

# The Poultry Site

## 2021 Media Pack

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



# The Poultry 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

# 1.7 million

unique visitors per year

37%

Americas

15%

Europe

11%

Africa

27%

Asia

4%

Oceania

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



# The Poultry 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

----

Company logo and link in our Sponsors block

12 PR and 12 technical articles published

A bespoke version of your website hosted on The Poultry Site

Company name with fly-out logo in our Sponsors block

Banner advert in header section of homepage (in rotation)

----

### Weekly newsletter

Product/event advert on rotation

Product/event advert on rotation

Company logo

----

Editorial leader position twice a year

----

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

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

# The Poultry 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.

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

# \$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

# The Poultry 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

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

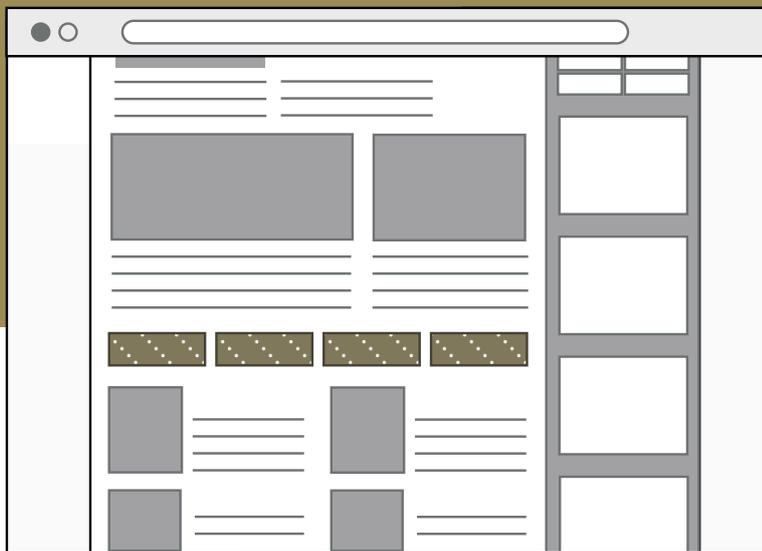
+44 (0) 7557 865230

laurence@globalagmedia.com

# The Poultry 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

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:

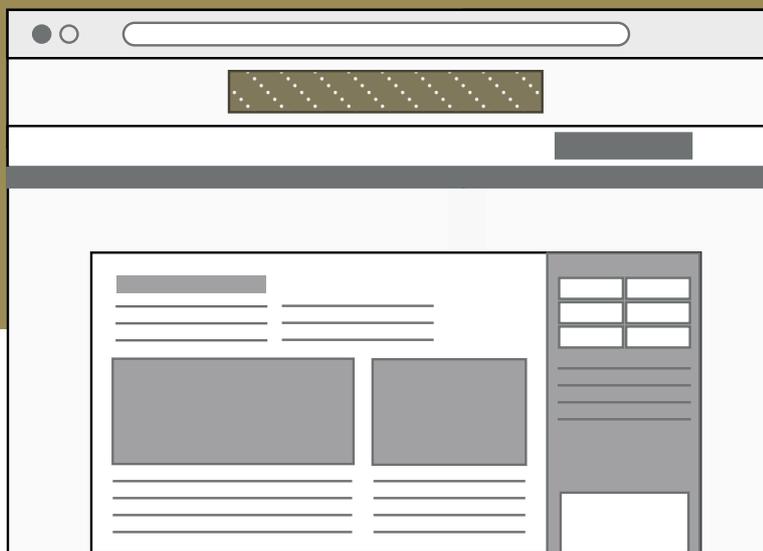
**Laurence Williams**  
Head of Client Relationships

+44 (0) 7557 865230  
laurence@globalagmedia.com

# The Poultry 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

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 Poultry 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

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

# The Poultry 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

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

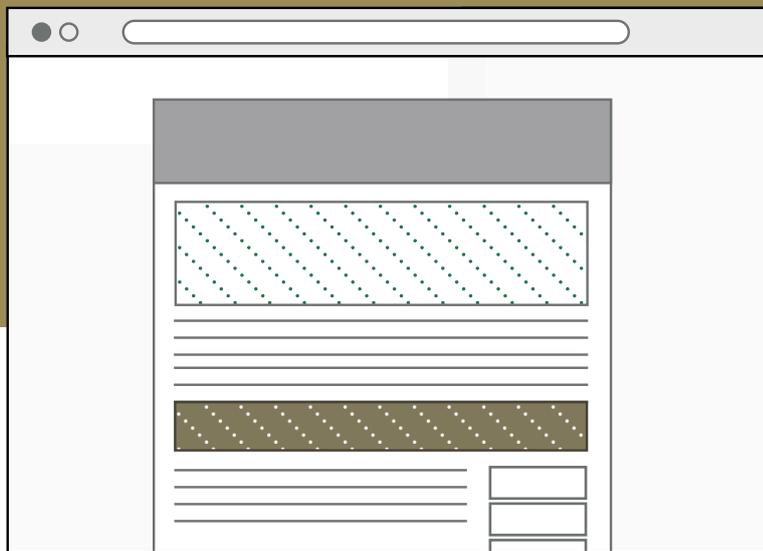
+44 (0) 7557 865230

laurence@globalagmedia.com

# The Poultry 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 below the 'latest articles' section of the weekly newsletter which is sent to species specific mailing list.

**\$250**  
per newsletter

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

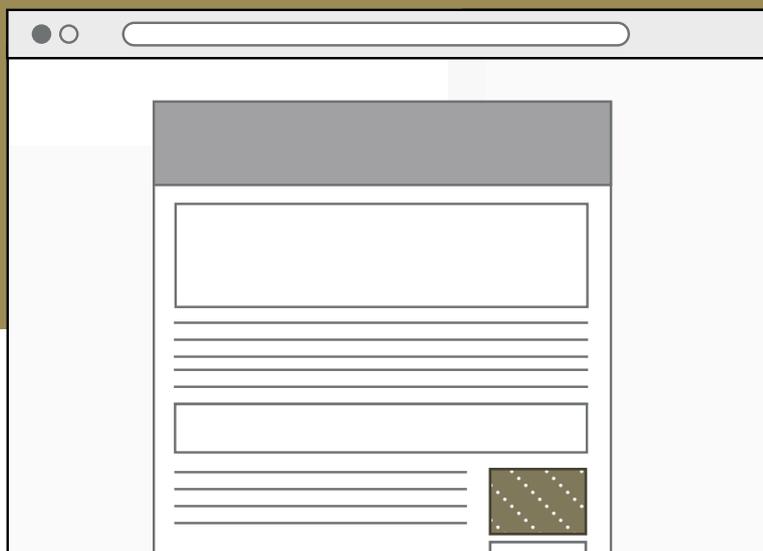
+44 (0) 7557 865230

laurence@globalagmedia.com

# The Poultry 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

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

# The Poultry 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

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

# The Poultry Site

## Editorial Calendar

Our planned content focus for 2021

<b>January</b>	Poultry diseases	<b>July</b>	Innovation and technology
<b>February</b>	Poultry welfare	<b>August</b>	Gut health
<b>March</b>	Genetics	<b>September</b>	Food safety
<b>April</b>	Biosecurity	<b>October</b>	Markets and outlook
<b>May</b>	Flock management	<b>November</b>	Sustainable practices
<b>June</b>	Processing	<b>December</b>	Consumer trends

To arrange editorial advertising options,  
please contact:

**Laurence Williams**

Head of Client Relationships

+44 (0) 7557 865230

[laurence@globalagmedia.com](mailto:laurence@globalagmedia.com)

