

# The Poultry Site

## Media Pack 2024

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.

# 2.5 million

Pageviews per year

# 1.4 million

Unique users per year

38%

Americas

30%

Europe & Africa

32%

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

Unlimited PR and technical articles published
Company logo and link in our Sponsors block
A bespoke version of your website hosted on The Poultry Site
Banner advert in header section of homepage (in rotation)

## Partner package

12 PR and 12 technical articles published
Company name with fly-out logo in our Partner block
Link directly to your web site
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

<b>Primary sponsor</b> 600x300	Exclusive lead position, no rotation	\$500/week
<b>Secondary sponsor</b> 600x150	Exclusive secondary position, no rotation	\$350/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	\$900x3 / \$850x6 / \$750x12
<b>Industry showcase</b> 220x90	Available on home page, in rotation	\$425

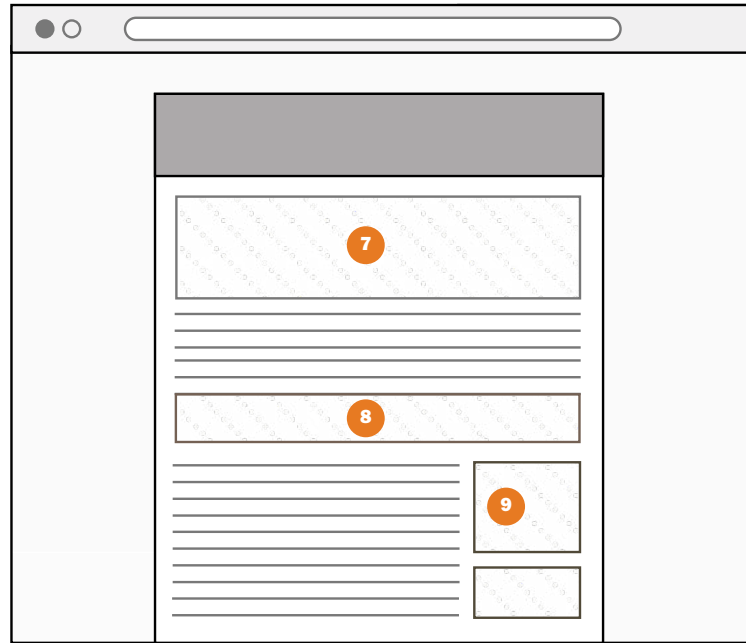
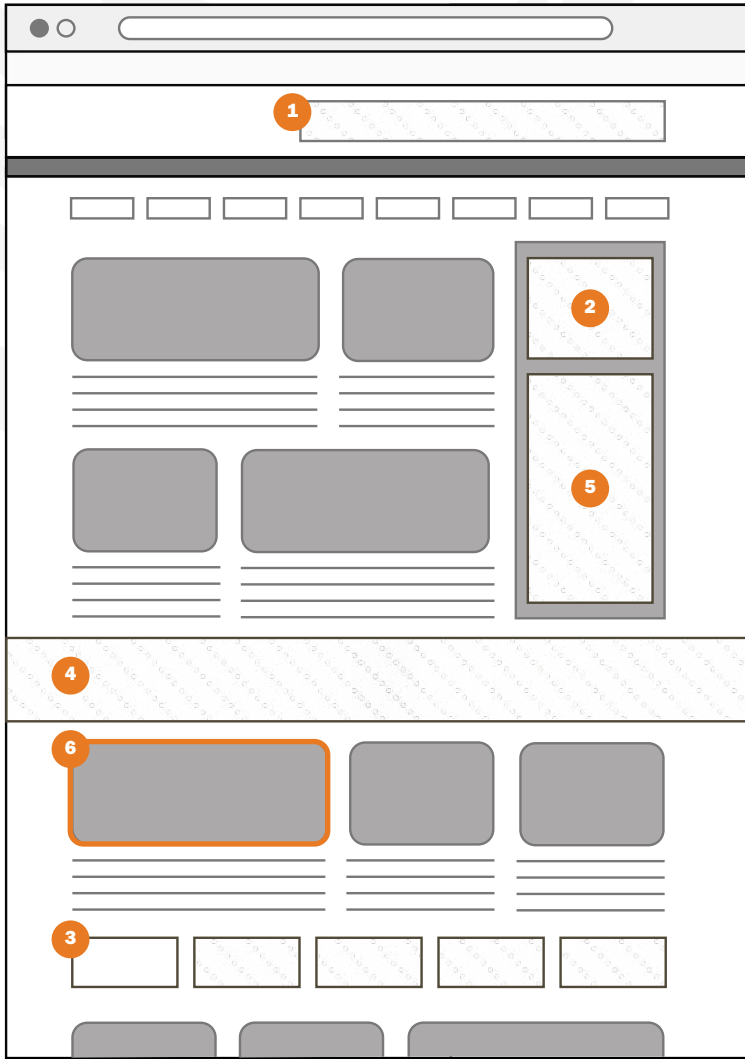
<b>Custom banner</b> Full page width	Available on home and hub pages	\$1500
<b>Skyscraper banner</b> 300x600	Available on home and hub pages, in rotation	\$1250
<b>Content block banner</b> 433x278	Available on home and hub pages	\$900

## Company Profile

<b>Article hosted with your company details</b>	On the 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](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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