



IN THE SPOTLIGHT

The international
platform for all worldwide
mushroom news!

 INDUSTRY

 INNOVATION

 RESEARCH

 HEALTH

 BLOGS

 EVENTS

www.mushroommatter.com



SHARING MUSHROOM NEWS WITH CARE



Dear entrepreneur in the mushroom industry,

We would like to introduce ourselves to you.

In 2018 we, Christel Derkx & Maria Clarke, have set up an international news platform about mushrooms, Mushroom Matter. Why?

MUSHROOMS DO MATTER

Because mushrooms play an important role in our lives as well as in business. Our goal is to bring the world the very latest mushroom news with the upmost care to support the positioning of our beloved mushroom and also to increase the consumption.

Our newssite is fully responsive, which means readable on smaller devices such as mobile phones and tablets. Our platform is modern and constantly updated with useful information, blogs, advertorials, job openings, newsletters etc..

YOUR COMPANY IN THE SPOTLIGHT

Our multilingual platform offers you the opportunity to put your business in the spotlight. Place your products and services to the readers attention. Captivate them with your news and developments!



ADVERTISE MUSHROOM MATTER

When you advertise with Mushroom Matter, you can submit for the below sections the following content;;

- **Advertorial; is an advertisement, in the form of an editorial article**
- **News items (innovation, developments sector / company)**
- **Vacancies**
- **Machine sales**
- **Recipes**
- **or other news value**

If you have any other requests or ideas regarding content let us know. We remember our advertisers regularly to provide content.

In addition you will be mentioned in our monthly newsletters (with links) and you can indicate whether we may share certain content via social media. By using all these channels (cross media), your company will be in the spotlight in several places, which significantly increases visibility.

We recommend that you include our platform in your marketing & communication strategy, to optimize the return on your investment. Of course we can help you with that too.



OUR OFFER

EXTENSIVE PACKAGE €

1.500,00

EXCL. 21% VAT PER YEAR

- Visible online with logo and banner on our platform, with a link to your own website
- Mushroom Matter makes 2 company reports per year including company visit, interview and photographs
- Unlimited submittance of your own news
- Unlimited submittance of videos and vacancies
- Attribution in our newsletters with a link to your own website

BASIS PACKAGE

€ 1.295,00

EXCL. 21% VAT PER YEAR

- Visible online with logo on our platform, with a link to your own website
- Submittance of 2 company reports per year
- Unlimited submittance of your own news
- Unlimited submittance of videos and vacancies
- Attribution in our newsletters with a link to your own website



FACTS & STATISTICS

1. *Website statistics*

- Visitors: 2000 per week, new and returning visitors and articles receive an average of 2500 hits
- In one year we have more than 26,734 new visitors, an average of 514 new visitors per week
- Our visitors come from 80 different countries
- Top 10 countries are: The Netherlands, Germany, USA, Japan, Russia, Poland, China, France, Hungary and Italy

2. *Newsletter statistics*

- Readers of our newsletter: 2468 unique, international and mainly from the industry
- Our newsletter is sent every 4 to 5 weeks and in between we send out our newsflashes
- The newsletter is well received and an average of 40% of our readers open it
- We have a continuous stream of new subscribers and visitors on our platform and hardly none of our readers unsubscribe from our newsletter.



TERMS OF DELIVERY WHEN YOU BECOME AN ADVERTISER

- High resolution logo
- Banner (comprehensive package) 750px × 90px
- Animated GIF logo 226px × 87px
- High resolution photos
- Royalty-free photos
- Articles (news, advertorials) in Word document
- Text if possible in English
- Advertisements / vacancies in JPG format (min. 1000px width)
- Link to the web address
- Events & courses; details, photos, date from - to and location

On the following pages we have provided an overview of the articles with the highest attention value. If you want to see more statistics, let us know what else is important to you. If you have any questions about this, don't hesitate to ask.

With best regards,
Christel Derkx en Maria Clarke

You can contact us via:

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Maria Clarke +31 (0)6 1256 8560
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MOST POPULAR NEWSARTICLES

This concerns news articles from the beginning of 2019 to the beginning of 2020.

1) From some of our advertisers

AEM - Welcome to the world of AEM | **read 6188 times**

TenCate Nicolon in the spotlight | **read 4873 times**

New name for Dalsem Mushroom Projects | **read 6220 times**

2) Global news

What if your cellphone would run on #mushrooms? | **read 5421 times**

New automatic picking lorries... | **read 3030 times**

3) From our Bloggers

We have four bloggers who write for us on a regular basis and on average their posts on our website are viewed over 5000 times.

Our bloggers are Mark den Ouden, Alexei Efremov, Erik de Groot and Henk van Gerwen. On our website you will find their blogs on the homepage to the left, under the latest CEMBN news.



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