

The Cattle/ Beef/Dairy Site

Media Pack 2024

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

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.

2.3 million

Pageviews per year across all three sites

1.5 million

Unique users per year across all three sites

43%

Americas

25%

Europe & Africa

32%

Asia & Oceania

Data provided by Google Analytics





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 \$2,600 per month

From \$1,600 per month



Newsletter Options

Primary sponsor 600x300	Exclusive lead position, no rotation	\$500/week
Secondary sponsor 600x150	Exclusive secondary position, no rotation	\$350/week
Tertiary sponsor 220x220	Always present	\$800/month
E-Blast 600x300	A custom newsletter exclusive to your needs	\$2000

Editorial Services

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

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

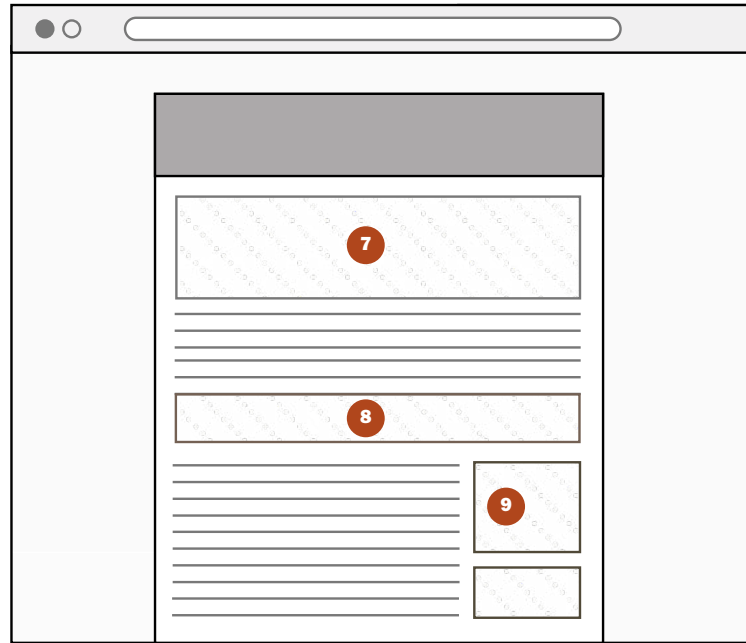
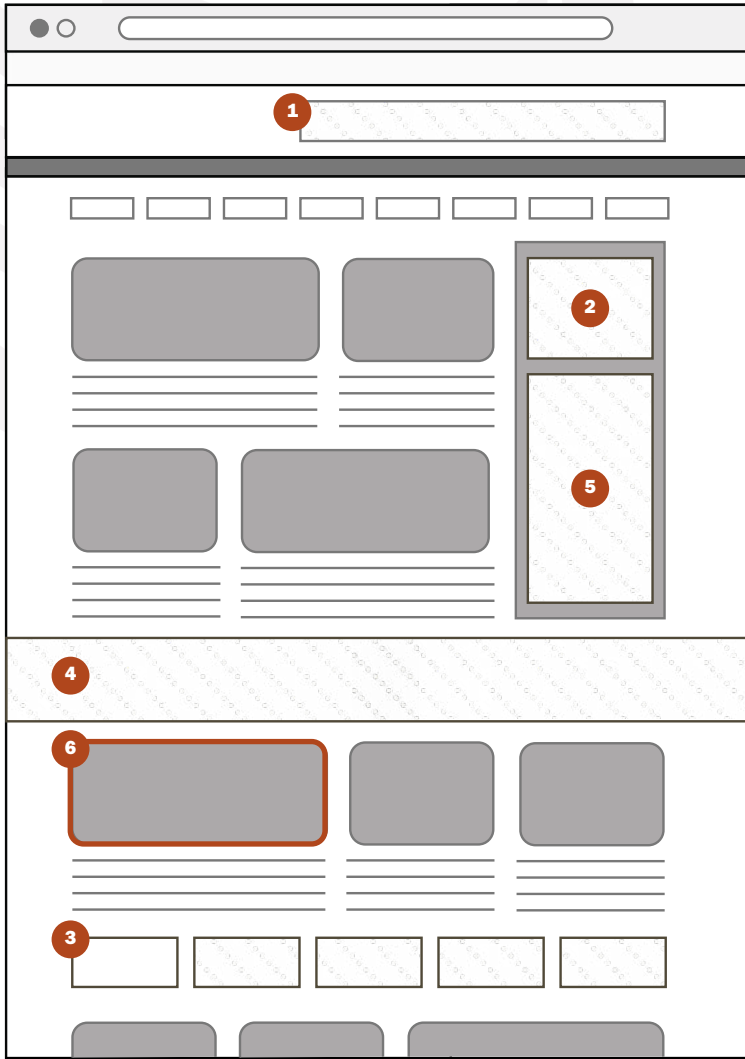
Custom banner Full page width	Available on home and hub pages	\$1500
Skyscraper banner 300x600	Available on home and hub pages, in rotation	\$1250
Content block banner 433x278	Available on home and hub pages	\$900

Company Profile

Article hosted with your company details	On the homepage 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 2024, we have expanded 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, please contact:

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