
PET FOOD
Connecting the industry
Memberships 2027

Memberships 2027

A solution for every objective and type of company

All Pet Food & All Aquaculture 2027 Membership Types

Partner
Continuous global visibility and positioning across the entire ecosystem.

Expert
Specialized positioning for solutions and authority building.
AUTHORITY - TECHNOLOGY SOLUTIONS

Start
Essential presence to start growing within the industry.

Brand
Designed for pet food manufacturers. Brand positioning and visibility for launches and innovations.

Market Insights
Market Intelligence.

Media Partner
Designed for organizers of international congresses, trade shows and events.

Solution	Partner	Expert	Start	Brand	Market Insights	Media Partners
Brand Visibility	✓	✓	✓	✓	✓	✓
Leadership & Authority	✓	✓	✓	✓	✓	✓
Technology & Solutions	✓	✓	✓	✓	✓	✓
Event Visibility	✓	✓	✓	✓	✓	✓
In-person Connections with the Community	✓	✓	✓	✓	✓	✓
Market Intelligence	✓	✓	✓		✓	✓
Global: 3 languages	USD 8,000 /year	USD 6,000 /year	USD 3,000 /year	USD 6,000 /year	USD 1,500 /year	According to each event
Multi-Regional: 2 languages		USD 5,500 /year	USD 2,500 /year			
Regional: 1 language		USD 5,000 /year	USD 2,000 /year			

*Membership fees are expressed in U.S. dollars

MEMBERSHIP

→ All Pet Food PARTNER

"I want All Pet Food to be my global communication and positioning partner."

- **Profile:** Profile: Companies seeking comprehensive presence across the entire ecosystem throughout the 12 months.
- **Duration:** Annual
- **Reach:** Global with a regional focus
- **Ecosystem:** Media, Congress & Events, Market Insights
- **Solutions:** Comprehensive

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Marketplace Profile**	**Continuous brand visibility within the community**
Media	**Online**	**Advertising Banner Strategy**	**Continuous brand visibility within the community**
Media	**Online**	Editorial Strategy: **Technical Leadership & Authority**	**Leadership & Authority**
Media	**Online**	Editorial Strategy: **Technology Solutions**	**Technology & Solutions**
Media	Online: **Event Coverage**	Pre-, onsite and post-event coverage. **Photographic and audiovisual coverage of the booth/conferences**	**Event Visibility**
Media	LinkedIn: **Community Access**	Presence and access to the community through social media	**Continuous brand visibility within the community**
Media	Newsletter: **Direct Access**	Email Marketing Campaign Strategy	**Brand Visibility / Leadership & Authority / Technology & Solutions**
Media	**Magazine**	Advertising Strategy: **Premium Full-Page Ad**	**Continuous brand visibility within the community**
Media	**Magazine**	**Editorial Strategy**	**Leadership & Authority / Technology & Solutions**
Media	**Magazine**	**Marketplace Presence**	**Brand Visibility**
Media	**All Aquaculture Media**	**Cross-promotion / discount for participating in the All Aquaculture community as well**	**Brand Visibility / Leadership & Authority / Technology & Solutions**
Media	**Analytics**	**Performance reports for all Media actions**	
Congress & Events	**Events organized by All Pet Food**	**Featured presence at CIPAL + CIPEU + All Pet Food Day**	**In-person Connections with the Community**
Congress & Events	**Events organized by All Pet Food**	**Exclusive invitations**	**In-person Connections with the Community**
Market Insights	**Market Insights**	**Annual access to the APF Market Intelligence platform — LATAM Report**	**Market Intelligence**
	Account Management	**Dedicated Account Manager + personalized content calendar**	

USD 8,000/year

MEMBERSHIP

→ All Pet Food EXPERT / Authority Profile

"I want to position my brand through a focused strategy, becoming a recognized authority in Nutrition/Ingredients."

- **Profile:** Ingredient, Nutrition and R&D companies seeking to position themselves as technical authorities.
- **Duration:** Annual
- **Reach:** Global, Multi-Regional, Regional
- **Ecosystem:** Media, Market Insights
- **Solutions:** Brand Visibility, Event Visibility, Leadership & Authority, Market Intelligence

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Marketplace Profile**	**Brand Visibility**
Media	**Online**	Editorial Strategy: **Leadership & Authority**	Leadership & Authority: **Industry Experts**
Media	**Online**	Advertising Banner Strategy	**Brand Visibility**
Media	Online: **Event Coverage**	Pre-, onsite and post-event coverage.	Leadership & Authority: **Industry Experts**
Media	LinkedIn: **Community Access**	Presence and access to the community through social media	Leadership & Authority: **Industry Experts**
Media	Newsletter: **Direct Access**	Presence in biweekly Industry News Newsletters and Email Marketing Campaign Strategy	Leadership & Authority: **Industry Experts**
Media	**Magazine**	Editorial Strategy: **Leadership & Authority**	Leadership & Authority: **Technical & Scientific Content**
Media	**Magazine**	Advertising Strategy: **Brand Visibility (Half Page) + Brand Reminder (Quarter Page)**	**Brand Visibility**
Media	**Magazine**	**Marketplace Presence**	**Brand Visibility**
Media	**Analytics**	**Technical positioning impact report**	
Market Insights	**Market Insights**	**Annual access to the APF Market Intelligence platform — LATAM Report**	
	Account Management	**Dedicated Account Manager + personalized content calendar**	

MEMBERSHIP

→ All Pet Food EXPERT / Technology Solutions

"I want to position my brand through a focused strategy, either as an industry authority or by positioning a Technology Solution (equipment, technology or services)."

- **Profile:** Technology and equipment companies seeking to showcase performance and technical differentiators.
- **Duration:** Annual
- **Reach:** Global, Multi-Regional, Regional
- **Ecosystem:** Media, Market Insights
- **Solutions:** Brand Visibility, Event Visibility, Leadership & Authority, Market Intelligence

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Marketplace Profile Highlighting Solutions**	**Brand Visibility**
Media	Online: **Editorial Production**	Editorial Strategy: **Featured Solutions**	Technology & Solutions: **Showcase features, launches and solutions**
Media	**Online**	Advertising Banner Strategy	**Brand Visibility**
Media	Online: **Cobertura en Eventos**	Pre-, onsite and post-event coverage. **Audiovisual interview**	Technology & Solutions: **Showcase equipment functionality in operation**
Media	LinkedIn: **Community Access**	Presence and access to the community through social media	**Brand Visibility**
Media	Newsletters: **Direct Access**	Presence in biweekly Industry News Newsletters and Email Marketing Campaign Strategy	**Brand Visibility**
Media	**Magazine**	**Technology Showcase Section**	Technology & Solutions: **Showcase equipment functionality in operation**
Media	**Magazine**	Advertising Strategy: **Brand Visibility (Half Page) + Brand Reminder (Quarter Page)**	**Brand Visibility**
Media	**Magazine**	**Marketplace Presence**	**Brand Visibility**
Media	**Analytics**	**Engagement and audience interest report**	
Market Insights	**Market Insights**	**Annual access to the APF Market Intelligence platform — LATAM Report**	
	Account Management	**Dedicated Account Manager + personalized content calendar**	

Level	Reach	Languages	Company Profile	
Regional	**One specific market or region (Latin America, Brazil, Europe, North America)**	**1 language**	**Companies focused on regional reach**	**USD 5,000/year**
Multiregional	**Two or more regions (e.g., Latin America + Brazil, or LATAM + USA)**	**2 languages**	**Companies expanding internationally. Regional focus with international reach**	**USD 5,500/year**
Global	**Comprehensive coverage across all markets where All Pet Food has a presence**	**3 languages**	**Global industry leaders**	**USD 6,000/year**

MEMBERSHIP

→ All Pet Food START

"I want to start building my brand's positioning and visibility in the pet food industry through All Pet Food."

- **Profile:** Companies beginning to build their position in the pet food industry, new to All Pet Food, with a limited budget, or looking to launch or position a new solution/product.
- **Duration:** Annual
- **Reach:** Global, Multi-Regional, Regional
- **Ecosystem:** Media and Market Insights
- **Solutions:** Brand Visibility, Event Visibility

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Public company profile in the Marketplace**	**Brand Visibility**
Media	**Online**	**Advertising Banner Strategy**	**Brand Visibility**
Media	**Online**	**Editorial Strategy**	**Brand Visibility**
Media	LinkedIn: **Community Access**	**Presence and access to the community through social media**	**Brand Visibility**
Media	Newsletter: **Direct Access**	Content inclusion in the biweekly Industry News Newsletter	**Brand Visibility**
Media	Analytics	**Performance Report**	
Market Insights	**Market Insights**	**Access to the APF Market Intelligence platform — LATAM Report**	

Level	Reach	Languages	Company Profile	
Regional	**One specific market or region (Latin America, Brazil, Europe, North America)**	**1 language**	**Companies focused on regional reach**	**USD 2,000 /year**
Multiregional	**Two or more regions (e.g., Latin America + Brazil, or LATAM + USA)**	**2 languages**	**Companies expanding internationally. Regional focus with international reach**	**USD 2,500 /year**
Global	**Comprehensive coverage across all markets where All Pet Food has a presence**	**3 languages**	**Global industry leaders**	**USD 3,000 /year**

MEMBERSHIP

→ All Aquaculture START

"I want to start building my brand's position in the aquaculture industry through All Aquaculture, in a simple and accessible way."

- **Profile:** Companies new to All Aquaculture, with a limited budget, or looking to launch or position a new solution/product in the industry.
- **Duration:** Annual
- **Reach:** Multi-Regional in Spanish
- **Ecosystem:** Media
- **Solutions:** Brand Visibility, Event Visibility

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Public company profile in the Marketplace**	**Brand Visibility**
Media	**Online**	**Advertising Banner Strategy**	**Brand Visibility**
Media	**Online**	**Editorial Strategy**	**Brand Visibility**
Media	LinkedIn: **Community Access**	**Presence and access to the community through social media**	**Brand Visibility**
Media	Newsletter: **Direct Access**	Content inclusion in the biweekly Industry News Newsletter	**Brand Visibility**
Media	Analytics	**Performance Report**	

Multiregional 1 language (Spanish) — **USD 2,500/year**

MEMBERSHIP

→ All Aquaculture EXPERTO - DIGITAL

"I want to position my company according to our specialization within the aquaculture industry."

- **Profile:** Companies seeking positioning aligned with a specific objective.
- **Duration:** Annual
- **Reach:** Multi-Regional in Spanish
- **Ecosystem:** Media
- **Solutions:** Brand Visibility, Event Visibility

Included in All Pet Food Partner

ECOSYSTEM	Channel	Included Action	Solution Type
Media	**Online**	**Public company profile in the Marketplace**	**Brand Visibility**
Media	**Online**	**Advertising Banner Strategy**	**Brand Visibility**
Media	**Online**	**Online Editorial Strategy**	**Brand Visibility**
Media	Online: **Editorial Production**	Editorial Strategy: **Leadership & Authority**	Leadership & Authority: **Industry Experts**
Media	LinkedIn: **Community Access**	Carousel post highlighting solutions for the aquaculture industry	**Brand Visibility**
Media	LinkedIn: **Community Access**	Editorial and corporate content posts	**Brand Visibility**
Media	LinkedIn: **Community Access**	**Content inclusion in the biweekly Industry News Newsletter**	**Brand Visibility**
Media	Online: **Event Coverage**	Pre-, onsite and post-event coverage. Audiovisual interview	**Brand Visibility**
Media	Newsletter: **Direct Access**	**Content inclusion in the biweekly Industry News Newsletter + Exclusive Newsletter**	**Exclusive Communication Campaign**
Media	**Analytics**	**Performance Report**	

Multiregional 1 language (Spanish) — **USD 4,000/year**

MEMBERSHIP

→ All Pet Food BRAND

"I am a pet food manufacturer and I want to strengthen my brand positioning and increase the visibility of our products, launches and innovations within the global industry."

- **Profile:** Profile: Pet food manufacturers looking to strengthen their corporate brand, communicate launches and innovations, and showcase their latest developments to both the industry and the market.
- **Duration:** Annual
- **Reach:** Global with a regional focus
- **Ecosystem:** Media, Congress & Events
- **Solutions:** Brand Visibility, Event Visibility, Leadership & Authority

Ecosystem	Channel	Included Action	Solution Type
Media	**Magazine**	**Editorial Strategy**	Technology & Solutions: **Showcase features, launches and solutions**
Media	**Magazine**	Advertising Strategy: **Brand Visibility (Half Page)** **+ Brand Reminder (Quarter Page)**	**Brand Visibility**
Media	**Online**	Special "Pet Food Manufacturers" Section highlighting launches and company news	**Brand Visibility**
Media	**Online**	Advertising Banner Strategy	**Brand Visibility**
Media	**Online**	Exclusive Editorial Strategy	Leadership & Authority: **Industry Experts**
Media	Online: **Event Coverage**	Pre-, onsite and post-event photographic coverage	Technology & Solutions: **Showcase equipment functionality in operation**
Media	Online: **Event Coverage**	Onsite audiovisual interview	Technology & Solutions: **Showcase equipment functionality in operation**
Media	LinkedIn: **Community Access**	Carousels, clips and technical posts: launches and company news	Technology & Solutions: **Showcase features, launches and solutions**
Media	LinkedIn: **Global Pet Food Community**	**Presence and access to the community through social media**	**Brand Visibility**
Media	Newsletter: **Direct Access**	**Distribution of published content through the Industry News Newsletter**	**Brand Visibility**
Media	**Analytics**	**Engagement and audience interest report**	
Media	**Account Management**	**Dedicated Account Manager + personalized content calendar**	
Congress & Events	**Events organized by All Pet Food**	**Exclusive invitations**	**In-person Connections with the Community**

USD 6,000/year

MEMBERSHIP

→ All Pet Food MARKET INSIGHTS

"I want access to reliable market data and strategic insights to make better decisions."

- **Profile:** Strategy, sales, marketing and business development teams seeking data-driven decision-making.

- **Duration:** Annual subscription
- **Reach:** Latin America + Spain

Subscription to an interactive platform with private login credentials

- **Users: 1** USER PER SUBSCRIPTION

Module	What's Included
Interactive Dashboard	Full browser access, filterable by country and year
Market Performance Overview	Production volumes, annual tonnage and market trends, with data from 2021 onward
Pet Population & Consumption Indicators	Country-level data, caloric penetration and key demand metrics
Leading Producer Mapping	Producer listings by country: plant type, product segment, estimated production and business contacts
PDF Reports	Downloadable market and producer reports, ready for internal presentations
Regional Benchmarking	Cross-market comparison using robust indicators
Advanced Market Analytics	Trends, strategic indicators and projections
Updates	Annual
Access	1 user, accessible from any browser

USD 1,500/year subscription

Social proof: 20+ industry leaders already rely on this information to support strategic decision-making.

MEMBERSHIP

→ All Pet Food MEDIA PARTNERS

"I want a global communication partner to expand the visibility and reach of my international congress/trade show."

- **Profile:** organizers of international pet food/aquaculture congresses, trade shows and events.
- **Duration:** According to each event
- **Language:** Selected according to the event market (ES / EN / PT)
- **Region:** Global, Multi-Regional, Regional
- **Ecosystem:** Media

Full Coverage

· Complete promotion and coverage before, during (onsite) and after the event across All Pet Food Media and its entire ecosystem.
· Duration: According to the event's communication needs.

Stage	Channel	Included Action
Pre-evento	Online	Public Event Profile
	Online	Editorial Strategy
	Online: Editorial Production	Article/News/Interview produced by the editorial team
	LinkedIn + Instagram	Regular promotional posts during the pre-event period
	Biweekly Industry News Newsletter	Banner advertising + distribution of published news
	Magazine	Full-page Advertising Strategy
During — Onsite	Video / Photography	Photographic and audiovisual event coverage
	LinkedIn + Instagram	Live posts / stories during the event
	Video	Interviews with organizers, speakers and/or featured exhibitors
Post-Event	Online	Editorial event recap / coverage article
	Video	Audiovisual event recap
	Newsletters de Actualidad: quincenal	Distribution of the summary/recap through
	Magazine	Dedicated special section

Pre-Event Promotion

· Digital pre-event promotion across All Pet Food / All Aquaculture channels

Stage	Channel	Included Action
Pre-Event	Online	Public Event Profile + Banner Advertising Strategy
	Online	Event press release distribution
	LinkedIn + Instagram	Promotional posts during the pre-event period
	Newsletters de Actualidad: quincenal	Banner advertising + distribution of published news
	Magazine	Half-page advertising in editions published during the promotional period

Comparison Overview

	Full Coverage	Pre-Event Promotion
Pre-Event Promotion	✓	✓
Onsite Coverage (Photo/Video)	✓	
Interviews During the Event	✓	
Post-Event Content / Recap	✓	
Region of Choice: Global, Regional, Multi-Regional	✓	✓

One industry. | Three languages. | One community.

ALL PET FOOD

Connecting the industry



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