

# The Pig Site

## Media Pack 2025

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

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**Global Ag Media** - Premium 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.

# 2.9 million

Pageviews per year

# 1 million

Unique users per year

**46%**

Americas

**23%**

Europe & Africa

**31%**

Asia & Oceania

Data provided by Google Analytics

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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.

Custom built solutions are also available for your business.

## Sponsor package

## Partner package

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 Partner block
A bespoke version of your website hosted on The Poultry Site	Link directly to your web site
Banner advert in header section of homepage (in rotation)	Industry showcase advert on homepage (in rotation)

## Weekly newsletter

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

**From \$2,800 per month**

**From \$1,800 per month**

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## Newsletter Options

<b>Primary sponsor</b> 600x300	Exclusive lead position, no rotation	\$600/week
<b>Secondary sponsor</b> 600x150	Exclusive secondary position, no rotation	\$400/week
<b>Tertiary sponsor</b> 220x220	Always present	\$800/month
<b>E-Blast</b> 600x300	A custom newsletter exclusive to your needs	\$2000

## Editorial Services

<b>Article hosted</b> (written by client)	On the home page and relevant hub pages	\$750
<b>Article hosted</b> (written by our team)	On the home page and relevant hub pages	\$750 + \$200/hour
<b>Video</b> (created by our team)	On the home page and relevant hub pages	\$750 + \$200/hour

## 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	\$1000x3 / \$900x6 / \$800x12
<b>Industry showcase</b> 220x90	Available on home page, in rotation	\$425

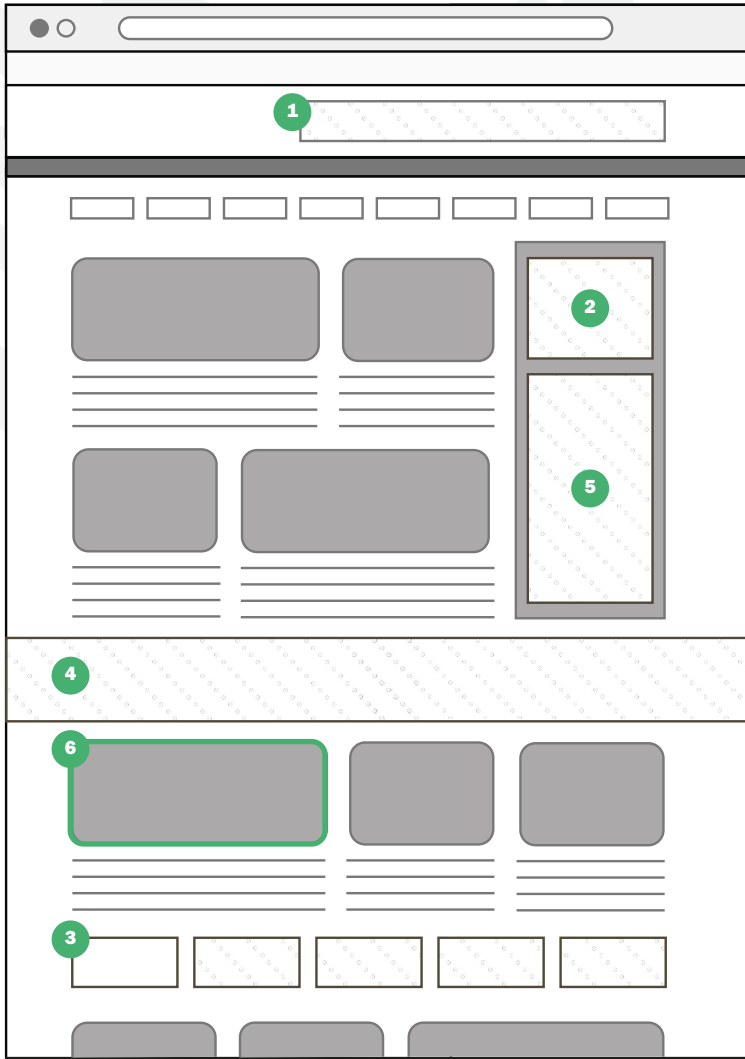
<b>Custom banner</b> Full page width	Available on home and hub pages	\$1500
<b>Skyscraper banner</b> 300x600	Available on home and hub pages, in rotation	\$1300
<b>Content block banner</b> 433x278	Available on home and hub pages	\$900

## Company Profile

<b>Article hosted with your company details</b>	On the home page and relevant hub pages	\$750
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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**

- 7. Primary sponsor
- 8. Secondary sponsor
- 9. 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 pageviews** in a year.

For 2025, we have expanded 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, please contact:**

**Laurence Williams**

Head of Client Relationships

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