

# The Poultry Site

## Media Pack 2022

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

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**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 2.7 million unique users per year and over 5.1 million page views.

**37%**

**Americas**

**13%**

**Europe**

**17%**

**Africa**

**32%**

**Asia & Oceania**





# 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 Poultry 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**

<b>Leaderboard</b> 728x90	Available on all pages, in rotation	\$1200
<b>MPU</b> 300x250	Available on all pages, in rotation	\$900x3 / \$850x6 / \$750x12
<b>Industry showcase</b> 220x90	Available on home page, in rotation	\$425

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

**Newsletter Options**

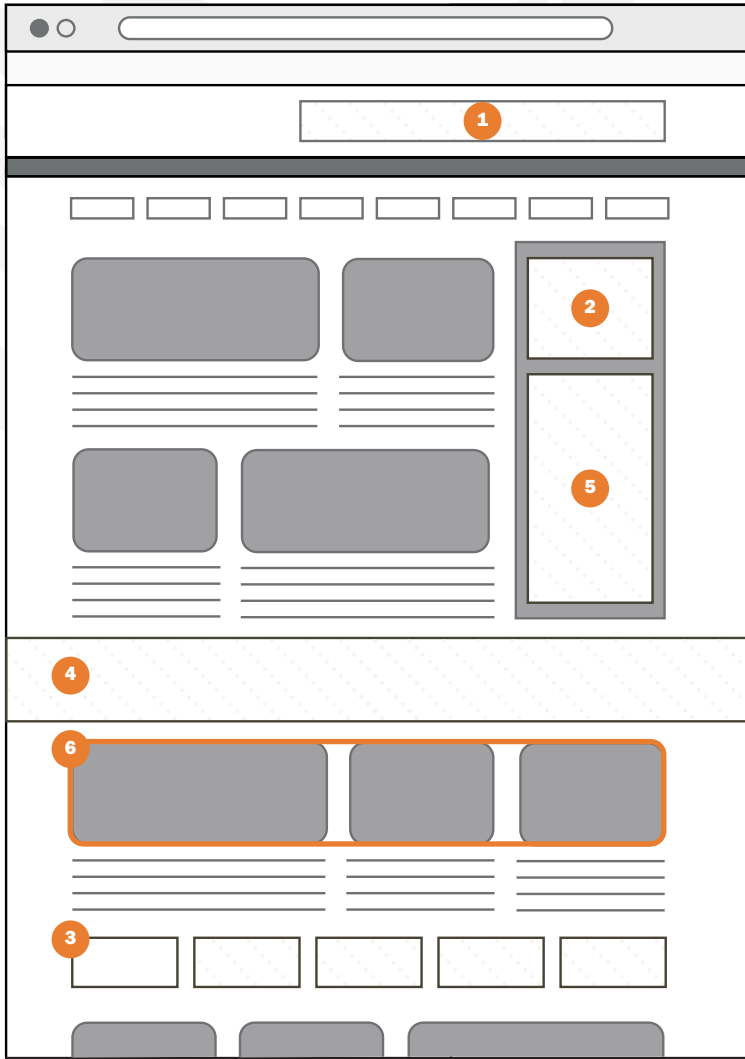
<b>Primary sponsor</b> 600x300	Exclusive lead position, no rotation	\$450
<b>Secondary sponsor</b> 600x150	Exclusive secondary position, no rotation	\$250
<b>Tertiary sponsor</b> 220x220	Always present	\$800/month
<b>E-Blast</b> 600x300	A custom newsletter exclusive to your needs	\$1,500

**Editorial Services**

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

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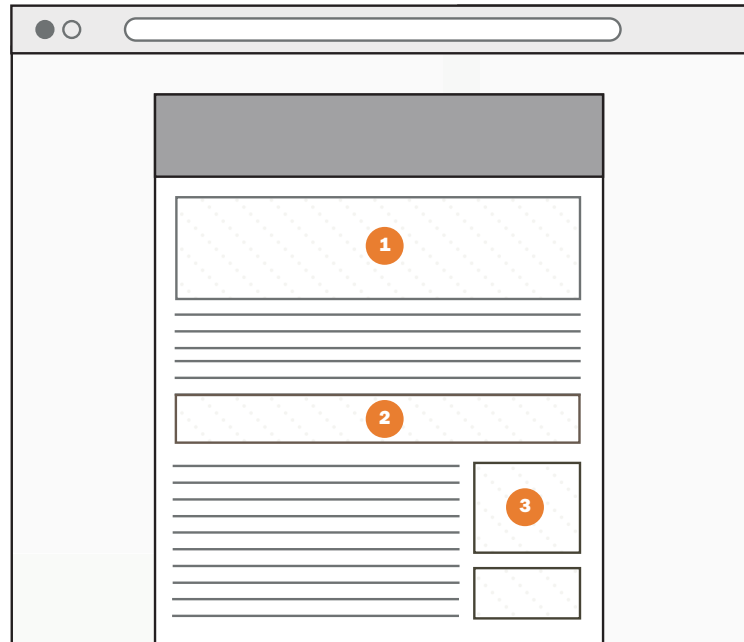


### BANNER TYPES

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](mailto: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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