

# The Pig Site

## 2021 Media Pack

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



# The Pig Site

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

# 1.4 million

unique visitors per year

47%

Americas

21%

Europe

16%

Africa

11%

Asia

4%

Oceania

Our mobile-responsive platform provides anywhere, anytime access to our global news and marketing



# The Pig Site

These packages engage the largest audience and are ideal for raising brand awareness, launching new products and promoting your company.

## Sponsor package

## Partner package

### Online and mobile

Unlimited PR and technical articles published

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Company logo and link in our Sponsors block

12 PR and 12 technical articles published

A bespoke version of your website hosted on The Pig Site

Company name with fly-out logo in our Sponsors block

Banner advert in header section of homepage (in rotation)

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### Weekly newsletter

Product/event advert on rotation

Product/event advert on rotation

Company logo

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Editorial leader position twice a year

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**From \$2,600 per month**

**From \$1,300 per month**

# The Pig Site

## Topic Sponsorship

For the most targeted brand and product marketing, place your adverts within our carefully curated topics.



**Our developers will build an integrated advert to wrap around all articles**

Appears on all articles tagged with your chosen topic e.g. disease\*

Brand guidelines, images and logos upheld. Includes title, description and call to action with desired link.

# \$1,300 per month

For more information regarding any of the sponsorship options, please contact:

**Sally Pye**

Head of Sales

+44 (0) 7867 357 553

sally@globalagmedia.com

To arrange editorial advertising options, please contact:

**Laurence Williams**

Head of Client Relationships

+44 (0) 7557 865230

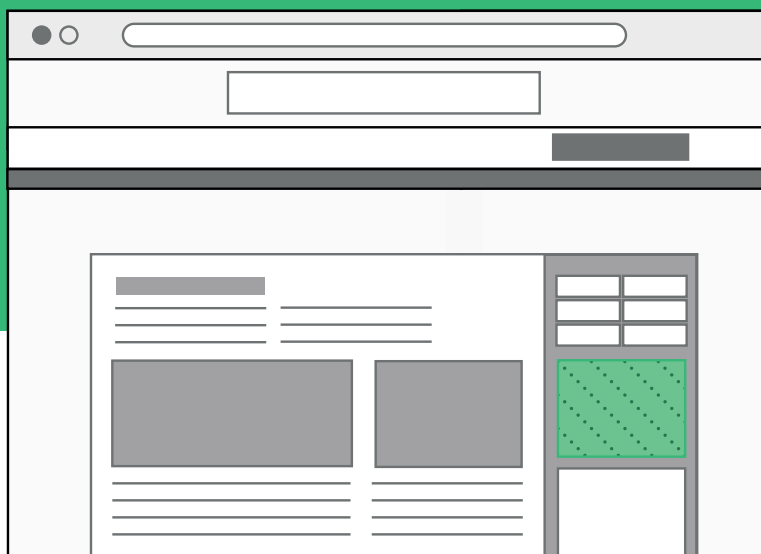
laurence@globalagmedia.com

(\*except when an article is written by another sponsor when their logo appears)

# The Pig Site

## Site MPU banner

Best suited to brand awareness and event or product promotion campaigns. High impressions, less targeted.



**300 x 250 pixels jpg or gif with link**

Appears on the homepage and hub pages, in rotation with other Site MPU banners.

3 months = \$780 per month  
6 months = \$720 per month  
12 months = \$650 per month

Prices from  
**\$650**  
per month

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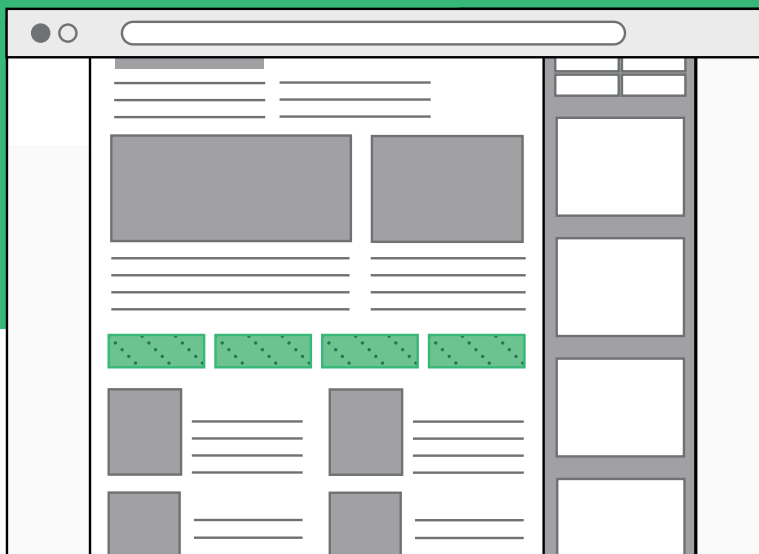
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# The Pig Site

## Homepage showcase banner

Low cost homepage ad space and free newsletter inclusion to maximise your exposure.



**220 x 90 pixels jpg or gif with link**

Appears on the homepage in rotation with other showcase banners.

The showcase advert will also be displayed in the site newsletter for the duration of the sponsorship.

**\$300**  
per month

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# The Pig Site

## Site leaderboard banner

Prime site advertising position features on all pages of the site. High impressions, less targeted.



**728 x 90 pixels jpg or gif with link**

Appears on all pages on rotation with other leaderboard banners\*.

**\$1,000**  
per month

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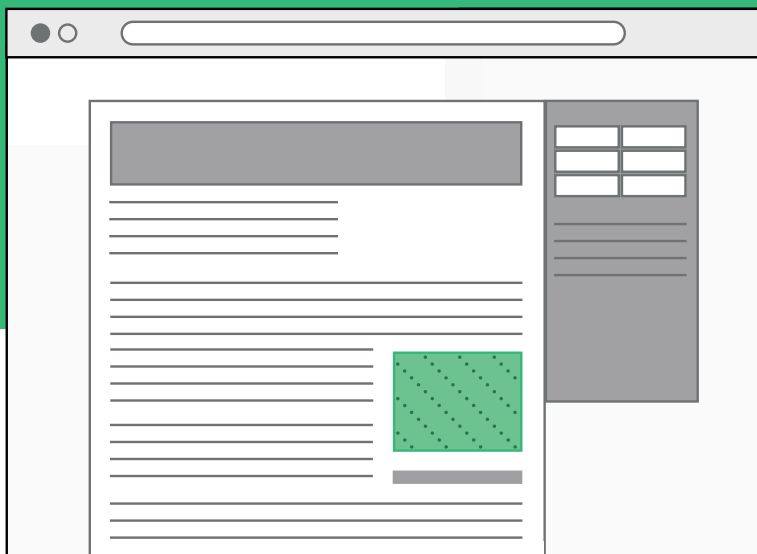
laurence@globalagmedia.com

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# The Pig Site

## In-line content banner

Position your adverts next to content relevant to your brand.  
Lower impressions, highly targeted.



**300 x 250 pixel jpg or gif with link**

Appears on all articles tagged with your chosen topic e.g. disease.

**\$750**  
per month

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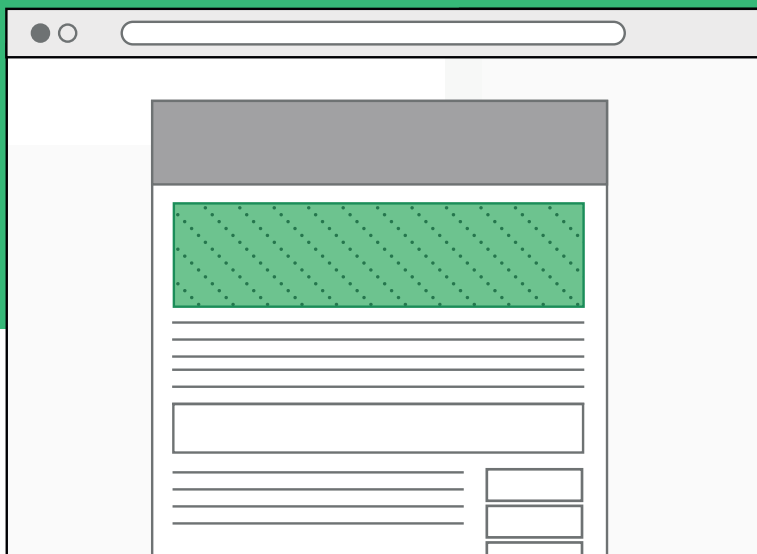
laurence@globalagmedia.com



# The Pig Site

## Newsletter primary sponsor

Take the lead in our weekly newsletter and showcase your latest company messaging and products.



**600 x 300 pixel jpg with link**

Appears at the top of the weekly newsletter which is sent to species specific mailing list.

**\$390**  
per newsletter

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# The Pig Site

## Newsletter secondary sponsor

Utilise our weekly newsletter and showcase your latest company messaging and products.



**600 x 150 pixel jpg with link**

Appears at the top of the weekly newsletter which is sent to species specific mailing list.

## \$250 per newsletter

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# The Pig Site

## Newsletter tertiary sponsor

Utilise our weekly newsletter and showcase your latest company messaging and products.



**220 x 220 pixel jpg or gif with link**

Appears in a randomised order down the right side of the weekly newsletter sent to the site subscribers.

**\$800**  
per month

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# The Pig Site

## E-Blast newsletter

Take over a newsletter. Your content delivered to the inbox of our newsletter subscribers.



**600 x 300 pixel jpg with leading paragraph of text**

Topic of the newsletter is chosen by sponsor.

Articles and content are exclusive to the e-blast sponsor and Global Ag Media.

From  
**\$1,300**  
per newsletter

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# The Pig Site

## Editorial Calendar

Our planned content focus for 2021

<b>January</b>	Market outlook	<b>July</b>	Innovation and technology
<b>February</b>	Pig welfare	<b>August</b>	Meat quality
<b>March</b>	Genetics	<b>September</b>	Pig diseases
<b>April</b>	Biosecurity	<b>October</b>	Sustainable practices
<b>May</b>	Waste management	<b>November</b>	Feed outlook
<b>June</b>	Processing	<b>December</b>	Consumer trends

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