Plus</i>	H297 x W210 *	£300/ €355
Full Page Editorial <i>Plus</i>	1 Image & 450 words (max)	
2 Complimentary Printed Copies (worth £10 ea) <i>Plus</i>		
Company Blog Post & Social Media Posts		
*Add 5mm bleed all round		

Adverts should be supplied as PDFs. Alternatively, files should be saved in Adobe InDesign CS6, Adobe Photoshop CS6, Adobe Illustrator CS6 (with fonts supplied).

All files should be converted to CMYK at 300 dpi. Adverts and editorials should be supplied as two single page PDFs.

Deadline for submissions - 28th May

**For further information
or to book an advert please contact:
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nicola@betabugs.uk**