

BETA BUZZ

MEDIA PACK





ABOUT BETA BUZZ

Beta Buzz was launched by Beta Bugs Ltd to shine a light on the ever-growing insect farming industry. Beta Bugs recognised the need for such a publication that would collate and bring the insect farming industry together. The first issue of Beta Buzz had an overwhelming response and was welcomed by the insect farming and agri-food industry, being hailed as a valuable resource for anyone involved/wanting to get involved in the sector.

Following on from this response, Beta Buzz #2 was created to help bridge the gap between businesses and customers struggling to find the required and most up to date information all in one place so taking into account our audience, the Beta Buzz team continue to include articles and perspectives on the sector in the newest issue, in line with the publications aim of making the industry more open and communicative.

Alongside this, the third issue will showcase industry-first technology and service providers, offering a range of new companies and technologies which are operating in the Black Soldier Fly insect farming industry.

"...it is very exciting to see insect farming become more mainstream and widely acknowledged as evidenced by the talks, discussions and technology showcases at leading agricultural trade shows such as VIV Europe and EuroTier. In parallel, equipment suppliers from the pig and poultry industry are using their expertise to develop new products for the insect farming sector."

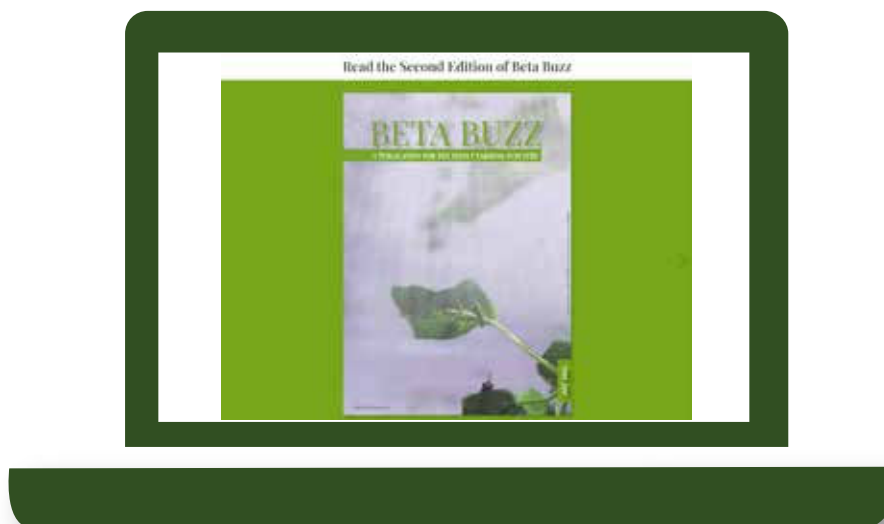
THOMAS FARRUGIA
Founder & CEO

At a Glance

"This second issue has again a rich and very relevant content and we are happy to take part in this new adventure together with you!...."

- Beta Buzz 2nd Edition Contributor

BETA BUZZ KEY STATS



SOCIAL FOLLOWERS
(Inc **37K** views on YouTube)



UNIQUE DIGITAL VISITORS TO
BETA BUZZ
2nd EDITION



EMAIL SUBSCRIBERS



PRESS COVERAGE FOR 2nd Edition
(Inc *FEED STRATEGY*)



CONTENT PLANNED FOR BETA BUZZ 3RD EDITION

ADVERTS & EDITORIALS - EQUIPMENT SUPPLIERS

GUEST EDITORIALS

CASE STUDIES

EVENT LIST

INTERVIEWS

FAQs ON INSECT FARMING

MEMBERSHIP BODIES

BETA BUZZ #3 *Rate Card*

ADVERTISING RATES & PRICES

AD/EDITORIAL SIZE	DIMENSIONS/SPEC	PRICE
Full Page Advert <i>Plus</i>	H297 x W210 *	£325/ €370
Full Page Editorial <i>Plus</i>	1 Image & 450 words (approx)	
2 Complimentary Printed Copies (<i>worth £10 ea</i>) <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 - 24th February 2023

**For further information
or to book an advert please contact:
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