Potatopedia

MEDIA KIT · 2026

Be the name inside *the answer.*

Potatopedia is the neutral global reference on potatoes. Growers, processors, traders and researchers ask it questions and get answers grown from FAOSTAT, USDA, CIP, UN Comtrade, CPRI, Europatat and peer-reviewed research. Makers, breeders and suppliers reach them through placements that are always labelled.

8,126
DATA POINTS IN THE ANSWER ENGINE

458
SOURCES

244
VARIETIES, 66 WITH DATASHEET TRAITS

37
COUNTRY PROFILES

83
PUBLISHED ANSWERS

67
STORIES

1,584 citations a day in Microsoft Copilot and Bing AI answers (Bing Webmaster Tools, 30-day average to 4 November 2026; 117,954 citations in 90 days)

Figures as of 7 November 2026. Visits, countries and newsletter size are shared on request with their dates.

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Nine ways to reach the potato industry

01

Featured company listing

PROCESSORS, SEED COMPANIES, MACHINERY MAKERS

A labelled place in the directory's Featured row for your company type. The A to Z list and your facts never change.

$1,500 per year, per company type · $600 per year for one country

02

Verified company profile

ANY LISTED COMPANY

You confirm your facts; the profile shows "Verified by the company", your logo, a contact button and forwarded enquiries.

$300 per year

03

Featured maker

MACHINERY MAKERS

A labelled slot at your stage of the potato chain (seed, field, harvest, storage, processing, market) on the matching market and machine pages.

$2,000 per year, per stage

04

Breeder variety set

SEED BREEDERS AND SEED HOUSES

Your varieties' pages carry your labelled breeder card and a link to your seed contacts. Facts never change.

$2,500 per year

05

Own a question

ANY POTATO COMPANY

One labelled card under the neutral, sourced answer to a question your buyers ask.

$400 per question, per year

06

Publish with us

ANY POTATO COMPANY

A partner article marked "Published with us", shared in the newsletter. Never mixed into the neutral knowledge base.

$250 per article

07

Daily presenter and newsletter

ANY POTATO COMPANY

"Presented by" on the homepage and The Potato Week for the days you choose.

$100 per day

08

AI visibility report

ANY POTATO COMPANY

How often ChatGPT, Perplexity, Gemini and Potatopedia name your brand against rivals for your buyers' questions.

$500 per report

09

Country market report

TRADERS, INVESTORS, MAKERS

A sourced report on one country or segment: production, trade partners, processors, storage and prices.

$500 per report

THE RULES WE KEEP

Trust is the product.

The neutral, sourced answer always comes first.

Every paid item is labelled Sponsored or Published with us.

Paid content never changes a fact, and sponsors never edit the neutral pages.

Sources: FAOSTAT, USDA, CIP, UN Comtrade, CPRI, Europatat and established peer-reviewed journals only.

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We reply within one working day.