

The Cattle Site

Media Pack 2022

A knowledge sharing platform with premium news, analysis and resources for the global beef and dairy industry.

Global Ag Media - premier news and knowledge
for the global agriculture industry



Our Audience

We engage with an audience of farm managers, veterinarians, nutritionists, processors, manufacturers, ag businesses, researchers and academia on a global scale with more than 1.5 million unique users per year and over 2.6 million page views.

52%

Americas

15%

Europe

10%

Africa

23%

Asia & Oceania





Marketing and Advertising

These packages engage the largest audience and are ideal for raising brand awareness, launching new products and promoting your company.

Sponsor package

Online and mobile

Unlimited PR and technical articles published	12 PR and 12 technical articles published
Company logo and link in our Sponsors block	Company name with fly-out logo in our Sponsors block
A bespoke version of your website hosted on The Cattle Site	---
Banner advert in header section of homepage (in rotation)	---

Weekly newsletter

Product/event advert on rotation	---
Editorial leader position twice a year	---

From \$2,600 per month

Partner package

From \$1,500 per month



Banner Type

Positioning

Price/month

Leaderboard 728x90	Available on all pages, in rotation	\$1200
MPU 200x200	Available on all pages, in rotation	\$900x3 / \$850x6 / \$750x12
Industry showcase 220x90	Available on home page, in rotation	\$425

Header banner 390 x 90	Available on all pages \$1050	\$1050
Seasonal picks banner 115 x 390	Appears on every page and is exclusive to the sponsor	\$1300
Skyscraper banner 300x600	New advertising options available early 2022	
Content block banner 1/3 - 433x278	New advertising options available early 2022	
Content block banner 1/4 - 313x185	New advertising options available early 2022	

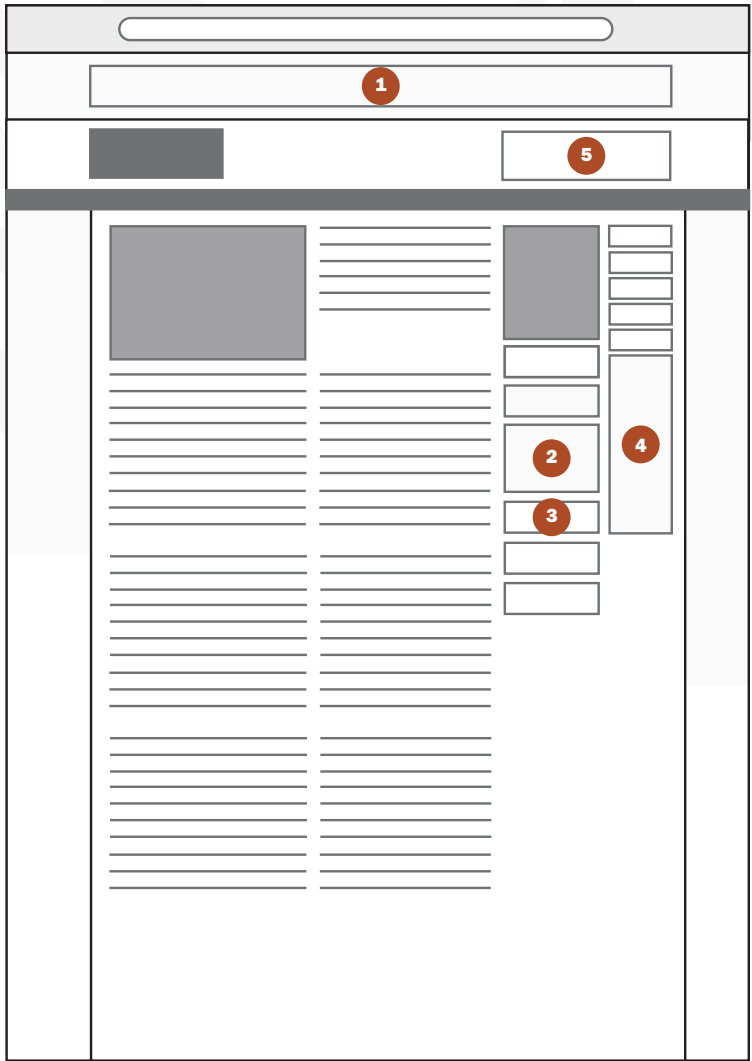
Newsletter Options

Primary sponsor 600x300	Exclusive lead position, no rotation	\$450
Secondary sponsor 600x150	Exclusive secondary position, no rotation	\$250
Tertiary sponsor 220x220	Always present	\$800/month
E-Blast 600x300	A custom newsletter exclusive to your needs	\$1,500

Editorial Services

Article hosted (written by client)	On the home page and relevant hub pages	\$650
Article hosted (written by our team)	On the home page and relevant hub pages	\$650 + \$200/hour
Video (created by our team)	On the home page and relevant hub pages	\$650 + \$200/hour





BANNER TYPES

- 1. Leaderboard banner
- 2. MPU banner
- 3. Industry showcase banner
- 4. Seasonal picks banner
- 5. Header banner

NEWSLETTER OPTIONS

- 1. Primary sponsor
- 2. Secondary sponsor
- 3. Tertiary sponsor



“We want our company to be a **Knowledge Leader** in this topic.”

This is the most common request we receive, and we've been working with clients for several years to deliver on this objective.

Our strategies have helped clients achieve over **130,000 page views** in a year.

For 2022, we are expanding our site options to give you complete freedom to host your Knowledge Leadership strategy.

For further information, contact laurence@globalagmedia.com



Contact Us

Not seeing what you need? Give us a call.
We'll work with you to create a custom package
to meet your objectives and budget.

**For more information regarding any of the
sponsorship options, please contact:**

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