

Talking Plant Protein

World's First
Video News Platform

POWERED BY TALKLAB

2021 Media Kit



We have the reach you've dreamed about.

Talking Plant Protein delivers your news through integrated distribution.

Talking Plant Protein

A highly engaged professional audience spanning from C-suite decision makers to food and beverage formulators guiding the industry into a sustainable future state.

Email Newsletter

Speak directly to a curated audience that has shown an interest in learning more about the industry and the relevant news.

LinkedIn

Of the 700M global users, our C-suite, decision makers and scientists are a rapidly growing millennial presence, which makes this platform vital to your brand communications.

Twitter

With over 340M users, 67% of B2B brands leverage this platform and over 28% see year over year international growth; it's a great platform to curate and share influence with your audience.

Facebook

With over 2.7B active users, 90% of which are outside North America, it's a great platform for building international brand awareness and market integration.

Instagram

With more than 1.2B active users, primarily a younger audience, this platform is perfectly suited to cater to individual interest. 43% of its users follow food and drink interests on the platform.

YouTube

On average, 30M daily users spend more than 40 minutes per session. This totals 3.25B hours per month on the platform. There is no question you should have your brand's information produced in video.



You have talking points. We make them news.

Talking Plant Protein content leads the conversation.

Ingredients

tastes, trends, market research, projections

The **global bulk food ingredients market** is projected to reach

\$1 trillion by 2026.

Source: *Intrado GlobeNewswire, Jun 2021*

Manufacturing

facilities, production, distribution, packaging

The **global food processing & handling equipment market** is expected to reach

\$212.8 billion by 2026.

Source: *Intrado GlobeNewswire, Jan 2021*

Products

bakery, dairy, meat alt, savory, snacks, sports

The **global food and beverages market** is expected to reach

\$7.5 trillion in 2023.

Source: *Intrado GlobeNewswire, Oct 2020*

Start-Ups

entrepreneurs, funding, investors, innovation

Entrepreneurs and investors have grown agri-food technology into a

\$20 billion venture capital sector worldwide.

Source: *Forbes, Feb 2020*

Sustainability

agriculture, environment impact, technology

By 2030, more sustainable food and land use could

save the global economy \$2.3 trillion and provide 70 million jobs.

Source: *World Resources Institute, Sep 2018*



Our audience is stacked with trailblazers.

C-Suite, Investors, Formulators, Senior Management, Scientists, and Start-Ups subscribe to Talking Plant Protein to maintain a pulse on market news.

At-A-Glance

Expertise

27%

RESEARCH &
DEVELOPMENT

16%

MANAGEMENT

13%

OPERATIONS

9%

FINANCE

Age

37%

36-45

30%

26-35

23%

46-55

9%

56+

Education

39%

BACHELOR'S

25%

HIGH-SCHOOL

22%

MASTER'S

14%

DOCTORATE

Interests

23%

NEWS

22%

ENVIRONMENT

16%

FOOD &
BEVERAGE

14%

AGRICULTURE



The Challenge

Your team distributes your content primarily in an article format, and may create a few video pieces per year.

Your Opportunity

We're the most relevant video news platform available to you. We produce a range of editorial and sponsored content.



Here are your media options.

These highly-integrated media options were made to support your messaging efforts.

Direct Placement

- » Banners
- » Prestitial
- » Takeovers

Email Communication

- » Dedicated Blast
- » Native Ad
- » Newsletter
Incorporation

Promotional Opportunities

- » Sponsored Social Post
- » Reshared Social Post

Sponsored Content

- » Full-Production
Package
- » Interview
- » Product Demo
- » Report

Title Sponsorship

- » Short Series
- » Full Series

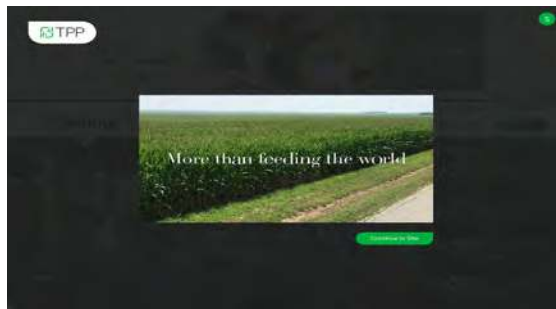


Direct Placement

Reach industry decision-makers while they're engaging with content.

Prestitial

Grab the reader's attention with this high-impact display placement. Your prestitial unit appears upon arrival to the site, driving clicks.



Banner Ads

Boost impressions of your brand with hand-selected units. Tasteful locations with generous dimensions highlight your brand at the right time.

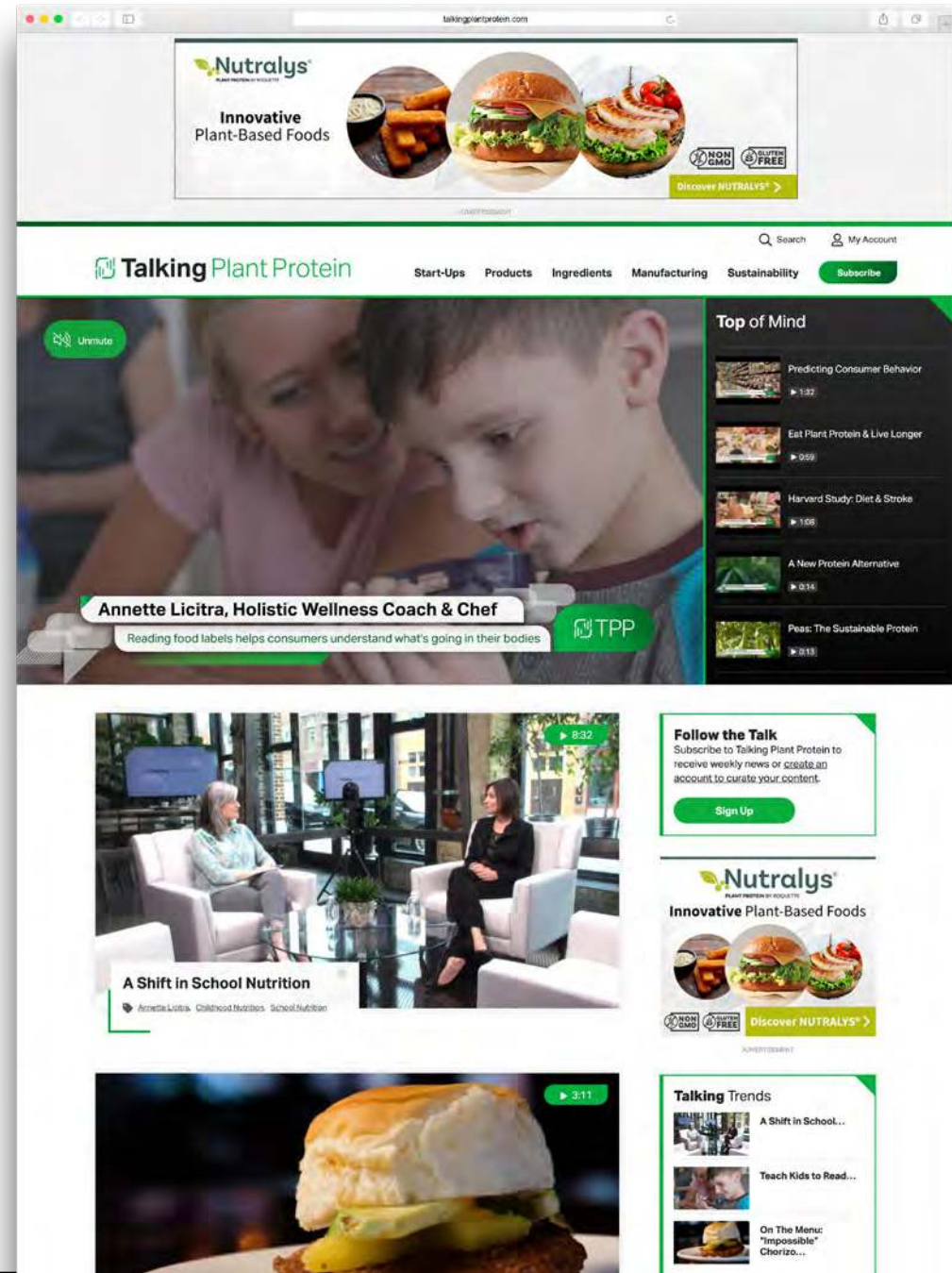
Inventory: Billboard, Leaderboard, Tall, Rectangle

Page Takeovers

Immerse the audience with your brand. Upon load, all direct placement spots feature your banner ads, elevating your brand's presence.

Inventory: Individual Category, Whole-Site

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Email Communication

Target industry decision-makers directly in their inbox.

Dedicated Email Blast

Drive direct response and downloads with a dedicated email blast. You control the content. We provide the audience.

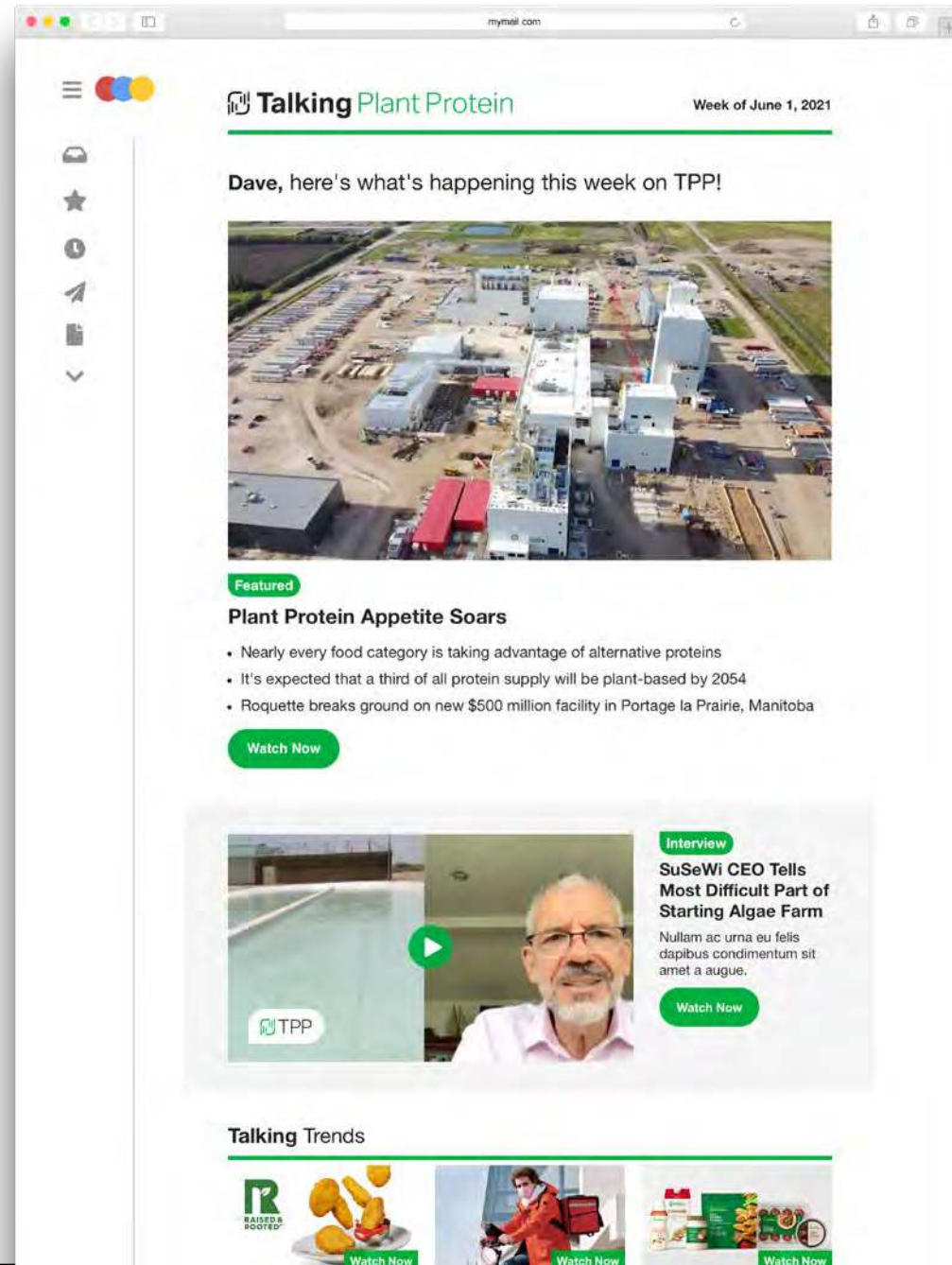
Native Ad

Incorporate your brand seamlessly within the Talking Plant Protein weekly newsletter. Native ads are the chameleon banner ad. They match the surrounding visuals while providing sponsored content.

Newsletter Incorporation

Lead impressions by featuring your brand in our weekly newsletter. Insert a unit among the content to reach our subscribers.

Inventory: Featured Sponsor, Leaderboard Banner





Promotional Opportunities

Engage industry decision-makers with strategic insertions.

LinkedIn Social Post

Gain new followers by distributing your content via our account.

Control the message by resharing an existing post or a customized sponsored post.

Types: Sponsored, Reshared

Talking Plant Protein 2d · 🌱

Big names in meat continue to add [#plantbased](#) product offerings, including animal-protein giant [Tyson Foods](#). We have the story here on Talking Plant Protein — your fresh source for [#plantprotein](#) news.

[#TalkingPlantProtein](#) [#TPPProducts](#) [#TPPNews](#) [#Tyson](#) [#RaisedAndRooted](#)
<https://qoo.ly/3cuvq5>




Tyson Chicken Going Vegan? - Talking Plant Protein
 talkingplantprotein.com · 1 min read

Talking Plant Protein 1w · 🌱

The [#pandemic](#) caused a lot of uncertainty throughout industries, especially [#foodandbeverage](#). However, [#marketdemand](#) determined [#plantbased](#) is here to stay in a HUGE way!

Take a look at the innovative distribution channels suppliers found during those challenging times.

[#TalkingPlantProtein](#) [#PlantProteinManufacturing](#) [#PlantProteinNews](#)
<https://qoo.ly/3cq8y8>



Predicting Consumer Behavior - Talking Plant Protein
 talkingplantprotein.com · 2 min read



Title Sponsorship Series

Connect with industry decision-makers through in-stream branded content.

Short Series of Segments (3x)

Have exclusive sponsorship rights on a series of branded segments to boost your industry influence. We will partner with sponsors to curate a show based on your key content initiatives. Show styles may include interviews, reports, and in-studio demos and will feature your guests and experts.

Full Series of Segments (12x)

4x your brand authority through an extended series of segments. With frequent and regular messaging, establish yourself as a thought leader on Talking Plant Protein.





Sponsored Content

Influence industry decision-makers while they're interacting with the news.



Full-Production Package

Highlight your story to the full extent possible with a custom-styled and fully produced segment package. We'll create your piece in your space to share your news from your authentic environment.



Interview

Share your information with speed and efficiency through conversations between your experts and a Talking Plant Protein host. When content is king, interviews are the leading driver in creation.

Styles: TalkLab Studios, On-Location, Virtual



Sponsored Content Continued

Influence industry decision-makers while they're interacting with the news.



Product Demo

Promote your product with complete authenticity through an in-person demonstration. Speak directly to your audience with this content style to deliver a digital experience focused on the key features of your product.

Styles: TalkLab Studios, On-Location



Report

Share your news through an industry report on Talking Plant Protein. Control the message through a scripted recording visually paired with your marketing and media assets.

Styles: TalkLab Studios, On-Location



TV Syndication

Expand your brand exposure through broadcast TV.

Talking Plant Protein is at the intersection of digital and TV programming. We can utilize our syndication partnership with the Daily Flash — seen in 210 US markets and growing across global networks — to reach new audiences.

Let's strategize how your content can be positioned for a general US audience.

Audience

- » Adults 25-54
- » Total Broadcast: 225x per day
- » Household Reach: 96 million
- » US TV HH%: 88%
- » OTT Reach: 6.8 million
- » Market Summary:
 - » Top 10: 10 (100%)
 - » Top 50: 36 (72%)





Pricing 2021

100k / Month CPU Value

UNIT	RATE	UNIT	RATE	UNIT	RATE
Direct Placement Banner (Monthly)		Email		Sponsored Content	
Prestitial	\$5,060	Dedicated (1x)	\$2,500	Full-Production Package	\$9,000
Billboard	\$5,060	Native Ad (1x)	\$250	Interview	
Leaderboard	\$2,530	Featured Sponsor (1x)	\$500	In-Studio, 1 Guest	\$3,200
Tall	\$2,530	Leaderboard (1x)	\$100	In-Studio, 2-3 Guests	\$3,500
Rectangle	\$2,030	<i>Design Services</i>	<i>Upon Request</i>	Virtual, 1 Guest	\$3,200
<i>Design Services (one unit)</i>	\$1,325			Virtual, 2-3 Guests	\$3,500
<i>Each additional unit</i>	\$165	Promotional Opportunities		On-Location, up to 20 minutes*	\$6,000
		Sponsored Social Post (1x)	\$175	On-Location, up to 40 minutes*	\$7,000
		Reshared Social Post (1x)	\$75	<i>*Within the greater Chicagoland area.</i>	
		Title Sponsorship		Product Demo	
		<i>Category limitations apply</i>		In-Studio	\$6,000
		Short series of segments (3x)	\$8,000	On-Location	\$10,000
		Full series of segments (12x)	\$30,000	Report	
				In-Studio	\$5,200
				On-Location	\$6,500
				E-blast Integration	\$250
				TV Syndication	<i>Upon Request</i>



Media Campaigns

Generate the biggest impact with an integrated strategy.

Package 1 (20% savings)

- » 1 individual banner ad (leaderboard or tall)
- » 1 native ad email insertion
- » 1 sponsored social post

\$2364 (\$2955 value)

Package 2 (30% savings)

- » 1 leaderboard banner ad
- » 1 tall banner ad
- » 1 dedicated email
- » 1 sponsored interview (virtual or in studio)

\$7,742 (\$11,060 value)

Package 3 (30% savings)

- » 4 weeks category takeover
- » 1 dedicated email
- » 1 native ad email insertion
- » 1 sponsored interview (virtual or in studio)

\$17,115 (\$24,450 value)

Package 4 (40% savings)

- » 1 week site takeover
- » 3 dedicated emails
- » short title sponsorship series

\$25,500 (\$42,500 value)



Limited-Time Offer

Early-Adopter Exclusive

We're looking to partner with innovators.

For those ready to jump in with both feet, we have an exclusive media package for you.

- » full title sponsorship series (\$30,000 value)
- » 4 weeks category takeover (\$18,200 value)
- » 3 dedicated emails (\$7,500 value)
- » 12 LinkedIn post reshares (\$900 value)

Contact us to discuss the details:

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talkingsplantprotein.com

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Products

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▶ 3:11

On The Menu: "Impossible" Chorizo Sliders

Impossible Foods Restaurant

▶ 1:09

Sweet Earth Lets The Dogs Out

Nestlé Sweet Earth

Nutralys Innovative Plant-Based Foods

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Talking Trends

On The Menu: "Impossible" Chorizo...


Sweet Earth Lets The Dogs...


Tyson Chicken Going...

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Innovative Plant-Based Foods

Share your news with the right audience on Talking Plant Protein.

 Direct Media Inquiries to David Aviles
media@talkingplantprotein.com

 Send Story Tips to Jessi Scurte
editor@talkingplantprotein.com