

The Pig Site

Media Pack 2022

A knowledge sharing platform with premium news, analysis and resources for the global swine 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 1.8 million unique users per year and over 3.7 million page views.

42%

Americas

15%

Europe

14%

Africa

28%

Asia & Oceania

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Marketing and Advertising

Our monthly packages and stand alone advertising options help you engage with a large 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 Pig 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 300x250	Available on all pages, in rotation	\$900x3 / \$850x6 / \$750x12
Industry showcase 220x90	Available on home page, in rotation	\$425

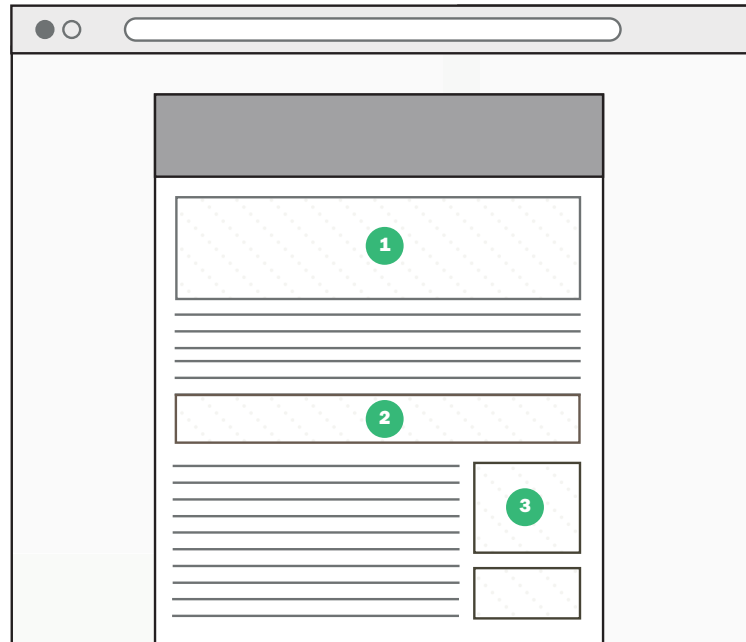
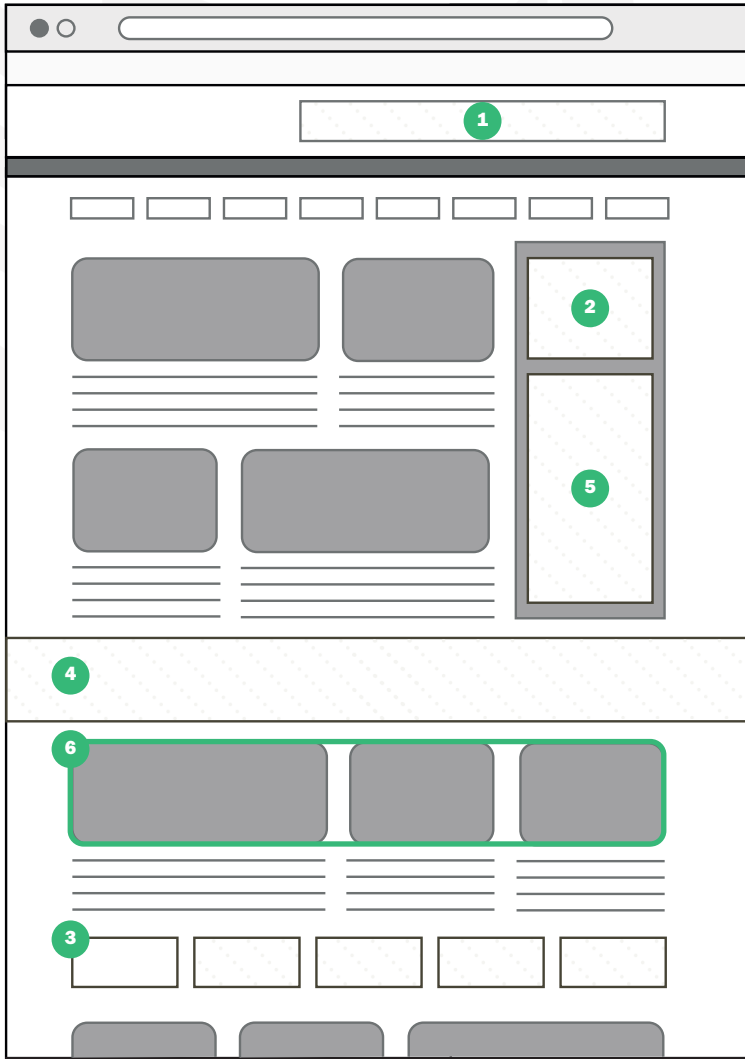
Custom banner Full page width	Available on home and hub pages	\$1500
Content block banner 1/1 - 998x512	Available on home and hub pages	\$1500
Skyscraper banner 300x600	Available on home and hub pages, in rotation	\$1250
Content block banner 1/3 - 433x278	Available on home and hub pages	\$900
Content block banner 1/4 - 313x185	Available on home and hub pages	\$800

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. Custom banner
- 5. Skyscraper banner
- 6. Content block 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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**To arrange content options,
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