

The image features a dark blue overlay on the left side containing the AOCs logo and the title '2027 MEDIA & PARTNERSHIP GUIDE'. The background is a photograph of a trade show booth. A woman with blonde hair, wearing a black blazer over a light blue top and a red lanyard, is seated at a round wooden table, looking at a laptop. A man with a beard and glasses, wearing a light blue polo shirt and a blue lanyard, stands next to her, looking at the laptop. In the background, there are white banners. One banner reads 'Center for Testmaterials IV' and another reads 'NEW ADDITIONS'. There is also a banner that says 'ONE-STOP-SHOP TESTMATERIALS'.

AOCs

2027 MEDIA & PARTNERSHIP GUIDE

WHY PARTNER WITH AOCS?

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 SPONSORED CONTENT	11
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INFORM

Trusted editorial content,
educational programming,
and industry news.

2027 OPEN ACCESS ISSUES (25,000+ Distribution)

March

April

May

September

2027 AOCS MEDIA & PARTNERSHIP GUIDE



INFORM MAGAZINE

The Official Magazine of AOCS

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

2027 OPEN ACCESS ISSUES (25,000+ Distribution)

March

April

May

September

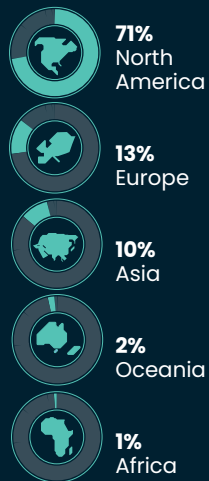
OUR READERS:

 **2,500+**
MEMBERS

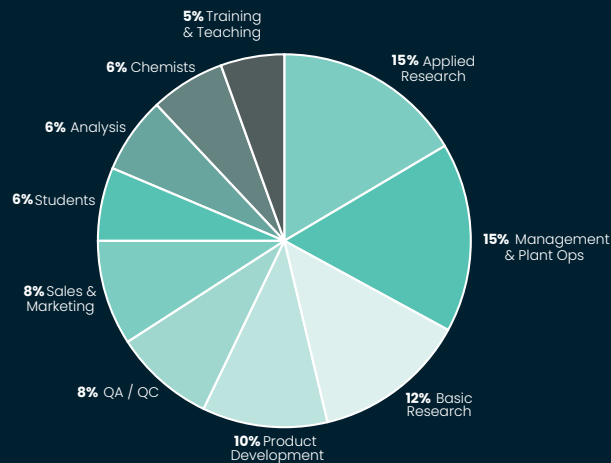
 **1,000+**
COMPANIES

 **75+**
COUNTRIES

GEOGRAPHY:



JOB FUNCTION:



2027 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.

There are 4 open access issues of *INFORM* magazine, open to all audiences for FREE! AOCS will promote and share each open access issue to all member and nonmember contacts (25,000+).

MONTH	TOPIC	AD CLOSE
Jan.	Protein & Co-Products	10/30/2026
Feb.	Edible Applications Technology	11/20/2026
March*	Heath & Nutrition	1/8/2027
April*	Processing	2/12/2027
May*	Analytical	3/12/2027
June	Lipid Oxidation & Quality	4/16/2027
July/Aug.	Career Issues / Phospholipids	5/14/2027
Sept.*	Surfactants & Detergents	7/16/2027
Oct.	Biotechnology	8/13/2027
Nov./Dec.	Industrial Oil Products	9/10/2027

2027 INFORM ADVERTISING RATES

PRINT AD SIZES	QT. 1	QT. 3	QT. 5	QT. 10	Bundles
Full Page	\$ 3500	\$ 3400	\$ 3300	\$ 3150	
Half Page	\$ 2500	\$ 2425	\$ 2350	\$ 2250	
Quarter Page	\$ 1575	\$ 1525	\$ 1475	\$ 1400	
COVERS AND ADD ONS					RATES
Open Access Issue					+ \$ 200
Back Cover					+ \$ 300
Inside Front Cover					+ \$ 225
Inside Back Cover					+ \$ 225
INFORM Seminar Episode					+ \$ 2500



INFORM DIGITAL ADS

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

DIGITAL OFFERINGS INCLUDE:

- ✓ Clickable Video Advertisement
- ✓ 2-Page Advertorial
- ✓ 4-Page Advertorial

Rate: + \$ 1000

INFORM DIGITAL LEADERBOARD ADVERTISEMENT

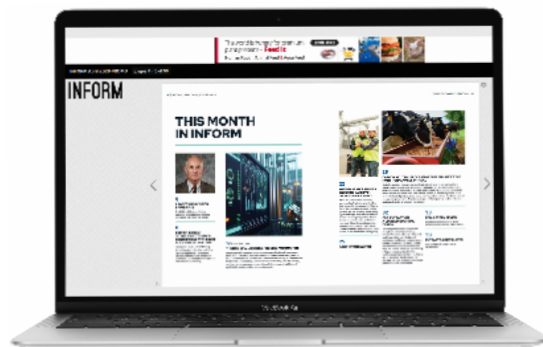
YEARLY QUARTERLY MONTHLY

Rate: \$ 15000 \$ 4000 \$ 1500

LEADERBOARD ADD ONS

RATES

Open Access Issue + \$ 100



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

2027 SMARTBRIEF RATES

LEADERBOARD

The prime placement and large size makes the leaderboard ideal for brand awareness, promoting special offers, or driving traffic to a website.

The leaderboard ad combines visual appeal with strategic positioning to capture readers' attention effectively.

Rate: **\$ 2350**

PREMIUM NEWS SPONSOR

Typically featured at the beginning or within a dedicated section, this ad prominently associates the sponsor with the newsletter's content.

This type of ad enhances brand credibility and visibility, leveraging the trust and engagement of the newsletter's dedicated readership.

Rate: **\$ 1650**



AOCS SPONSORED CONTENT

Position yourself as a leading voice in the industry.

2027 AOCS MEDIA & PARTNERSHIP GUIDE



AOCS SPONSORED CONTENT - 11

SPONSORED ARTICLE

Showcase your brand's thought leadership with sponsored articles on aocs.org. Paid content is shared via AOCS digital channels ensuring high visibility to AOCS' 11,000+ LinkedIn followers, and to the 2,500 AOCS members via the monthly member newsletter.

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 sponsored articles are housed on a dedicated Sponsored 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:

- 37.8% - North America
- 37% - Asia
- 18.9% - Europe
- 3.9% - Africa
- 1.7% - Oceania

SPONSORED ARTICLE RATES

SUPPORT INCLUDES:

- ✓ Sponsored post published on aocs.org
- ✓ Inclusion on the Sponsored Content landing page
- ✓ Featured in the AOCS 2,500 member newsletter
- ✓ Promotion on LinkedIn to 11,000 AOCS followers

Rate per post*: **\$ 2500**

**Multiple post discounts available*



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.

2027 MASTERCLASS TOPICS

- LIPIDOMCS
- BIOSURFACTANTS
- ANTIOXIDATION

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*)
- ✓ Webinar saved to AOCS member webinar library for 24/7/365 access
- ✓ Access to webinar recording files for company purposes and promotion

RATE: \$ 4000



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





CONTACT US!

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