BETABUZZ

MEDIA PACK

SEPTEMBER 2023

www.betabugs.uk

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 and #3 were created to help bridge the gap between businesses and customers, streamlining the process to ensure a clear route to market for interested parties. The Beta Buzz team continue to include articles and perspectives on the sector in the newest issue, in line with the publications main aim of making the industry more open and communicative.

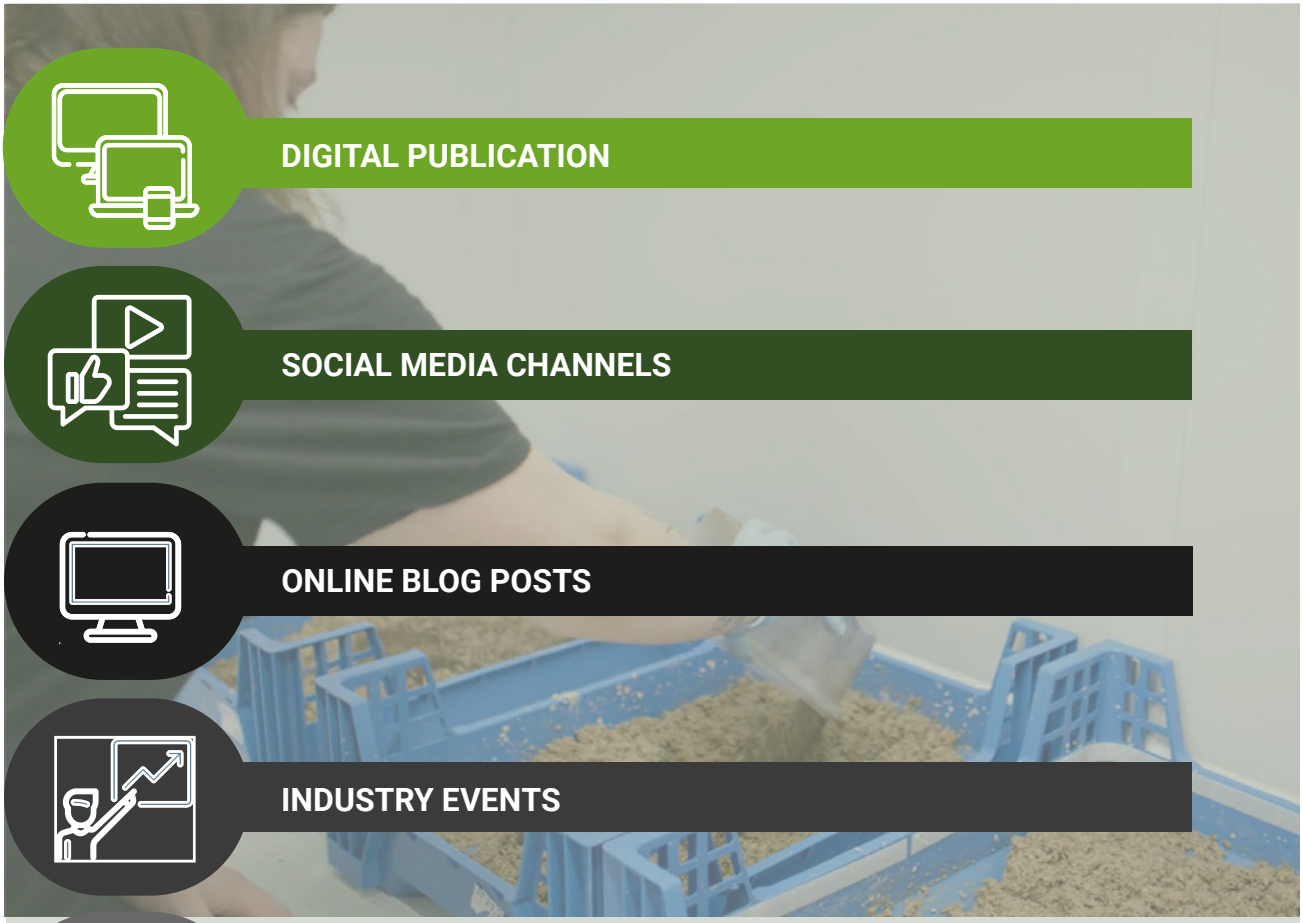
The 4th issue will showcase industry-first technology and service providers, along with companies who have diversified in to the insect farming sector. The newest issue will also include industry perspectives and case studies from businesses currently running a BSF rearing operation.

"It feels to me that we are now entering an era of information and communication, driven by a number of companies within our space. From webinars to talks and conferences (and even written summaries using Chat-GPT) it is now possible to learn more about Black Soldier Fly Larvae production, along with the requirements for setting up this kind of business"

THOMAS FARRUGIA
Founder & CEO - Beta Bugs Ltd

MULTI-PLATFORM PROMOTION

WHERE YOUR COMPANY WILL BE SHOWCASED AS A VALUED **BETA BUZZ** CONTRIBUTOR



- DIGITAL PUBLICATION
- SOCIAL MEDIA CHANNELS
- ONLINE BLOG POSTS
- INDUSTRY EVENTS
- E-NEWSLETTERS
- INDUSTRY PRESS & MEDIA CHANNELS
- ACROSS OUR SUPPLY CHAIN NETWORK
- PRINTED PUBLICATION CIRCULATED WORLDWIDE

STATS
At a Glance

BETA BUZZ
KEY STATS

SOCIAL FOLLOWERS
(Inc **44K** views on YouTube)

6K+

UNIQUE DIGITAL VISITORS TO **BETA BUZZ** 3rd EDITION

3.5K+

EMAIL SUBSCRIBERS

1200+

PRESS COVERAGE FOR 3rd Edition
(*Inc NEW PROTEIN*)

11+ Articles

CONTENT PLANNED FOR BETA BUZZ 4TH EDITION

- ADVERTS & EDITORIALS - EQUIPMENT SUPPLIERS
- GUEST EDITORIALS
- CASE STUDIES
- EVENT LIST
- INTERVIEWS
- FAQs ON INSECT FARMING
- MEMBERSHIP BODIES

PAST CONTRIBUTORS

"...congratulations on the issue, it was fantastic and we are very happy to have been part of it!"

- Beta Buzz 3rd Edition Contributor

ADVERTISING RATES

BETA BUZZ #4
Rate Card

WHAT'S INCLUDED & RATES

AD/EDITORIAL SIZE	DIMENSIONS/SPEC	PRICE
Full Page Advert	H297 x W210 *	
Plus		
Full Page Editorial	1 Image & 450 words (approx)	
Plus		
2 Complimentary Printed Copies (worth £10 ea)		
Plus		
Company Blog Post & Social Media Posts		**£325/ €370**
*Add 5mm bleed all round		

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

Editorial copy should be supplied as Microsoft Word document with corresponding image(s) supplied as either JPEG or PNG files.

Deadline for submissions - Friday 3rd November 2023

For further information
or to book an advert please contact:
Nicola Gardner - Creative Marketing & Media Manager
nicola@betabugs.uk