

The image features a dark blue gradient overlay on the left side, containing the white 'AOCs' logo and the title '2026 MEDIA & PARTNERSHIP GUIDE'. The right side of the image shows a photograph of four men in business attire shaking hands in a large, modern conference hall. The man on the far left is wearing a grey jacket and glasses. The man next to him is wearing a blue suit and glasses, holding a glass of red wine. The man next to him is wearing a white shirt and glasses. The man on the far right is wearing a grey suit and glasses. They are all smiling and appear to be in a friendly conversation. In the background, there are other people, a green exit sign, and a blue carpeted floor.

AOCs

2026 MEDIA & PARTNERSHIP GUIDE

WHY PARTNER WITH AOCS?

In today's fast-paced global market, changes occur at an astonishing rate, making it challenging to connect with your ideal buyer. Partnering with AOCS gives you access to a vibrant community of scientists, engineers, academics, and industry leaders, positioning your company as an innovator in oils, fats, proteins, and surfactants.

With over 100 years of experience, AOCS is a trusted authority in the fats and oils community. Professionals rely on us for the latest research, news, and industry trends. Through content partnerships and event sponsorships, you can effectively reach the right audience and enhance your reputation as a trusted partner and supplier.

OUR COMMUNITY:

10,000+
ACTIVE PARTICIPANTS

75%
MID TO SENIOR CAREER LEVEL

CAREERS IN:

- Company Management
- Plant Operations
- Product Development
- Quality Analysis and Control
- Engineering
- Research
- Analysis

PARTNERSHIP OPPORTUNITIES

INFORM	4	AOCS Content Partners	14	In-Person Events	23
<i>INFORM</i> magazine	5	Partner Articles	15	Edible Oils Refining: Short Course	24
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INFORM

Trusted editorial content,
educational programming, and
industry news.



INFORM MAGAZINE

The Official Magazine of AOCS

INFORM magazine serves as a central hub for connecting and informing our diverse and global community.

OUR READERS:



2,500+
MEMBERS

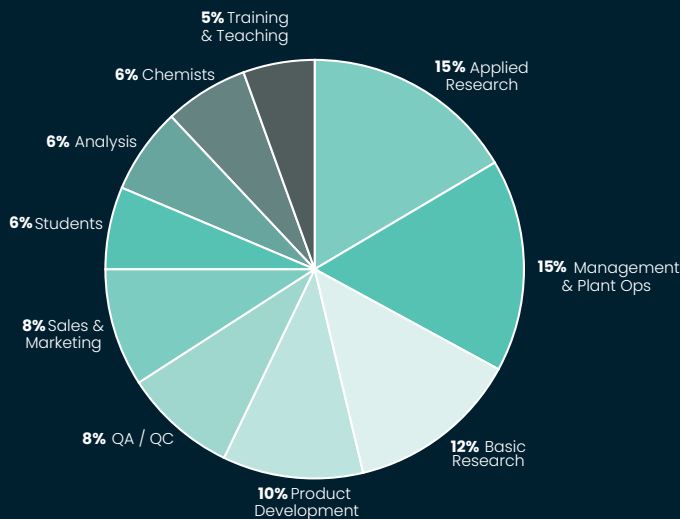


1,000+
COMPANIES



75+
COUNTRIES

JOB FUNCTION:



GEOGRAPHY:



71%
North America



13%
Europe



10%
Asia



2%
Oceania



1%
Africa

2026 EDITORIAL CALENDAR

In ten issues per year, we publish exclusive, relevant, and timely content on the science, business, and policy issues that affect our members.

MONTH	TOPIC	AD CLOSE
Jan.	Protein & Co-Products	Oct. 31, 2025
Feb.	Edible Applications Technology	Nov. 26, 2025
March	Surfactants & Detergents	Jan. 9, 2026
April*	Processing	Feb. 13, 2026
May	Analytical	March 13, 2026
June	Lipid Oxidation & Quality	April 17, 2026
July/Aug.	Phospholipid	May 15, 2026
Sept.*	Health & Nutrition	July 17, 2026
Oct.	BioTechnology	Aug. 14, 2026
Nov./Dec.	Industrial Oil Products	Sept. 11, 2026

**OPEN DISTRIBUTION TO 28,000+ READERS*

2026 INFORM ADVERTISING RATES



		BUNDLES (Price Per Ad)		
PRINT AD SIZES	BASE RATE	QT. 3	QT. 5	QT. 10
Full Page	\$ 3500	\$ 3400	\$ 3300	\$ 3150
Half Page	\$ 2500	\$ 2425	\$ 2350	\$ 2250
Quarter Page	\$ 1575	\$ 1525	\$ 1475	\$ 1400
COVERS AND ADD ONS				RATES
Back Cover				+ \$300
Inside Front Cover				+ \$225
Inside Back Cover				+ \$225

Digital edition placement included with the purchase of all print ads.

INFORM DIGITAL ADVERTISING

Optimize your ad for digital readers with our digital specific add-ons.



DIGITAL OFFERINGS INCLUDE:

- ✓ Ad with a clickable call-to-action
- ✓ Page redesigned for video placement
- ✓ 2-Page Advertorial
- ✓ 4-Page Advertorial

Rate: **+ \$ 1000**

- | | | | |
|------------------------|-----------|-----------|---------|
| ✓ Web page Leaderboard | Full Year | Quarterly | Monthly |
|------------------------|-----------|-----------|---------|

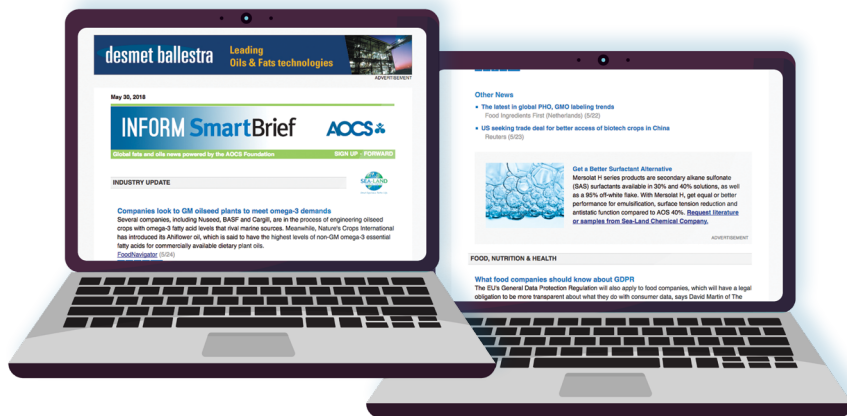
Rate: \$ 15000	\$ 3975	\$ 1400
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All digital pages should be the same trim as the magazine. We add full pages so they display correctly on both computers and mobile devices

INFORM SMARTBRIEF

INFORM SmartBrief is the AOCS weekly email newsletter featuring news that specifically targets the oils, fats, surfactants, and proteins industries.

Aggregated by an *INFORM* magazine staff writer, *INFORM* SmartBrief delivers trusted news to engaged, opt-in subscribers every Wednesday.



OUR AUDIENCE:



3,000+
SUBSCRIBERS

MONTHLY ENGAGEMENT:



36.1%
OPEN RATE

8,300+
OPENS PER MONTH



7.58%
MONTHLY CLICK-THROUGH

5,368
TOTAL CLICKS

2026 SMARTBRIEF RATES

AD TYPE	FEATURES:	RATE:
Leaderboard	<p>The prime placement and large size makes the leaderboard ideal for brand awareness, promoting special offers, or driving traffic to a website.</p> <p>The leaderboard ad combines visual appeal with strategic positioning to capture readers' attention effectively.</p>	\$ 2225
Premium News Sponsor	<p>Typically featured at the beginning or within a dedicated section, this ad prominently associates the sponsor with the newsletter's content.</p> <p>This type of ad enhances brand credibility and visibility, leveraging the trust and engagement of the newsletter's dedicated readership.</p>	\$ 1575

INFORM SEMINARS

INFORM seminars is a series of online educational events held throughout the year. Topics are developed by AOCS expert staff. The webinars provide participants with knowledge and tools to help them in their daily work.

Alignment with the *INFORM* magazine editorial calendar creates an opportunity for topical thought leadership throughout the month.



“

I learn more from INFORM every month than from all my reading and reviewing activities.

This is very high value for the membership.

ALEJANDRO G. MARANGONI, PHD

”

INFORM SEMINARS CALENDAR

MONTH	AREA	TOPIC*
Jan.	PCP	Bioactive peptides
Feb.	EAT	Navigating career transitions: A scientist's guide to professional resilience
March	S&D	Omega-3s and aging
April	PRO	AI-assisted process automation
May	ANA	Analytical method for hexane
June	LOQ	Lipid oxidation in plant-based foods
July/Aug.	PHO	Plasma lipid profiles and cognitive disease
Sept.	H&N	Efforts to address 1,4-dioxane regulation
Oct.	BIO	Cultivated fish fat for food applications
Nov./Dec.	IOP	Biobased and water-degradable polyesteramides

**Seminar topics are subject to change.*

INFORM SEMINARS SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Logo in *INFORM* seminars promotional materials including website, emails, etc.
- ✓ Opportunity to introduce presenter
- ✓ Slide at beginning and end of presentation honoring company as *INFORM* seminars supporter
- ✓ Sponsored Webinar
- ✓ Attendee list*
- ✓ 60-second company highlight at the end of presentation

Rate: \$2500**

* Includes attendees who opt in

** Up to 10 per year

AOCS CONTENT PARTNERS

Be a trusted voice in the industry

2026 MEDIA AND PARTNERSHIP GUIDE



PARTNER ARTICLES

Showcase your brand's thought leadership with sponsored content on aocs.org. Paid content is shared via AOCS digital channels ensuring high visibility. Your post can include YouTube video embeds, lead generation links, event registration, or sales contact information—putting your message directly in front of decision-makers in the fats, oils, and surfactants industries.

All partner content is housed on a dedicated Partner Content page in the AOCS Resource Library, giving it credibility while keeping it distinct from editorial content. A dynamic section highlights the most recently added content, ensuring your post stays discoverable.

OUR AUDIENCE

15,250+

MONTHLY USERS

60%

USER ENGAGEMENT RATE

GEOGRAPHY:

- 39.6% - North America
- 32.6% - Asia
- 21.2% - Europe
- 4.4% - Africa
- 1.7% - Oceania

PARTNER ARTICLES SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Sponsored post published on aocs.org
- ✓ Inclusion on the Partner Content landing page
- ✓ Featured in the AOCS member newsletter
- ✓ Promotion on AOCS social media channels

Rate per post*: \$ 2500

**Multiple post discounts available*

AOCS LIPID LIBRARY®

The AOCS Lipid Library® is one of the leading online sources of information related to lipid science and technology today. This site is for students, technologists, scientists, and laypersons to learn more about lipid chemistry and technology.

Position your brand as a thought leader and industry supporter by becoming a content sponsor* of AOCS Lipid Library and resource center.

** Please note editorial priorities and content needs are determined and assessed by AOCS staff and member committees/editorial boards. Article topics and content are not determined by supporters. All sponsorships are on an annual contract.*

OUR AUDIENCE

11,900+

MONTHLY USERS

8,450+

MONTHLY ENGAGED SESSIONS

TOPICS COVERED:

- A Lipid Primer
- Lipid Structure and Function
- Fatty Acids and Eicosanoids
- Simple Lipids
- Complex Glycolipids
- Sphingolipids
- Mass Spectrometry of Fatty Acids
- Literature Service
- And More!

AOCS LIPID LIBRARY® SPONSORSHIP



SUPPORT INCLUDES:

- ✓ Recognition on aocs.org Lipid Library pages
- ✓ Promotion of supported resources on social media with sponsor tags and/or logo
- ✓ Inclusion in monthly member email communications

LIBRARY SPONSOR RATE: \$ 5000

AOCS MASTERCLASSES

Engaging and immersive online educational events delivered by the premiere experts in the field. These exclusive online events for AOCS members explore the historical depth of critical topics and look ahead to future trends and considerations – giving you unparalleled opportunities to connect with a uniquely engaged audience.



OUR AUDIENCE

200+

AVERAGE REGISTERED PARTICIPANTS

PREVIOUS TOPICS*:

- Fat Crystallization with Eckhard Flöter
- Solvent Extraction with Tim Kemper
- Nonionic Surfactants: Examining Performance and Properties with Rick Theiner
- Controlling Lipid Oxidation: Strategies for Preserving Food Quality with Charlotte M. Jacobsen

MASTERCLASS SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Logo in promotional materials including website, email promotion, etc.
- ✓ Opportunity to introduce presenter
- ✓ Logo displayed at beginning and end of presentation
- ✓ 60-second company highlight at the end of presentation

RATE: \$ 4500

**Only 2 per year*

SPONSORED WEBINAR

Every AOCS partner supported webinar allows you to lead the conversation and build your company's brand, by presenting best-in-class content that showcases your expertise to our global AOCS member audience.

WEBINAR FORMATS



THOUGHT LEADERSHIP

Deliver an educational presentation on a pressing topic. Showcase your expertise to a wide audience in an engaging way — all from the comfort of your office.



PRODUCT DEMO

Demonstrate a new product and the solutions it offers. The Q&A will give you immediate feedback, helping to craft your message around the real concerns of your target audience.



PANEL DISCUSSION

No need to limit your webinar to one speaker! Our platform allows you to feature multiple speakers and a host to moderate your panel of experts.

SPONSORED WEBINAR

SUPPORT INCLUDES:

- ✓ Webinar promotion to drive viewer registrations showcasing your company's logo and support.
- ✓ Partner and event promotion through AOCS social media channels.
- ✓ Event, including recognition of your company, posted to the AOCS event calendar.
- ✓ A contact list of live webinar attendees (based on opt-ins)

RATE: \$ 4000

IN-PERSON EVENTS

The power of being together.

2026 MEDIA AND PARTNERSHIP GUIDE



EDIBLE OILS REFINING: SHORT COURSE

AOCS short courses provide an intensive, focused learning experience designed to enhance the attendee's knowledge and skills in selected topic areas. Over the span of one- or two-day sessions, participants engage in a blend of theoretical and practical learning, facilitated by industry experts and experienced instructors.

This hands-on course breaks down the key processing steps—from raw oilseed to purified, high-quality oil—so participants can make smarter decisions in plant operations. Attendees learn how to eliminate contaminants, reduce waste, and improve output while keeping costs low.

SOLD OUT IN 2025!

OUR AUDIENCE

70+

REGISTERED PARTICIPANTS

JOB FUNCTION:

- Plant Managers
- Plant Engineers
- Plant Operators
- Supply Chain Managers
- Business Managers
- Sales Managers
- Research Scientists
- Lab Scientists
- Lab Managers

SHORT COURSE SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Promotion to drive viewer registrations showcasing your company's logo and support.
- ✓ Partner and event promotion through AOCS social media channels.
- ✓ Event, including recognition of your company, posted to the AOCS event calendar.
- ✓ A contact list of short course attendees
(based on opt-ins)

EXCLUSIVE SPONSOR: \$ 10000

SPONSOR: \$ 2500

AOCS ANNUAL MEETING & EXPO

The AOCS Annual Meeting & Expo brings together thousands of chemists, engineers, technologists, and researchers focused on the science and technology of fats, oils, proteins, surfactants, and related materials.

All Sponsorship opportunities can be found in our 2026 Annual Meeting & Expo Prospectus.



1,200+
PARTICIPANTS



70+
EXHIBITORS



40+
COUNTRIES

MEETING TOPICS:

- Analytical
- Biotechnology
- Edible Applications Technology
- Health and Nutrition
- Industrial Oil Products
- Lipid Oxidation and Quality
- Phospholipid
- Processing
- Protein and Co-Products
- Surfactants and Detergents



CONTACT US!

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