



# Interpoma

International Trade Show for the  
Cultivation, Storage and Marketing of Apples



## ipoma issue IV

The official Interpoma Magazine



# About ipoma

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## ipoma magazine

A specialised magazine for the global apple industry.

It is published within the framework of Interpoma.

## Target Audience

High-level professionals and decision makers, including:

- Producers & growers
- Technology providers
- Researchers, consultants
- Industry leaders

## Distribution

Volumes I - III were distributed through

- Interpoma trade fair
- Industry stakeholders
- Selected international partners

**ipoma** is part of the Interpoma platform - the global meeting point for the apple industry.

# ipōma ecosystem

## ipōma Volume 1

Apple Journeys Impressions ... Health Research Lab Visit  
Forthright Farmer Interview ... In Search of the New Profile  
Looking Ahead Report ... Back to Their Roots Interview



The Official Interpoma Magazine Issue 01

Interpoma

### R&D in the apple sector

20.000 printed copies

## ipōma Volume 2

Tomorrow's Harvest Impressions ... Rise and Fall Red Delicious  
Precision and Prediction Interview ... Quo Vadis, USA? Market Report  
Flavor and Variety Portrait ... Love and Craftsmanship Japan



The Official Interpoma Magazine Issue 02

Interpoma

### Quo Vadis, USA?

10.000 printed copies

## ipōma Volume 3

COVER STORY Genetic Research Will New Breeding Techniques (NBTS) Change Everything?  
Digital Revolution The Apple Orchard of Tomorrow ... Arctic® The First GM Apple  
Honeycrisp An Unexpected Triumph ... Dazzle® Asia's Favorite: A Success Story



The Official Interpoma Magazine Issue 03

Interpoma

### New Breeding Techniques

Multichannel distribution  
7.500 printed copies

# ipōma Volume IV: digital first

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**ipoma** evolves into a digital-first editorial platform, connecting brands to the global apple industry.

**Greater Visibility and Reach**  
Multi-channel distribution:  
website, social, newsletter

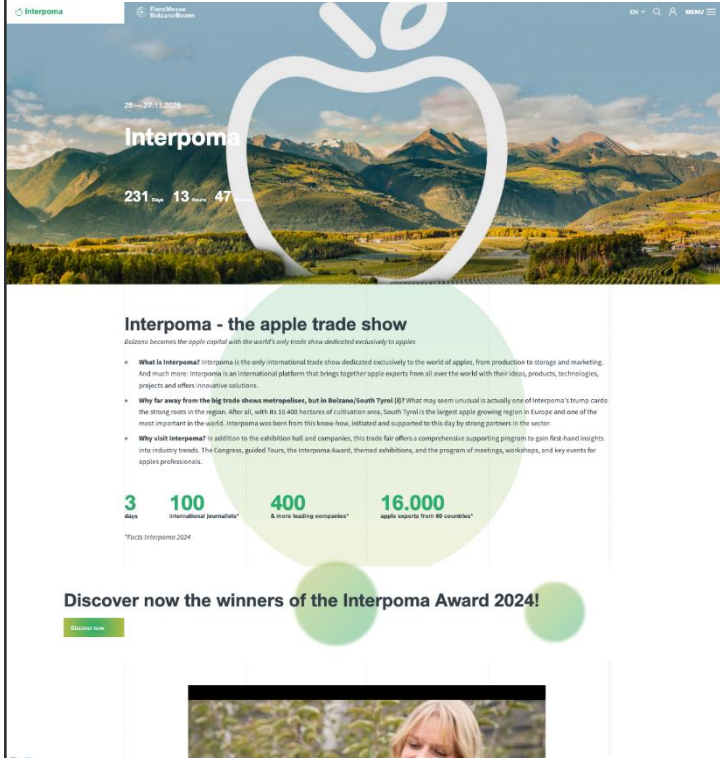
**Longer Visibility**  
Content published continuously over time

**New advertising opportunities**  
Integrated formats within editorial content

# ipōma multi-channel distribution:

## Interpoma Website

The main platform



## Social Media

Dedicated Interpoma Social Media Profiles\*

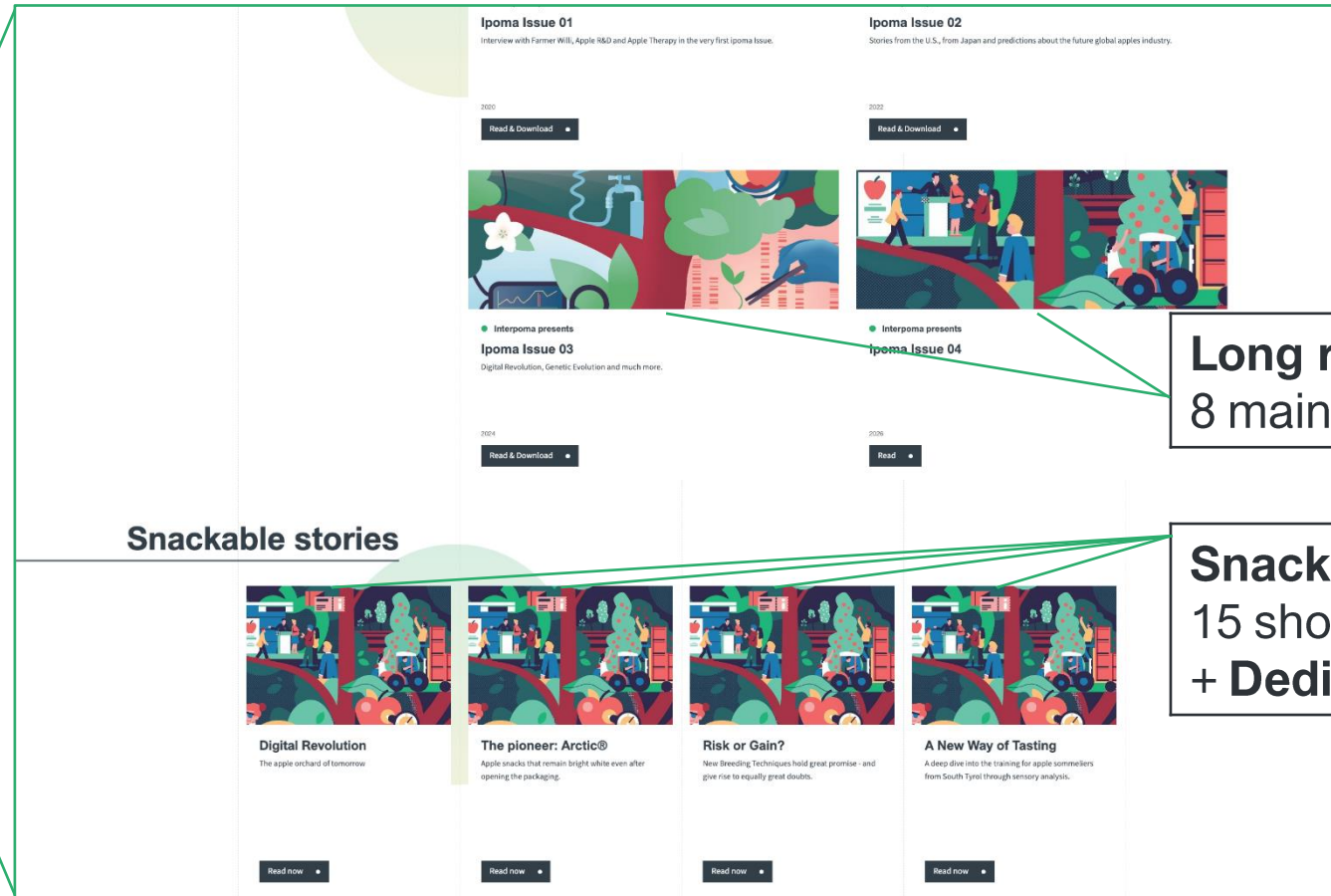


## Newsletter

The Interpoma Newsletter  
≈10.000 subscribers



# ipōma IV: digital structure



**Long read**  
8 main stories

**Snackable Stories**  
15 short stories  
+ **Dedicated Article**

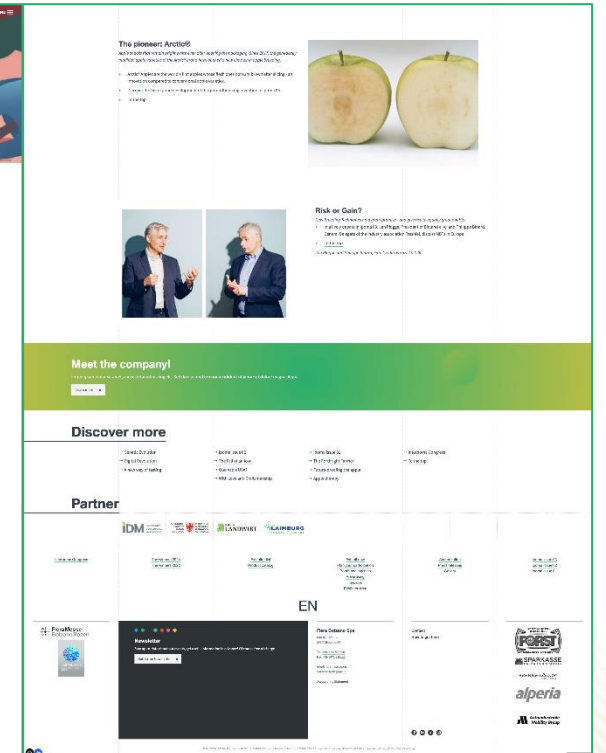
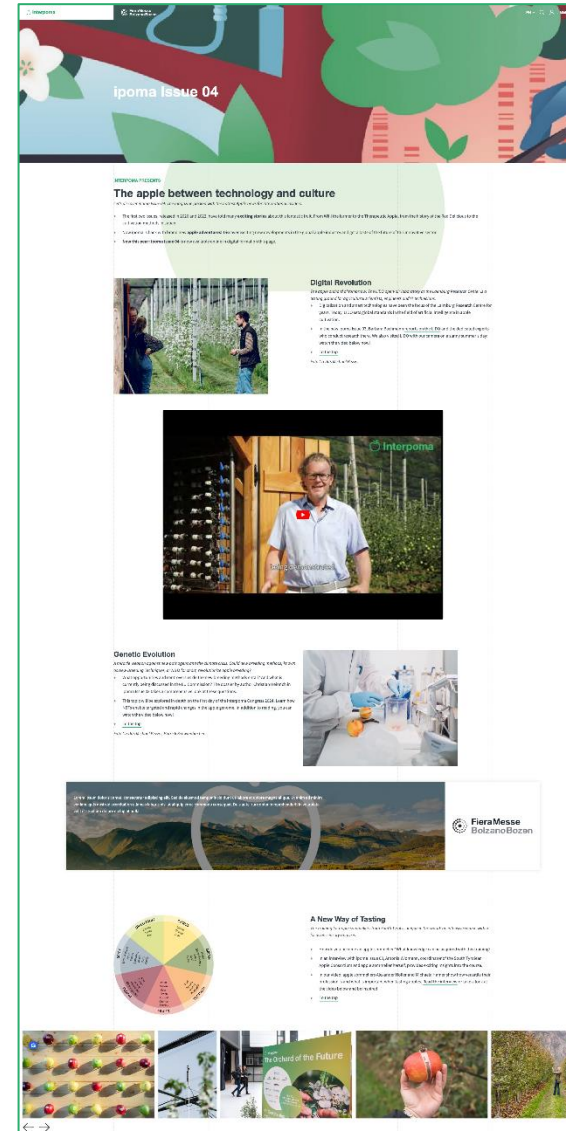
# ipöma: Advertisement via Website

## Advertising formats

- Advertising Banner
- CTA Block
- Video or Photo Gallery
- Integration
- Dedicated Article

A total of 17 advertisable articles are available.  
2 Advertisement formats for Long Reads, one per  
Snackable Story.

Formats are designed to integrate into the reading  
experience while ensuring brand visibility.



# ipōma Adv: Advertising Banner



**Format: Image + Text banner**

**Long read: 900€ + VAT**

**Snackable story: 700€ + VAT**

Title

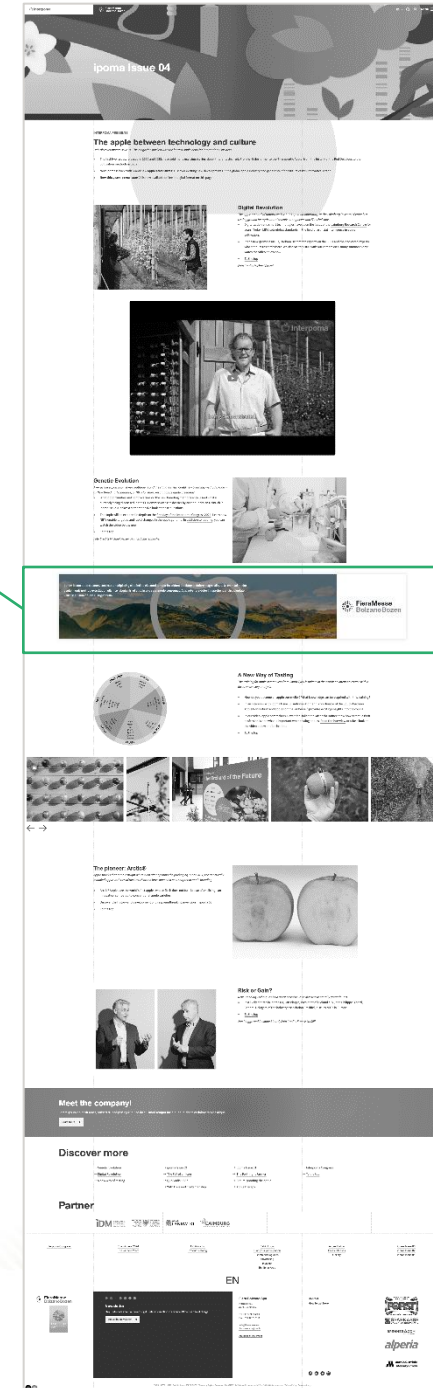
Subtitle

Description (max. 1000 characters including spaces)

Image (2276 x 528px) + company logo

Clickable Button with URL

May be placed anywhere on the website. One banner per page.



# ipōma Adv: CTA Block

**Format: Call-to-Action block integrated within the editorial layout**

**Long read: 700€ + VAT**

**Snackable story: 500€ + VAT**

Title (max. 50 characters)

Subtitle / description (max. 800 characters including spaces)

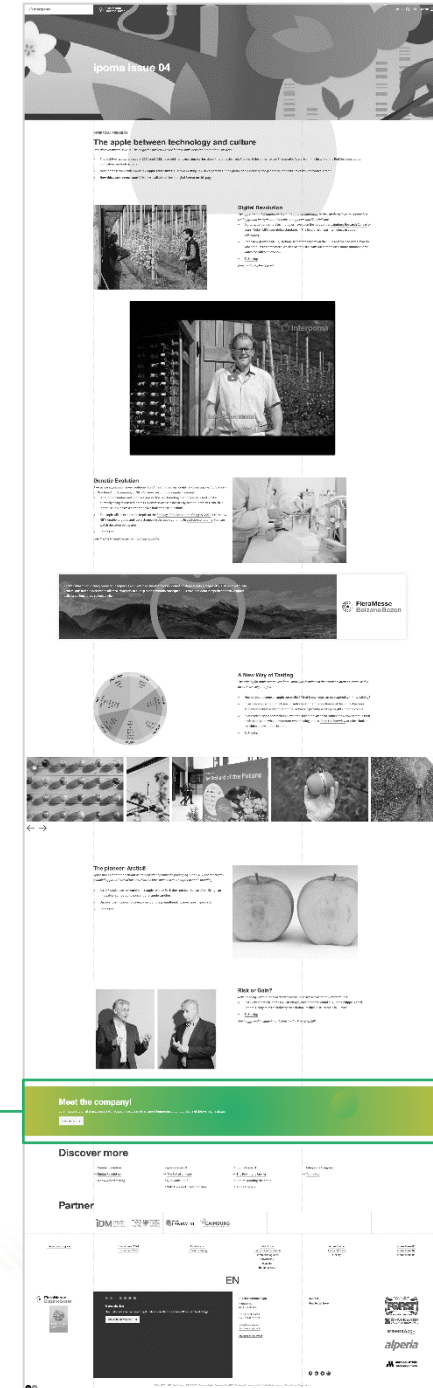
Clickable button with URL (max. 3 words)

May be placed anywhere on the website. One block per page.

## Meet the company!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Learn more •



# ipoma Adv: Video or Photo Gallery

**Format: Integration of visual storytelling elements within the editorial environment**

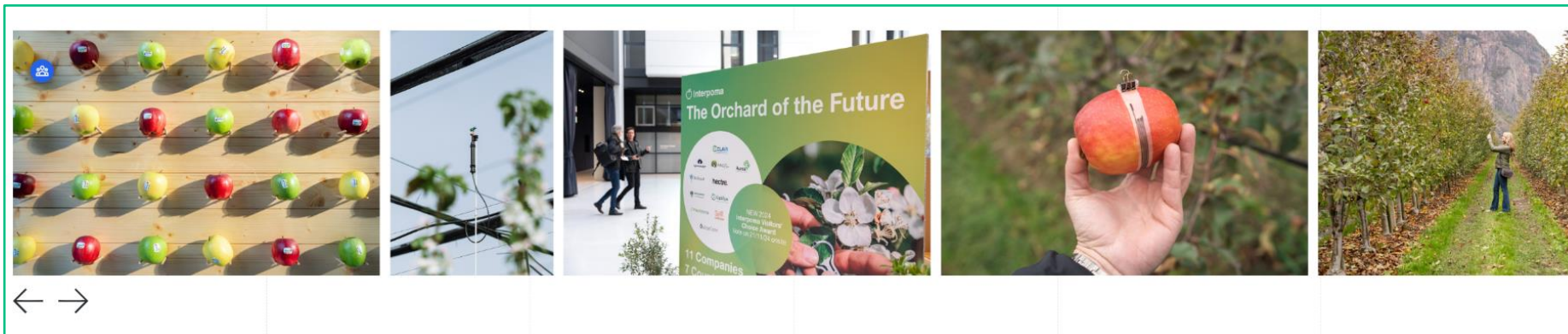
**Long read: 500€ + VAT**

**Snackable story: 300€ + VAT**

Video integration, via YouTube

Photo gallery with up to 8 images (16:9) as scrollable slideshow

May be placed anywhere on the website. One video/gallery per page.



# ipōma Adv: Dedicated Article

The article will appear among the editorial content and will be accessible through a preview within the full article stream.

**Dedicated Article: 2.400€ + VAT**

Header image

Title

Subtitle

Article text (length comparable to standard ipoma articles)

Up to 3 images within the text

Gallery slideshow with up to 8 images or video integration

Contributor Logo on ipoma Vol. IV homepage

Promotion of Dedicated Articles via one social media story on the official profiles of Interpoma and possibility of mention in the Interpoma Newsletter, in the ipoma section.

Dedicated Articles shall appear in the Snackable Story section.

No external partner may receive advertisement in Dedicated Articles.

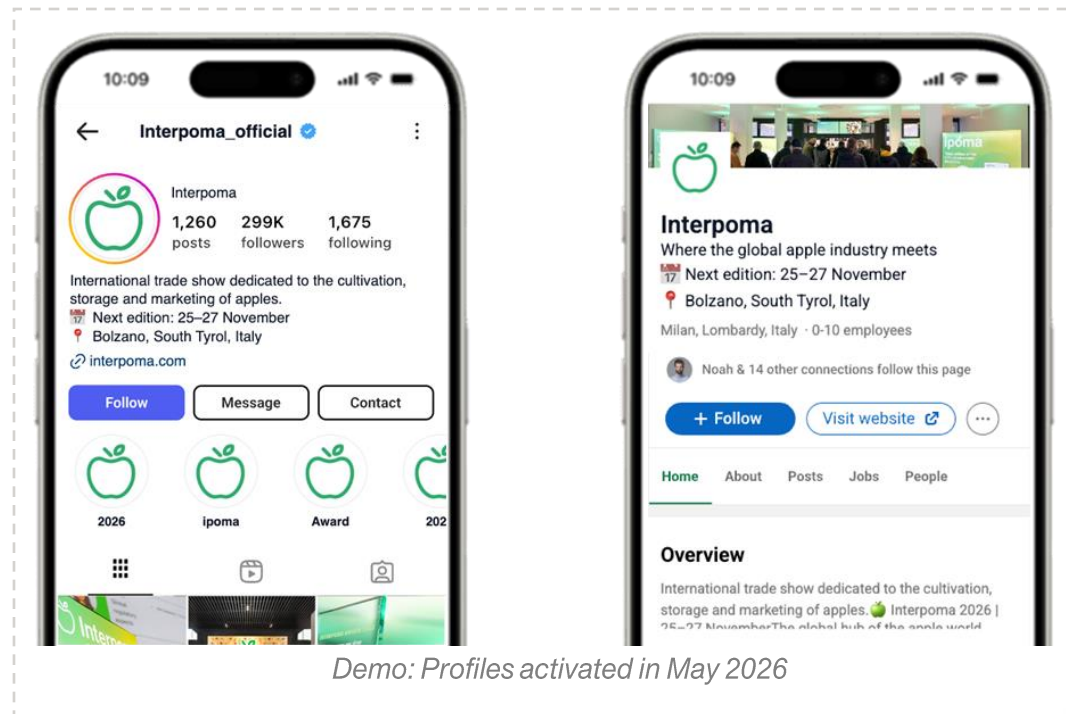


# ipoma: Advertisement via Social Media

The official Interpoma Social Media Channels support **ipoma** through targeted digital promotion campaigns, ensuring visibility among relevant professional audiences within the global apple industry.



**4.000+ followers**



*Demo: Profiles activated in May 2026*

**ipoma** will be featured via paid Meta (Facebook & Instagram) and LinkedIn campaigns.

# ipōma Ambassadors

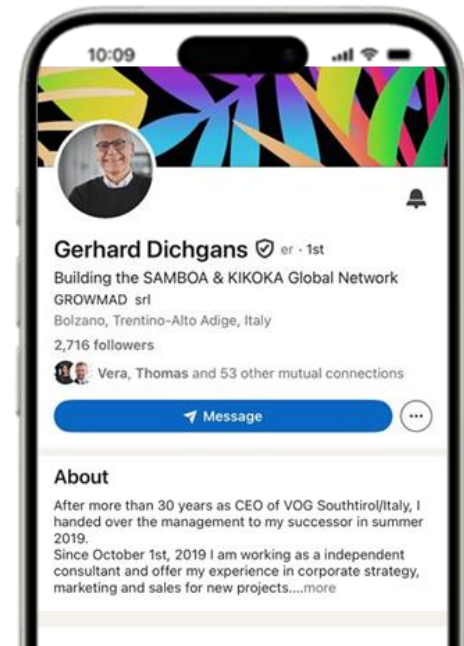
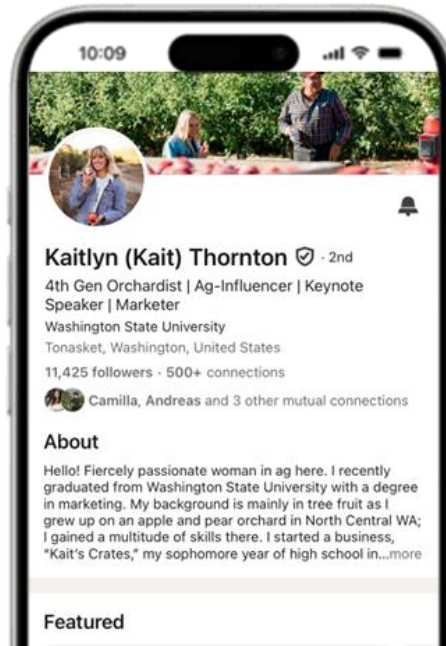
ipoma via our apple industry ambassadors:



**Kaitlyn Thornton**

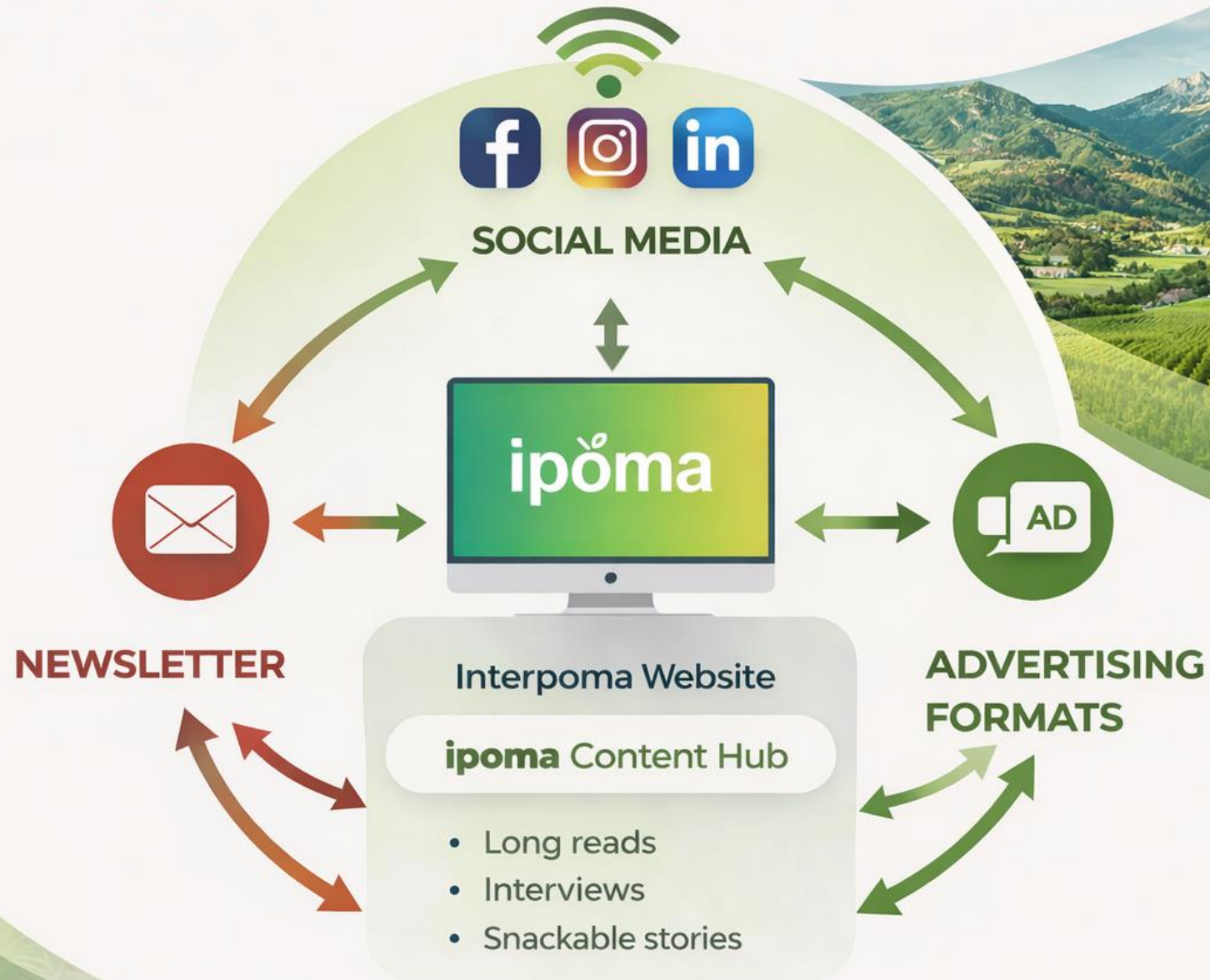
Content Creator, Apple Industry

Reach across Instagram, LinkedIn & TikTok: 670,000+ followers



**Gerhard Dichgans**

Industry Expert & Former CEO  
Direct access to top-tier industry professionals



# Become Part of **ipoma** Volume IV

Position your brand within a global, specialised audience through a digital-first editorial platform combining high-quality content, multi-channel distribution, & targeted visibility.



# For further information on the project and to get your personalised package, get in touch with us!



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