



MEAT+POULTRY

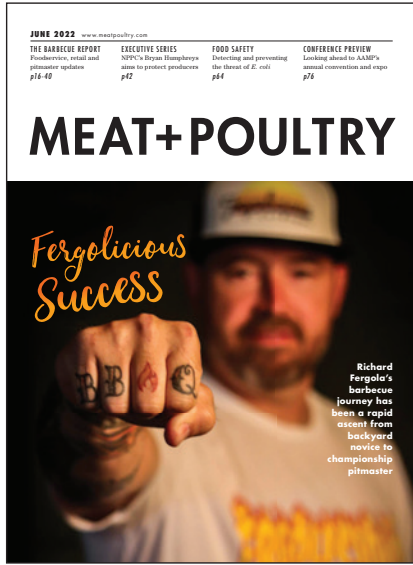
connect with customers
over 14,000,000 different ways¹



MEDIA GUIDE 2023



¹ Publisher's own data, June 2022. Average Monthly Opportunities to Reach Customers Customers x 12 months.



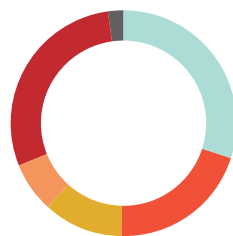
MEAT+POULTRY

CLARITY IN A RAPIDLY GROWING MARKET

MEAT+POULTRY, the indispensable source of information for North America's meat and poultry processors, delivers the insight and information executives and operators need to meet the challenges and capitalize on the opportunities in today's dynamic market.

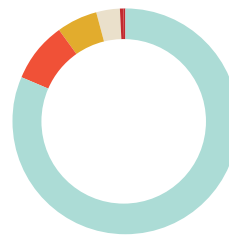
Whether in print or digital formats, MEAT+POULTRY reaches a highly engaged audience of equipment and services decision makers with breaking news, compelling features and market information from an industry-best team of editors and contributors.

Circulation by Job Function



- 42.1% Senior and General Management
- 28.0% Plant Operations / Production
- 16.1% R&D / Quality Control
- 9.8% Marketing & Sales
- 3.7% Purchasing
- 0.3% Other

Business and Industry



- 81.0% Processing / Further Processing Meat, Poultry, Seafood / Slaughtering / Fabricating / Cutting, Prepared and Specialty Foods, Plant-based Protein
- 8.6% Supermarket Retail
- 5.7% Wholesale / Distributor
- 4.0% Government Agencies / Schools / Associations
- 0.7% Other

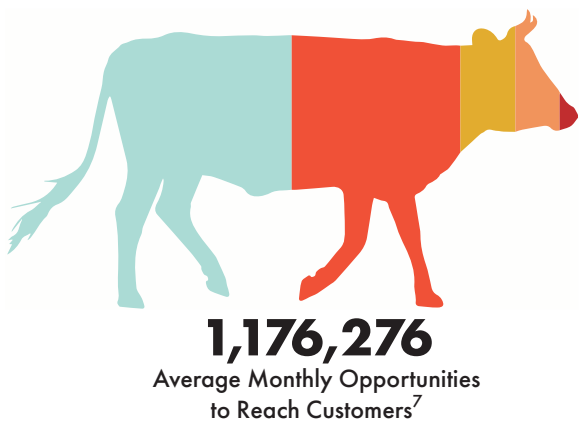
Source: BPA Report – June 2022, 25,050 Unique Total Qualified (19,358 print + 9,079 digital).



CONNECT WITH US ON SOCIAL MEDIA

Over 14,000,000 opportunities to connect with customers in 2023¹

Each month, *MEAT+POULTRY* delivers nearly 1.2 million opportunities to put your message in front of an engaged group of industry decision makers. Our omnichannel approach delivers news and information that drives the industry and provides the context and insights our readers need to respond.



Source:

1. Publisher's own data, June 2022. Average Monthly Opportunities to Reach Customers x 12 months.
2. Baxter Research Center, April 2022.
3. BPA Report - June 2022, 25,050 Unique Total Qualified (19,358 print + 9,079 digital).
4. Sosland Publishing Circulation - Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation = 9,079 Total Qualified Circulation [BPA Report, June 2022] + 17,478 Non-qualified Circulation [Publisher's own data, July 2022].
5. Publisher's own data, June 2022 - Aggregate monthly distribution (distribution x frequency) for *Morning Dispatch*, *MEATPOULTRY.com Daily*, *MEATPOULTRY.com Weekly*, *Bacon Business News* and *Food Safety Monitor* newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels.
6. BPA Report - June 2022. 89,808 Average Monthly Web Sessions.
7. Publisher's own data, June 2022 - may include duplication of viewers across / within channels (Total Average Monthly Print Circulation x Readers per Print Copy + Average Monthly Digital Circulation + Average Monthly Newsletter Circulation + Average Monthly *meatpoultry.com* Sessions). Figure includes pass-along readership for print circulation.

2.7
Readers per Print Copy²

19,358
Total Average Monthly
Print Circulation³

26,557
Average Monthly
Digital Circulation⁴

1,007,644
Average Monthly
Newsletter Distribution⁵

89,808
Average Monthly
meatpoultry.com Sessions⁶

Global consumption in 2021:

BEEF:
123.1B LB

PORK:
238.4B LB

POULTRY:
214.5B LB

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Dr. Temple Grandin
Steve Kay
Steve Krut



2023 EDITORIAL CALENDAR

calendar and trade show distribution subject to change

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CLOSE DATES	DEC 9	JAN 10	FEB 7	MAR 7	MAR 31	MAY 8
ISSUE FOCUS	Poultry Processing	The Annual Hot Dog and Sausage Report	Family Business Focus	Meat and Poultry for Retail		Barbecue Report
SPECIAL SUPPLEMENT			Bacon Trends and Technology CLOSE DATE: FEB 1			
FOOD SAFETY	Researching <i>Salmonella</i>	Listeria Detection / Prevention				<i>E. coli</i> Prevention and Detection
PACKAGING	Whole-bird Packaging		Sustainable Packaging			Skin Packaging
INGREDIENTS	Sodium Reduction	Accentuating Sausage Inclusions	Formulating for Food Safety	International Flavor Trends		Breeding and Battering
POULTRY PROCESSING TECH	Air-chilling Systems			Deboning Lines		
TOOLS OF THE TRADE		Vacuum Stuffing		Mixing and Grinding Equipment		Smokehouses and Ovens
TRADE SHOW COVERAGE		Annual Meat Conference				AAMP Conference /Expo Preview
TRADE SHOW DISTRIBUTION	IPPE (Jan. 24-26)		Annual Meat Conference (March 6-8)			
SPECIAL REPORT			Meat Snack Mania	Sustainability		
<i>Small Business Matters</i> Steve Krut	√	√	√	√		√
<i>From the Corral</i> Dr. Temple Grandin		√		√		√

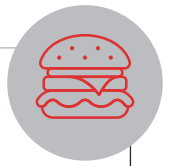
RED BOOK



FOR SPECS AND MORE INFORMATION, VISIT:

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For questions or to reserve your space, contact a sales representative at mpsales@sosland.com



2023 EDITORIAL CALENDAR - Cont.

calendar and trade show distribution subject to change

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
JUN 15	JUL 7	AUG 15	SEP 7	OCT 9	NOV 7
Operations Executive of the Year	Deli Report	Industry Entrepreneurs	Annual Bacon Issue	Automation and Robotics	Foodservice Focus
Ground Meat Processing Trends & Technology CLOSE DATE: JUNE 9		Process Expo Pre-show Guide CLOSE DATE: AUG 10			IPPE Preshow CLOSE DATE: NOV 7
	Foreign Material Detection	HPP Update		Educating and Training	
	Deli Packaging		Case-ready Update		Bone-in Packaging
Alternative Meat Formulations	Formulating Meat Snacks	Heating Up Flavors	Flavored Bacon	Moisture Enhancement	Vinegars and Extracts
Chicken Wing Processing	Breeding Systems		Chicken Nugget Production		Controlled Atmosphere Stunning
	Slicing Equipment	Adding Value with Injection		Conveying Systems	
		Process Expo			
AAMP Conference (July 13-15)			Process Expo (Oct. 23-25)		IPPE 2024
RTE Meat Production				Animal Welfare Update	
√	√	√	√	√	√
	√		√		√



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DIGITAL PRODUCTS

Newsletters

SOSLAND

Food Safety Monitor

Published biweekly, the *Food Safety Monitor* is a newsletter designed to keep food and meat industry executives informed of the latest news and regulations that affect the safety in all areas of the food supply.

MEAT+POULTRY

MORNING DISPATCH

News, market updates, commentary and other exclusive content not available anywhere else, the *Morning Dispatch* provides processors with a mid-morning summary of the latest news and information.

MEAT+POULTRY

DAILY NEWS

Every afternoon, our expert editorial team provides the latest reports, breaking news and updated analysis from throughout the day.

MEAT+POULTRY

Weekly Wrap-Up

Each Friday morning, *MEAT+POULTRY* editors select the week's biggest stories and compile them into a comprehensive newsletter. An exclusive sponsorship of the *Weekly Wrap-Up* is available on a monthly basis.



The first and only monthly newsletter dedicated 100% to all of the latest bacon news, trends and technology. Sponsor ads will run in the newsletter as well as on the bacon news section of *meatpoultry.com*.



NEW! *Meat Snack News* is the new monthly newsletter dedicated to in-depth reporting on the booming meat snack category and delivers news, analysis, new product reporting and more to a highly engaged readership.



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How NEWSLETTER SPONSORSHIPS drive results

(BLOCKBUSTER - ADVERTISE HERE!)

(NEWSLETTER TOPIC)
Reaches food industry decision makers

(MEDIUM RECTANGLE - ADVERTISE HERE!)

(SPONSORED MESSAGE - ADVERTISE HERE!)
Builds brand awareness with built-in, targeted audiences

(NEWSLETTER TOPIC)
Aligns your brand with a trusted news source

View the Newsletter Ad Rates charts to the right to see what ad positions you can claim in our newsletters.



DIGITAL PRODUCTS

Newsletters - Cont.

Newsletter ad rates

	FOOD SAFETY MONITOR	DAILY NEWS		BACON BUSINESS NEWS
Frequency	Biweekly	M / W / F	T / TH	Monthly
BLOCKBUSTER	\$4,375	\$4,175	\$3,300	\$3,775
MEDIUM RECTANGLE 1	\$4,050	\$3,975	\$3,150	\$3,625
MEDIUM RECTANGLE 2	—	\$3,550	\$3,100	—
MEDIUM RECTANGLE 3	—	\$2,925	\$2,675	—
SPONSORED MESSAGE	\$4,200	—	—	\$4,250
BLOCKBUSTER & SPONSORED MESSAGE	—	—	—	—

	MEAT SNACK NEWS	MORNING DISPATCH		WEEKLY WRAP-UP
Frequency	Monthly	M / W / F	T / TH	Weekly
BLOCKBUSTER	\$3,250	\$4,175	\$3,300	---
MEDIUM RECTANGLE 1	\$3,000	\$3,975	\$3,150	---
MEDIUM RECTANGLE 2	---	\$3,550	\$3,100	---
MEDIUM RECTANGLE 3	---	\$2,925	\$2,675	---
SPONSORED MESSAGE	\$3,800	---	---	---
BLOCKBUSTER & SPONSORED MESSAGE	---	---	---	\$5,150



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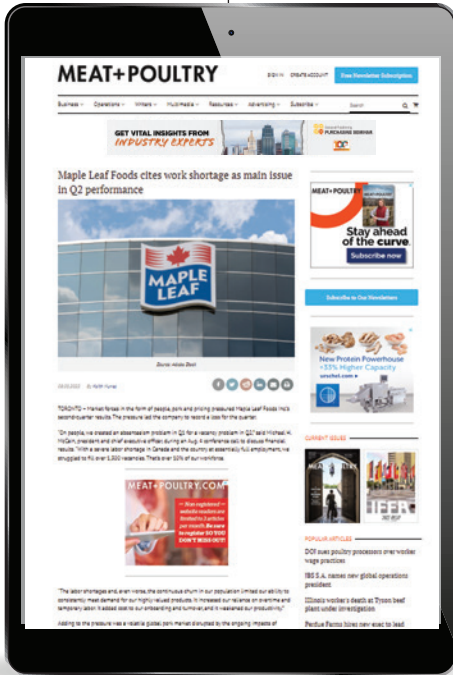
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CUSTOM/DIGITAL PRODUCTS



Webinars

MEAT+POULTRY webinars offer a powerful activation opportunity for brands looking to share their compelling content and expert insight with targeted audiences. Leveraging MEAT+POULTRY'S reach to its exclusive subscriber database drives significant viewership and ensures that your messaging is heard by decision makers across the meat and poultry processing industry.

Targeted Email Marketing

Deliver your message directly to your best prospects. Targeted emails are a great way to introduce new products, announce special offers and drive qualified traffic and leads to your website.

Ezines

Spotlight your company's technology or service by showcasing how it addresses a current consumer trend in the marketplace or how it delivers solutions to challenges within the meat and poultry processing industry. Your team or our editors share the details behind success stories from your customers' perspective, supplemented by input from your company's subject matter expert, creating a credible, multimedia platform for informing your customers while enticing them with a call to action.

Automated Marketing Campaign

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.



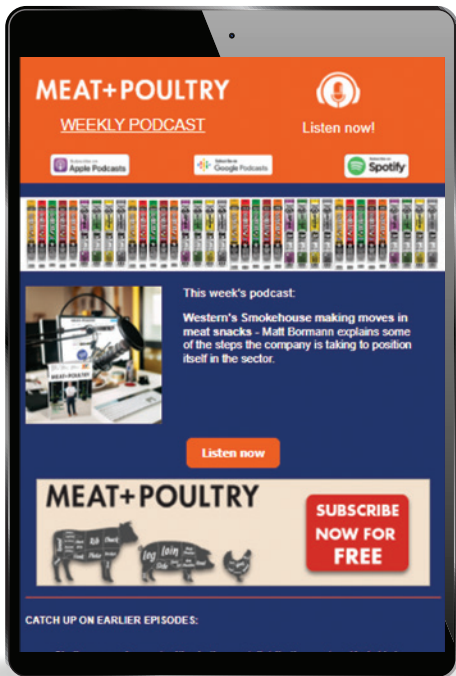
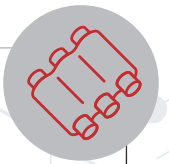
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CUSTOM/DIGITAL PRODUCTS

Cont.



White Papers

Host your white paper on *meatpoultry.com* and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.

Audience Extension

Reach *meatpoultry.com* website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in front of the right people, at the right place, at the right time.

Custom Publishing

For unique custom digital publishing projects, *MEAT+POULTRY* delivers a wealth of marketing solutions with creativity, professionalism and credibility.

Podcasts

In this unique sponsorship opportunity, *MEAT+POULTRY* hosts candid conversations with experts from the industry about the latest news, trends, technologies and people in the world of meat and poultry processing.



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DIGITAL PRODUCTS

Website



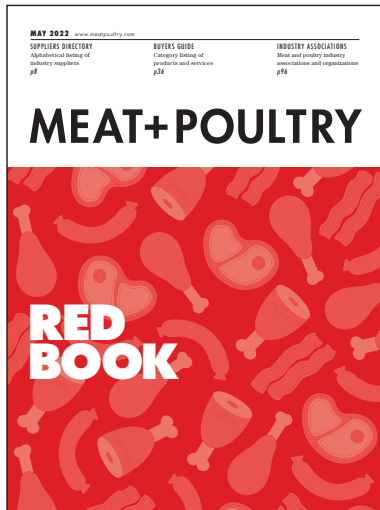
MEAT+POULTRY.COM ROS ad rates

AD OPTIONS	RATES / MONTH
LEADERBOARD	\$2,675
EXPANDABLE LEADERBOARD	\$3,200
INLINE MEDIUM RECTANGLE	\$2,925
MEDIUM RECTANGLE 1	\$2,675
MEDIUM RECTANGLE 2	\$2,300
ANCHOR	\$3,700 / week



PRINT PRODUCTS

Specialty print products



MEAT+POULTRY RED BOOK

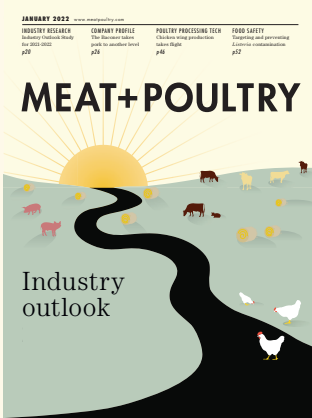
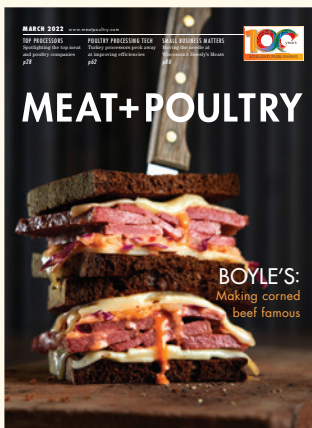
The *MEAT+POULTRY RED BOOK* is the industry's most complete and up-to-date guide on equipment, product and service categories. The easy-to-use format helps meat and poultry processors quickly locate important supplier contact information throughout the year. The *RED BOOK* is available in print and online in our exclusive digital edition, providing year-round exposure for your company's marketing message. In addition, the *RED BOOK* is posted in a searchable, online directory which can be accessed worldwide, 24/7 and includes live web links from your ad to your site.

Ad Close: March 31
Publish Date: May 2023



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PRINT PRODUCTS

Cont.

Advertorials

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *MEAT+POULTRY'S* digital edition links directly to your website, driving engaged readers to your doorstep.

Print ad rates

SIZE	1-3X	4-6X	7-9X	10-12X	13X+
PAGE	\$5,675	\$5,250	\$4,950	\$4,750	\$4,650
2/3 PAGE	\$3,900	\$3,700	\$3,500	\$3,200	\$3,000
1/2 ISLAND	\$3,700	\$3,400	\$3,200	\$3,100	\$2,900
1/2 PAGE	\$3,700	\$3,400	\$3,200	\$3,000	\$2,900
1/3 PAGE	\$2,325	\$2,100	\$2,075	\$2,000	\$1,850
1/4 PAGE	\$1,850	\$1,650	\$1,550	\$1,450	\$1,350
2ND COVER	\$8,300	\$8,050	\$7,625	\$7,000	\$6,800
3RD COVER	\$7,400	\$7,200	\$7,000	\$6,400	\$5,875
4TH COVER	\$8,600	\$8,000	\$7,950	\$7,525	\$7,200
CLASSIFIEDS*	\$155	\$145	\$135	\$125	\$105

Website Classified Ads: \$650 / month.
 For Classified section ad rates and specs, contact Lily Alvarez at lalvarez@sosland.com or (816) 968-2815.



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MEAT+POULTRY

meatpoultry.com

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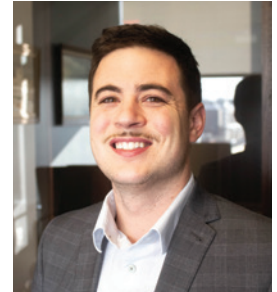
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