

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, reaching over **11,000** subscribers daily.

71.5K
MONTHLY WEB
IMPRESSIONS

WHO READS US

Newsletter readership by country (as of 1st 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
philippe@cocoaradar.com

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)

MORE TESTIMONIALS

Business Development
Philippe Pestelle
philippe@cocoaradar.com

 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)

 I know I can rely on CocoaRadar to report balanced, informed, and researched news. From the plight of cocoa farming, EUDR, corporate and government policies right up to the global consumers' loves and wants from their chocolate treats.

Lyn Pitt
Director, DT&G LIMITED

 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
Philippe Pestelle
philippe@cocoaradar.com

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
Philippe Pestelle
philippe@cocoaradar.com



1

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

728x90 px leaderboard

2

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

600x300 post banner

3

- 600x300 Top/bottom of post
- UTM tracking
- Bottom Banner (prominently placed at the bottom of the newsletter):
- 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. 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 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:
Philippe Pestelle
philippe@cocoaradar.com

Editorial:
Anthony Myers
tony@cocoaradar.com

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).