

meat *Industry*

The Site for Meat Processing Professionals



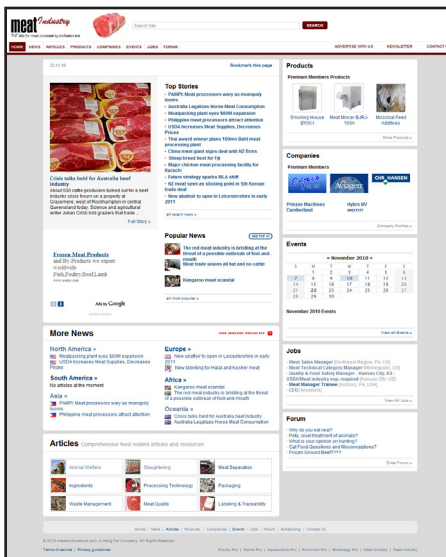
2011 Media Kit

Advertising opportunities - Reach a larger audience

Meat Industry is the leading Meat Industry website, providing the latest news and information to executive decision makers and other sectors of the Meat Industry. Online advertising on our website can deliver you with the most cost effective and efficient form of advertising. A virtual trade show all day, every

day of the year; your products are always on display and can be easily found by decision makers searching for your products and services. An established and leading industry website, advertising with us will aid in growing your brand's awareness in the marketplace and increase the quantity of quality leads you receive online.

Since 2005, our readers have turned to us to gain a competitive advantage. *Meat Industry* can be your competitive advantage in reaching key executives and turning leads into sales. Advertise with *Meat Industry* and stretch your marketing dollars while increasing your search presence. Your success is our vision.



Latest Meat Industry News

Daily news and updates specific to the Meat Industry. This includes vendor and/or industry news, industry developments, product announcements, new product releases, upcoming events and more. *Meat Industry* is one of the first stops by Meat Industry professionals for meat related news and developments.

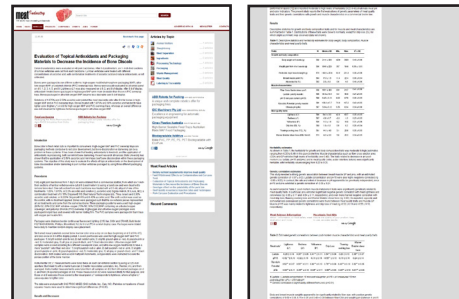
Detailed Technical Articles

Professional expert technical articles on all aspects of the Meat Industry are frequently posted and updated on our website. All technical articles are free to view by any of our website visitors. Sponsored content - technical articles spots are also available.

Meat Industry Focused B2B

Meat Industry Buyers' Guide provides year-round advertising opportunities as the premier online B2B marketplace specializing in animal meat related products.

Membership to our b2b is free, allowing all members of public to freely browse and contact any listed company.



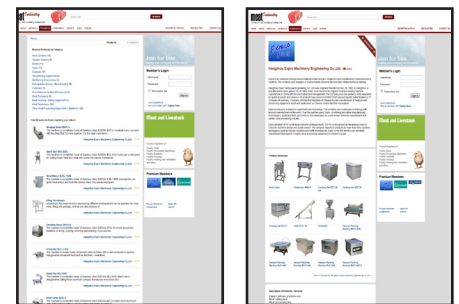
The buyers' guide comprises of company profile pages displaying company information and contact details, along with product pages showing full details of the products.

Companies and their products are searchable from every page of our website.

There are also options to upgrade membership, for benefits such as prioritized listings, additional product postings, etc. More details are given later in the media kit.

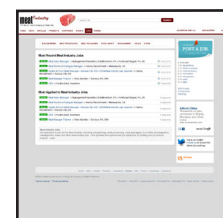
Meat Industry Events

Meat Industry is partnered with the leading meat exhibitions, and lists an up-to-date list of upcoming Meat Industry events.



Product Spotlight
Provides snapshots of partners products, each with a full-colour photo, giving readers the opportunity to browse and request more information

Company Profiles
Provides full detailed company information, giving readers the opportunity to browse and request more information

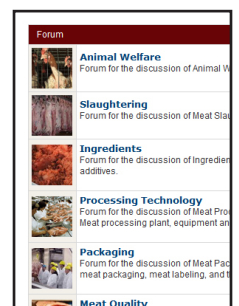


Jobs Board

Comprehensive job board featuring the latest job openings in the Meat Industry. Posting and applying for positions is totally free.

Discussion Board

A lively community of meat professionals. Our discussion forum is a place for professionals to share their expertise, answer and post questions, and network with other Meat Industry professionals





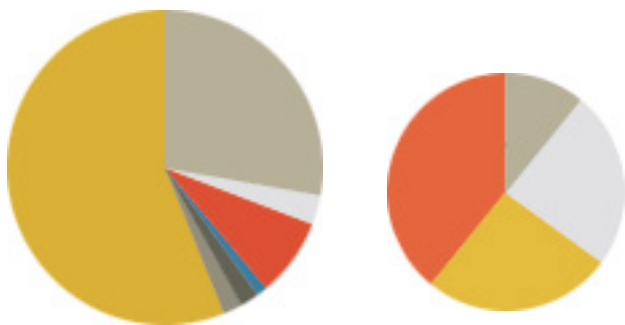
GROW ... ENGAGE ... CONNECT

Reach more professionals in the *Meat Industry*

- With our focus on providing quality meat related content, advertising online on *Meat Industry* will give you increased exposure and promotion to your target markets.

- Reinforcing other advertising and marketing with digital gives you immediate measurable results and provides proven lead generation.

- Digital advertising increases reach, frequency and brand recognition while driving traffic to your website.



Meat Industry reaches more professionals and decision makers in the Meat Industry

- Ten's of thousands of opt-in email subscribers
- 155% increase in page view over 2009
- 48% increase in unique monthly visitors over 2010

Digital Display Ads

Rotating, fixed button and banner ads on the website broad-exposure and increase impressions. See following page for banner advertising rates.

Electronic Newsletter Advertising

An extension of the print publications gives advertisers another opportunity to reach prime prospects - in a more engaging, interactive way. Get your message sent direct to your target's inbox. Ads – \$1,214 per issue

Buyers' Guide

The *Meat Industry* Buyer's Guide is an interactive b2b listing of meat related products and services – enabling all meat related categories and industry types – located in one, easy to navigate place.

A Premium or Premium+ listing ensures your listing is moved to the top of the list or highlighted, making you stand out from your competitors. Don't let your sales slip away because you haven't a premium listing.

Sponsored Content

Our digital team will customize to meet your needs while developing microsites and targeted messages to enhance you involvement.

Peel Back Ads

These ads are a fun way to get the user's attention and drive your message home. An initial ad (100 X 100) resides in upper right corner of the page. When the user clicks, the ad tears down to reveal the full-page ad (back page); thousands of prime prospects.

Maximum Exposure of your Brand

Increase brand awareness, and gain maximum exposure of your company and products. Gain the edge on your competitors by building a strong image for your company through our website banner advertising. Banner advertisements put your company and brand straight in the view of consumers, being displayed in the most prominent positions throughout our website.

Be Noticed! 1000's of views everyday

The screenshot shows the homepage of meatindustry.com. At the top, there is a navigation bar with links for HOME, NEWS, ARTICLES, PRODUCTS, COMPANIES, EVENTS, JOBS, and FORUM. A search bar is located in the top right. Below the navigation bar, there is a large orange banner area labeled "Main Banner 622px x 92px". To the right of the main banner, there are sections for "Products" (Smoking House BYXX-I, Meat Mincer BJRU-160A, Microbial Feed Additives), "Companies" (Prinzen Machines Cumberland, Hybro BV wertrrr), and "Events" (November 2010 calendar). The main content area features a "Top Stories" section with a large image of meat and a "Crisis talks held for Australia beef industry" article. Below this is a "Popular News" section with three items: "The red meat industry is bristling at the threat of a possible outbreak of foot-and-mouth", "Meat trade unions all hat and no cattle", and "Kangaroo meat scandal". There is also a "More News" section with regional news for North America, South America, Asia, Africa, and Oceania. At the bottom, there is an "Articles" section with a grid of topics: Animal Welfare, Slaughtering, Meat Separation, Ingredients, Processing Technology, Packaging, Waste Management, Meat Quality, and Labeling & Traceability. The footer contains copyright information and links to terms of service and privacy guidelines.

Banner Advertising

Main and side banner advertising slots are available as either:

Site wide campaign

A campaign of different banners is placed on the prime spots on selected pages including; index page, news section, article section and forums.

Over 1000 pages will show your banner up the top giving maximum exposure.

Main banner - \$2,650 per month
Side banner - \$1,600 per month

Homepage

A single banner placed in the either the main spot or sidebar on the homepage, the main entry point to our website.

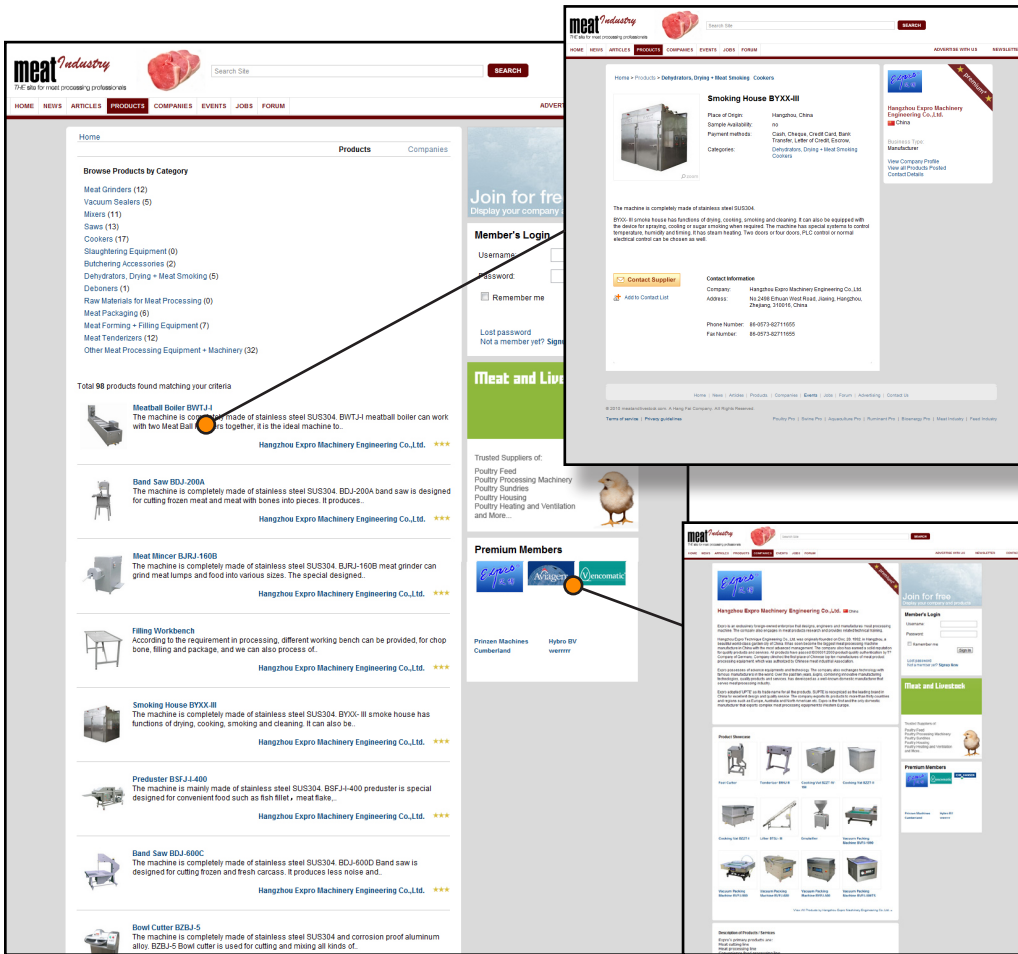
Banner advertising gets you immediate, measurable results. You can rev up your branding message or drive click-throughs to sales. Our banner ad choices allow you to pick from the size that meets your budget and needs.

Main banner - \$1,216 per month
Side banner - \$855 per month

Main banner specifications:
Dimension Size: 622 x 92px, File size:
Under: 50kb, recommended: 30kb

A Virtual Trade Show 24-7/365 days a year

Exhibit your company and showcase your products everyday, all year round. Our website receives more visitors in one month that most trade shows attract in an entire show. For a fraction of the cost, make use of buyers' guide to attract targeted buyers of your products.



FREE Detailed Company Listing with Logo

Free listing includes:

- Company Name
- Description
- Logo **NEW!**
- Contact Details
- Complete Product Details
- Profile Page **NEW!**

Go online to review or update your listing today!

Upgrade your Listing in our Buyer's Guide

Benefits include:

- Prioritized Product Listings
- Prioritized Profile Listings
- Additional Product Postings
- Main Site Banner / Link
- Buyers' Guide Banner / Link

Premium+: **\$1100**

Premium: **\$180**

Advertising Rates

		Advertiser Rates (per month) 2011
Homepage	Main Banner 622px x 92px	\$1,216
	Side Banner 354px x 215px	\$855
Section Fixed Positions	Main Banner 622px x 92px	\$600
	Side Banner 354px x 215px	\$300
	Footer Banner 622px x 92px	\$350
Site-Wide*	Main Banner 622px x 92px	\$2,650
	Side Banner 354px x 215px	\$1,600
Buyers' Guide	Premium Annual Membership	\$1100
	Premium+ Annual Membership	\$180

Contact Us



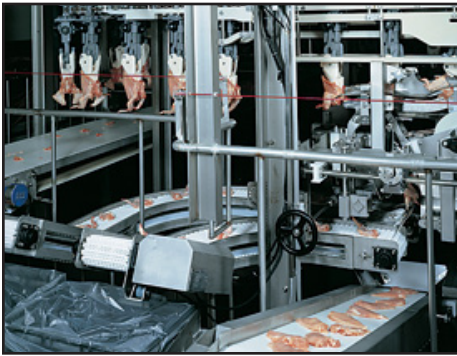
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Slaughtering.. Processing.. and Distribution..

www.MeatIndustry.org

Take you Marketing to the Next Level...

Meat & Livestock Media is an internationally recognized business-to-business media company with a diverse portfolio of products reaching more than millions of professionals annually within the animal husbandry market. Meat & Livestock Media, which includes print, interactive and custom-marketing services, also provide comprehensive, integrated advertising and marketing programs for our valued customers and clients. The company's leading business publications, trade shows, conferences, websites, electronic and online products, and custom marketing capabilities enhance brand identity, generate sales leads, build product awareness, and generate sales, as they strengthen customer/client relationships. For more information on how Meat & Livestock Media can help you achieve your advertising and marketing objectives, visit www.meatandlivestock.com.