

www.thecattlesite.com



Media Pack 2026

The Cattle Site

Your trusted source for expert news, trends,
and resources in cattle production.

Global Ag Media

Premium news and knowledge for the global agriculture industry

Welcome



Sarah Mikesell
CEO at Global Ag Media

We believe the best relationships are built on trust, understanding, and a shared vision

That's why we take the time to listen to your objectives and learn what really matters to your business.

Every client's needs are unique – whether it's a new product awareness campaign or a long-term content strategy. Our goal is simple: to help you connect with your audience in a way that feels authentic and delivers meaningful results.

For us, content is where the magic happens. Writing isn't just part of the job – it's a genuine passion, and we're always excited to create stories that resonate with the right audience. No writing project is too big or too small, because every piece of content has the potential to make an impact.

We'd love the opportunity to learn more about you and how we can help bring your company's vision to life.



Our Audience

We engage with an audience of farm managers, veterinarians, nutritionists, processors, manufacturers, ag businesses, researchers and academia on a global scale.

1.7 million

Pageviews per year

1 million

Unique users per year

38%

North
America

24%

Europe &
Africa

7%

South
America

31%

Asia &
Oceania





How we Help

We work with you to build visibility, launch new products, and grow your presence with tailored advertising options — whether monthly, ad hoc, or completely custom.

Sponsor - From \$2,800 per month	Partner - From \$1,800 per month
Unlimited PR and technical articles published across all channels	12 PR and 12 technical articles published across all channels
Company logo and link in our sponsors block	Company name with fly-out logo in our Partner block
A bespoke version of your website hosted on The Cattle Site	Link directly to your website
Banner advert in header section of homepage (in rotation)	Banner advert in header section of homepage (in rotation)
Product/event advert on rotation in our Weekly Newsletter	Product/event showcase advert on rotation in our Weekly Newsletter
Editorial leader position twice a year in our Weekly Newsletter	—



Newsletter Options

Primary sponsor 600 x 300px	Exclusive lead position, no rotation	\$600/week
Secondary sponsor 600 x 150px	Exclusive secondary position, no rotation	\$400/week
E-Blast 600 x 300px	A custom newsletter exclusive to your needs	\$2000

Editorial Services

Content creation (written by our team)	On the home page and relevant hub pages	Price on application
Hosted articles (provided by client)	On the home page and relevant hub pages	Starting at \$750
Video production (created by our team)	On the home page and relevant hub pages	Starting at \$2300
Social media	Paid campaigns on Facebook and LinkedIn	Price on application

Banner Type

Positioning

Price/month

Leaderboard 728 x 90px	Available on all pages, in rotation	\$1200
MPU 300 x 250px	Available on all pages, in rotation	\$1000 x 3 / \$900 x 6 / \$800 x 12
Skyscraper banner 300 x 600px	Available on home and hub pages, in rotation	\$1300

Custom banner Full page width	Available on home and hub pages	\$1500
Industry showcase 220 x 90px	Available on home and hub pages, in rotation	\$425
Content block banner 433 x 278px	Available on home and hub pages	\$900

Event Coverage

Editorial interviews	Published on our site, available for client use	Price on application
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Read Anywhere

Our articles, insights, and resources are fully optimised for every screen and channel – from mobile to desktop, inbox to social feed – making it easy for your message to connect with your community.



www.thecattlesite.com

Let's Talk



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, please contact:

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