

# MEDIA PACK

## 2025/26

We are the official media partner for:  
World Cocoa Foundation Partnership Meeting 2025  
Chocoa Cocoa Sustainability Conference 2025  
Schoggifestival 2025  
European Cocoa Association Forum 2025  
Salon du Chocolat Paris 2025  
Chocoa Cocoa Sustainability Conference 2026

! In an interconnected world, information is power. cocoaradar.com has become an indispensable tool for all actors in the cocoa value chain. It provides independent analysis of the cocoa market, fostering transparency and enabling producers, traders, and consumers to make informed decisions that benefit the entire industry. It is gratifying to see how this service contributes to the efficiency of the global cocoa market.

**Michel Arrion**  
Executive Director, International Cocoa Organization (ICCO)

cocoaradar.com is a leading digital platform providing in-depth analysis, industry reports, and expert insights on the global cocoa and chocolate sector. By combining investigative journalism with data-driven research, cocoaradar.com delivers actionable intelligence to stakeholders across the supply chain, including farmers, traders, manufacturers, and policymakers. The platform is committed to fostering transparency, sustainability, and innovation in the cocoa industry.

# From Our Desk To Yours. Daily.



The go-to newsletter  
for the cocoa industry,  
with a network reach  
of over **11,000**  
regular readers.

# 36.5K

**MONTHLY WEB  
IMPRESSIONS**



# WHO READS US

## Newsletter readership by country (as of 1<sup>st</sup> September 2025)

Producing/Exporting Countries		Consuming/Importing Countries	
Côte d'Ivoire	1072	Belgium	735
Ghana	564	France	1177
Indonesia	264	Germany	824
Ecuador	257	Italy	322
Cameroon	199	Netherlands	847
Nigeria	273	Spain	294
Brazil	337	Switzerland	613
Peru	304	UK	1001
Dominican Republic	116	USA	1126
Colombia	227	Canada	208
Malaysia	152	Turkey	48
Costa Rica	73	Ireland	56

**NEWSLETTER AUDIENCE**  
COCOARADAR'S NEWSLETTER REACHES  
OVER 11K PROFESSIONALS, WITH AN  
IMPRESSIVE OPEN RATE, SHOWCASING HIGH  
ENGAGEMENT

**AUDIENCE JOB PROFILE**  
COCOARADAR'S READERSHIP IS  
HIGH-LEVEL PROFESSIONALS INCLUDING  
CEOS, DIRECTORS, VPS, CONSULTANTS,  
AND SENIOR MANAGERS. THIS EXECUTIVE  
AUDIENCE REPRESENTS STAKEHOLDERS  
AND DECISION-MAKERS ACROSS THE COCOA  
AND SUSTAINABILITY SECTORS



# COCOARADAR OVERVIEW

Business Development  
Philippe Pestelle  
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CocoaRadar has an unparalleled reach to every stakeholder of the cocoa and chocolate industry (traders, exporters, importers, farmers, processors, manufacturers, cooperatives, shipping, logistics, inspection services, warehousing, risk management, banking, commodity finance, insurance, NGO's, regulatory bodies, government officials, policy-makers, researchers, consultants, etc...).

Each newsletter reaches over 11,000 readers every work day in more than 150 countries, as well as over 4,600 companies and organisations worldwide.

CocoaRadar covers all the key topics, issues and challenges faced by the cocoa and chocolate sector (sustainability, supply and demand, climate change, child labour, traceability, EU regulations, deforestation, living conditions, poverty, gender inequality, biodiversity, social and human rights, supply chain transparency, investment, infrastructure, research and development, cocoa farming, trends, innovation, technology, trade, transport, etc...)

- CocoaRadar is the only dedicated outlet in the industry and a reliable media source reporting daily on cocoa and chocolate news.
- CocoaRadar has become a key element of any effective, strategic, engaging, and far-reaching communication plan and strategy for cocoa and chocolate businesses and organisations.
- CocoaRadar has the network to significantly elevate your visibility instantly.


*Help us relay the latest developments in the sector by subscribing, advertising, and partnering with CocoaRadar*



CocoaRadar is the go-to media for all-round reporting on the global cocoa and chocolate sector, covering regulatory updates, producing country perspectives, market trends – ultimately all the aspects of this complex supply chain, but in an easily accessible way. A must to remain on top of the news in a fast-paced cocoa environment

**Catherine Entzminger**  
Director General, European Cocoa Association (ECA)

## **‘The Power of Partnerships’**



Partnering with CocoaRadar was key — their credibility and international reach amplified our message globally.

**Natalie Quintero Zuluaga**  
B2B Global Marketing Director, Cordillera Chocolate

# MORE TESTIMONIALS

Business Development  
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CocoaRadar delivers the kind of industry insight the cocoa sector needs: clear, honest analysis on the realities of sourcing. For Fairtrade, it's a vital voice cutting through the noise and spotlighting real stories from the ground. If you're in cocoa and serious about impact, this is essential reading.

**Eleanor Harrison**  
CEO, Fairtrade Foundation



Tony's dedication to insightful reporting on sustainability, human rights, climate and cocoa trends is invaluable and we encourage everyone to subscribe to his independent newsletter that analysis the cocoa and chocolate sector.

**Jack Steijn**  
Director & co-founder, Chocoa



Tony has been writing about the cocoa sector for many years. His insights and articles are often very helpful in understanding the sector's often complicated dynamics. A real value added to the world of cocoa.

**Antonie Fountain**  
Managing Director and co-founder, VOICE Network (cocoa)



Constantly excellent reporting.

**Matthias Lange**  
Executive Director, International Cocoa Initiative



I signed up at launch and CocoaRadar has been my go-to source for industry news ever since. Everything I need to know about what is happening in cocoa and chocolate, from compliance through brand strategy shifts to country-level news, I find it all on CocoaRadar.

**Kristy Leissle**  
CEO and founder, African Cocoa Marketplace



# SUBSCRIPTION/SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

Business Development  
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## SUBSCRIPTION OPTIONS

**Free Subscription:** Free preview of selected weekly newsletters

**Premium Subscription:** €186 yearly

- Full access to premium content and daily newsletters
- A daily newsletter delivered straight to your inbox with the most crucial stories on cocoa and chocolate
- Expert analysis on the cocoa sector
- Exclusive features and reports including White Papers and infographics
- Exclusive reports from major cocoa conferences where CocoaRadar is the exclusive media partner
- Audio-versions of long reads
- Full access to the CocoaRadar archive
- Exclusive invites to 'virtual lunches' with the editor

## CORPORATE OPPORTUNITIES

### Become a CocoaRadar 'Strategic Partner'

- Brand Visibility on cocoaradar.com and our popular daily newsletters.
- Your company logo displayed prominently on the top section of CocoaRadar's website under the header: CocoaRadar 'Strategic Partner' with a direct hyperlink to your corporate website or landing page.
- Unlimited seats for all company staff to access CocoaRadar Premium newsletters and analysis.
- Full premium subscriber benefits, including archives, briefings, and exclusive reports.
- Sponsored Editorial Content: Opportunity to post sponsored and exclusive editorial articles on cocoaradar.com and to our vast newsletter mailing list to showcase your sustainability initiatives, innovations, and corporate news.
- **12 month commitment: € on request**

## BECOME A DATA PARTNER

Support the creation of our EXCLUSIVE, groundbreaking, informative and stunning infographics and spotlight papers, benefits include:

- Company logo prominently displayed on all visual/written content.
- Seamless brand integration into the narrative fostering a more authentic connection to the cocoa industry.
- Associated with evergreen and relevant content, ensuring that sponsorship continues to deliver value long after publication
- **€ on request**

## BECOME AN EXCLUSIVE COUNTRY CONTRIBUTOR

- Details on request

## SPONSORED CONTENT

- Posting of your sponsored editorial content on CocoaRadar newsletters.
- These will be sent to our mailing list as an exclusive special edition newsletter, sent in addition to our regular daily newsletter - for maximum impact.
- Featuring your company logo under the "Presented By" sub-header.
- Each sponsored newsletter will also include a dedicated sponsorship box at the end of the email with "A Message from YOUR COMPANY" – where your team can highlight:
  - Corporate news & announcement
  - New product launches or innovations
  - Sustainability initiatives & milestones
  - Event participation or key dates
- **1 outgoing newsletter: €600**
- **Up to 5 outgoing newsletters: €1800**
- **Up to 10 outgoing newsletters: €2500**

# ADVERTISING OPPORTUNITIES

Business Development  
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1

- Website/post (animated) banner advertisement 1257 by 90 px.
- 1 month: €1000
- 2 months: €1500
- 6 months: €3000
- 12 months: €5000



2

- 728x90 px leaderboard In-Post Ad Campaign; At the top of the post, at the end of post, floating.
- UTM tracking
- Audience: Public; Free; Paid
- 1 month: €600
- 2 months: €1000
- 6 months: €2000
- 12 months: €3500

3

- 300x250 Box in-post Ad Campaign
- UTM tracking
- At the top of the post, at the end of post, floating.
- Audience: Public, Free, Paid
- 1 month: €750
- 2 months: €1300
- 6 months: €2600
- 12 months: €4000



# CONTACT US



## **About Anthony Myers** **Editor & Founder, CocoaRadar.com**

Anthony Myers is the visionary editor and founder behind [cocoaradar.com](http://cocoaradar.com). Previously, he was the editor of the respected trade title Confectionery News. By merging investigative journalism with rigorous data-driven research, his expertise and editorial leadership has made [cocoaradar.com](http://cocoaradar.com) a trusted and independent voice among industry executives and senior figures across the global cocoa supply chain. Under his guidance, the platform is respected for its insightful reporting on crucial topics, and as a prime partner for brands and organisations seeking visibility and engagement in the sector.

**Business development:**  
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**Editorial:**  
**Anthony Myers**  
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## **About Philippe Pestelle** **Business Development Consultant**

Philippe has been involved in soft commodities such as cocoa, coffee and grains for the past 13 years and has been collaborating with the International Cocoa Organization (ICCO) in a number of key projects related to their portfolio of international events (sponsorship, marketing) and publications (subscription, advertising) including the World Cocoa Directory. He has built an extensive network in cocoa and chocolate combined with key contacts in confectionery thanks to a previous role at the International Grains Council (IGC).