

MEDIA GUIDE



meatpoultry.com

2024

MEAT+POULTRY

MARCH 2023 www.meatpoultry.com

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MEAT+POULTRY



MEAT+POULTRY

Bringing 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 navigate the challenges they face in ingredients, equipment, food safety, and more while capitalizing on the opportunities in today's dynamic market.

From breaking news and compelling feature stories to market information, MEAT+POULTRY's industry-best team of editors and contributors delivers content trusted by the industry's decision-makers. Get your brand's message in front of this highly engaged audience seeking ingredients, equipment, packaging, and more.

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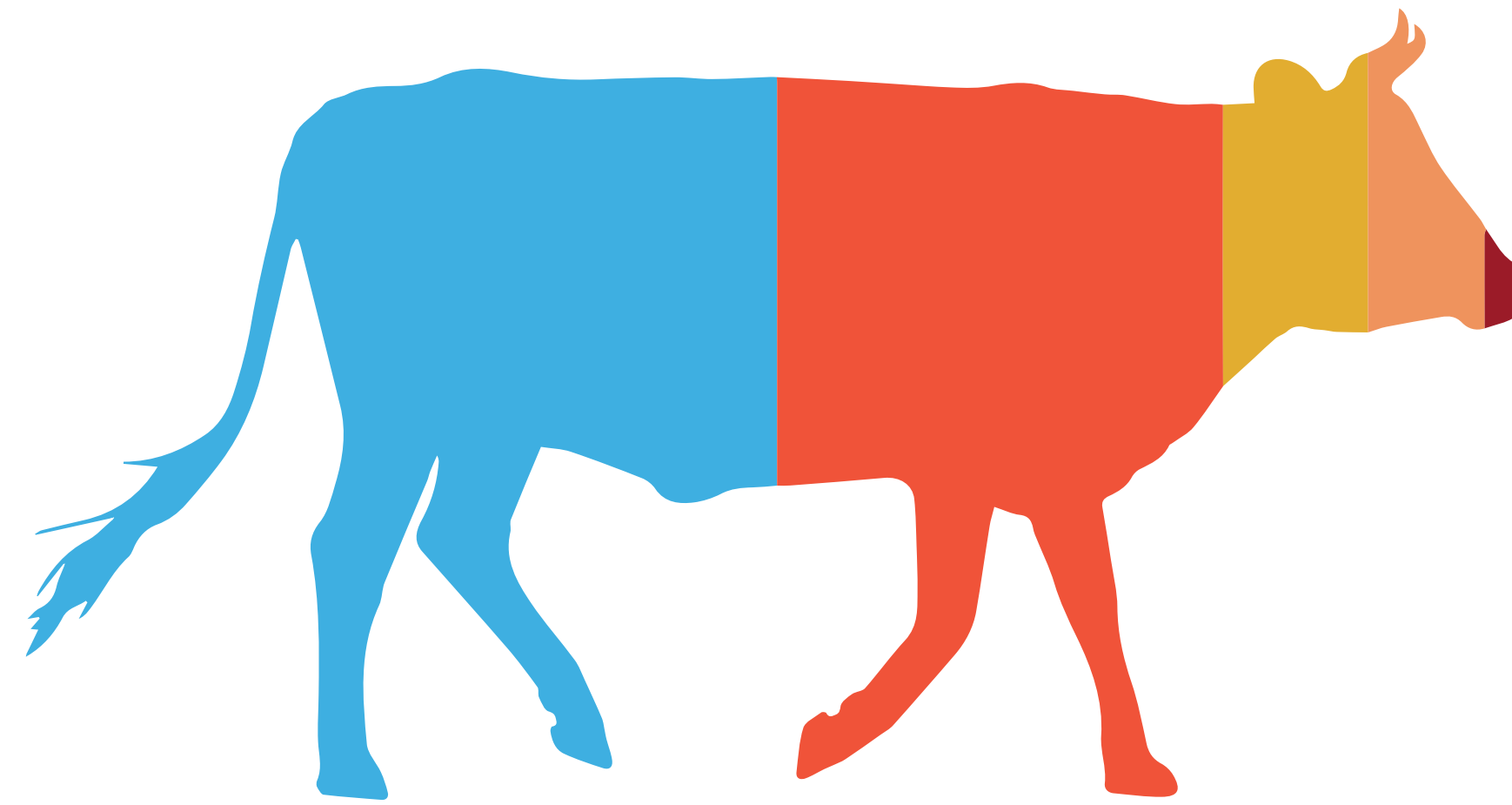
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Over 14,000,000 opportunities to connect with customers in 2024¹

MEAT+POULTRY's omnichannel approach delivers critical context and insights about the latest news and information driving the meat and poultry processing industry. Each month, MEAT+POULTRY provides on average nearly 1.2 million opportunities to connect with a highly engaged group of industry decision-makers, enabling manufacturers, suppliers and service providers to get in front of audiences that matter.



1,192,426

Average monthly opportunities to reach customers⁵

Source:

1. Publisher's own data, June 2023. Average Monthly Opportunities to Connect with Customers x 12 months
2. Baxter Research Center – April 2023
3. BPA Report – June 2023
4. Sosland Publishing circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. 8,989 Total Qualified Circulation (BPA Report, June 2023) + 8,938 Non-qualified (Publisher's own data, June 2023)
5. Publisher's own data, June 2023 – Aggregate monthly distribution (distribution x frequency) for *Morning Dispatch*, *meatpoultry.com Daily*, *meatpoultry.com Weekly*, *Food Safety Monitor*, *Bacon Business News* and *Meat Snack News* newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels
6. Publishers own data, June 2023 – may include duplication of viewers across/within channels (Total Average Monthly Print Circulation x Readers per Print Copy + Average Monthly Newsletter Circulation + Average Monthly Sessions at meatpoultry.com). Figure includes pass-along readership for print circulation

2.7
Readers per print copy²

19,412
Total average monthly print circulation³

17,927
Average monthly digital circulation⁴

995,481
Average monthly newsletter distribution⁵

105,432
Average monthly *meatpoultry.com* sessions³

Circulation by job function



- 40.7% Senior and General Management
- 28.5% Plant Operations / Production
- 16.1% R&D / Quality Control
- 9.7% Marketing & Sales
- 5% Purchasing

Business and industry



- 83.8% Processing / Further Processing Meat, Poultry, Seafood / Slaughtering / Fabricating / Cutting, Prepared and Specialty Foods, Plant-based Protein
- 6.5% Supermarket Retail
- 6.0% Wholesale / Distributor
- 3.6% Government Agencies / Schools / Associations
- 0.1% Others Allied in the Field

Source: BPA Report - June 2023, Total Qualified 25,050



2024 editorial calendar

Calendar and trade show distribution subject to change.
*Baxter Research Study issue

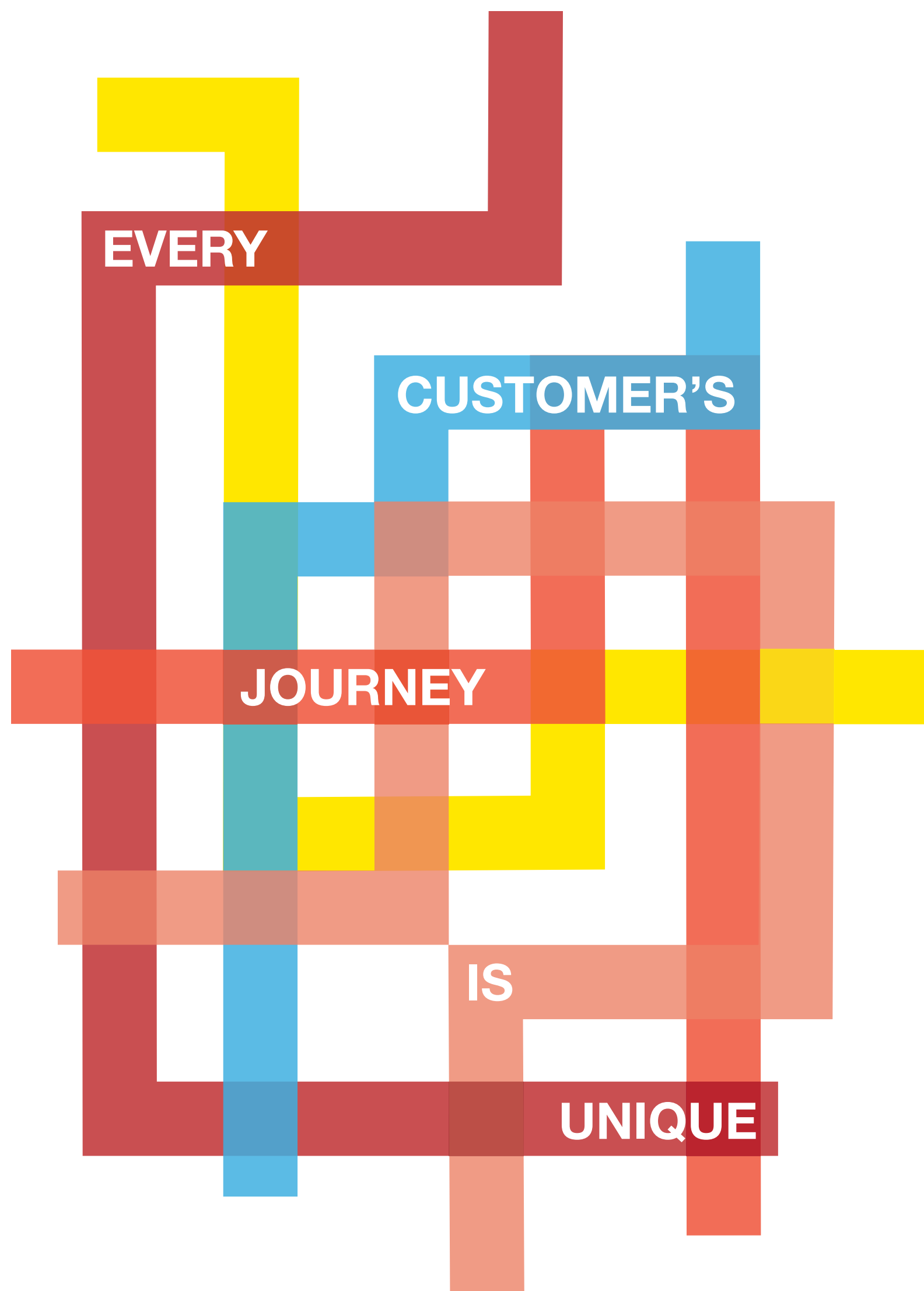
	JANUARY	FEBRUARY	MARCH	APRIL*	MAY	JUNE
CLOSE DATES	DEC 6, 2023	JAN 11	FEB 9	MAR 11	APR 10	MAY 9
Issue Focus	Poultry Processing 2024 Outlook	Annual Hot Dog & Sausage Report	Plant Construction / Renovation Report	The Labor Dilemma	RED BOOK [®]	Annual BBQ Report
Special Supplement			Bacon Processing & Packaging Innovations			
Food Safety	Salmonella Testing & Prevention		Listeria Testing & Prevention			
Packaging	Poultry Bag Solutions		Ovenable Packaging			Chub Packaging
Ingredients	Sodium Reduction	Accentuating Sausage Inclusions	Formulating for Food Safety	Global Flavor Trends		What's Trending in BBQ Rubs & Sauces
Poultry Processing Tech		High Speed Cut-Up Lines		Grading Systems		Deboning Lines
Tools of the Trade		Automatic Linking & Hanging Systems		Mixers & Grinders		Smokehouses
Trade Show Coverage						AAMP
Trade Show Distribution	IPPE	NAMI Annual Meat Conference FPSA Annual Conference		Sosland Publishing Purchasing Seminar		IFT FIRST
Small Business Matters by Steve Krut	√	√	√	√		√
From the Corral by Dr. Temple Grandin		√		√	√	



2024 editorial calendar

Calendar and trade show distribution subject to change.

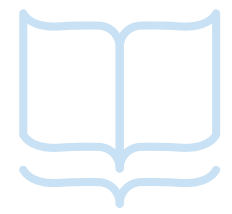
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CLOSE DATES	JUN 10	JUL 12	AUG 12	SEP 11	OCT 10	NOV 8
Issue Focus	Operations Executive of the Year	Annual Deli Report	Meat Snack Report	Annual Bacon Report	Automation & Robotics Report	Foodservice Focus
Special Supplement	Ground Meats Processing & Packaging Innovations		PACK EXPO Int'l Pre-Show Guide			IPPE 2025 Pre-Show Guide
Food Safety	E. coli Testing & Prevention		Plant Sanitation Protocol Update		Foreign Material Detection	
Packaging		Peel and Reclosable Lidding		Meat Snack Packaging		Sustainable Packaging
Ingredients	Cultured Meat Evolution	Gluten-Free Options for Breadings and Batters	IFT FIRST Ingredients Roundup	Adding Flavor to Bacon	Moisture Enhancement	Vinegars & Extracts
Poultry Processing Tech		End-to-End Line Solutions		Evisceration Lines		Air Chilling
Tools of the Trade		Slicing & Dicing Equipment	Injection Systems		Portioning Systems	
Trade Show Coverage			PACK EXPO Int'l			IPPE 2025
Trade Show Distribution	AAMP			PACK EXPO Int'l		
Small Business Matters by Steve Krut	√	√	√	√	√	√
From the Corral by Dr. Temple Grandin		√		√		√



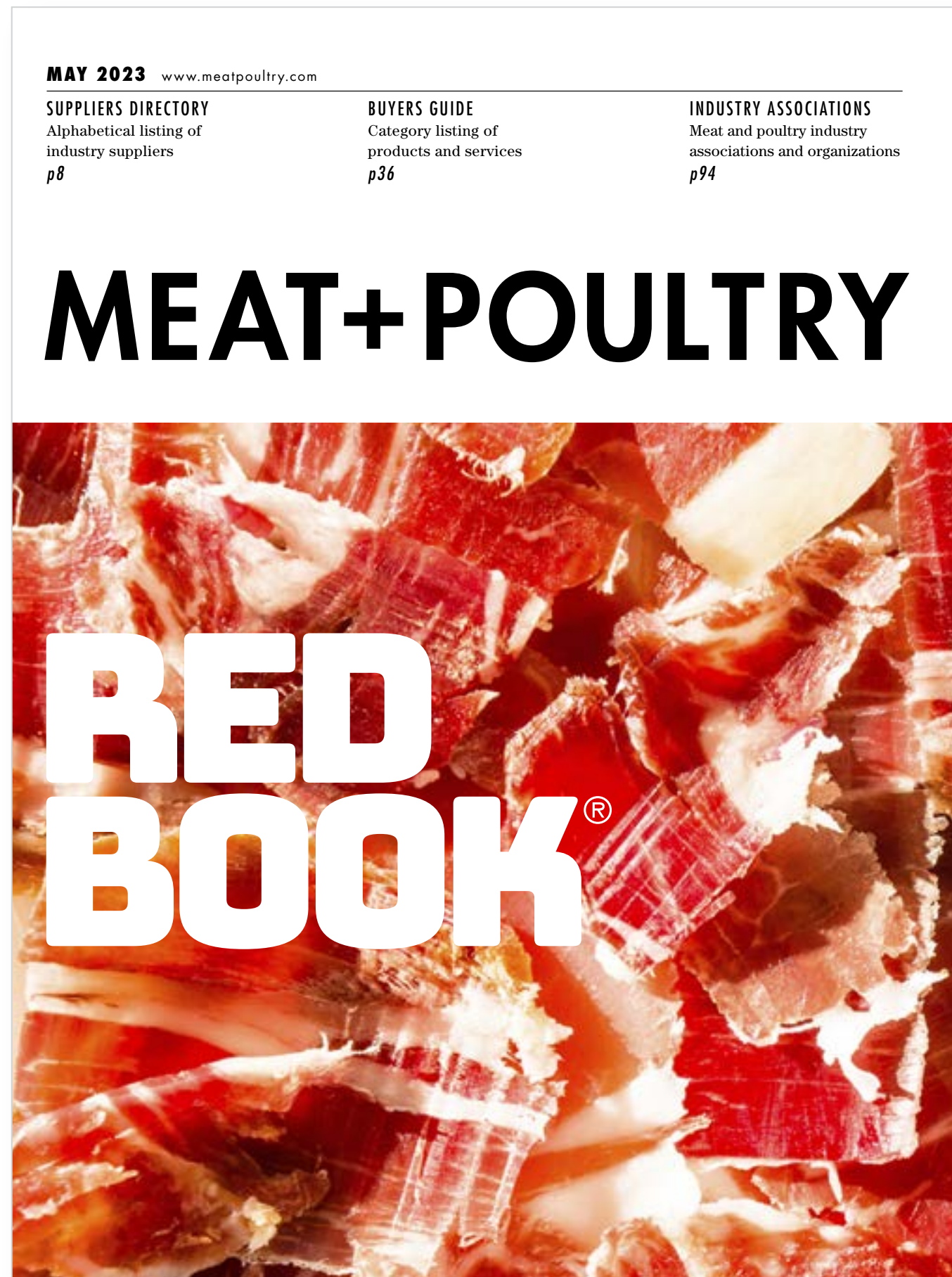
Meet your buyers at **EVERY** turn.

Integrated print and digital solutions reach them on their time, their terms and their path.

To embark on the journey, email us at mpsales@sosland.com or call us at (816) 756-1000 or (800) 338-6201.



Print marketing opportunities



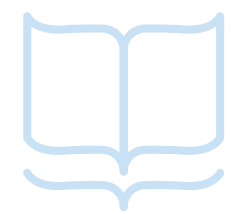
Specialty print marketing opportunities

MEAT+POULTRY RED BOOK®

The *MEAT+POULTRY RED BOOK* is the industry’s most comprehensive 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: April 10

Publish Date: May 2024



Print marketing opportunities



Print ad rates

AD TYPES	1-3X	4-6X	7-9X	10-12X	13X+
TWO-PAGE SPREAD	\$8,225	\$7,875	\$7,425	\$7,125	\$6,975
FULL 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	\$3,500	\$3,400	\$3,200	\$3,000	\$2,800
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

For classified section ad rates and specs, contact our sales team at classifiedsales@sosland.com.

Advertorials

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing the journalistic style article or one of our editorial experts will produce the piece for an additional cost. As an added bonus, your advertorial will feature a live website link in *MEAT+POULTRY'S* digital edition, driving engaged readers to your doorstep.



Digital marketing opportunities

Newsletters

MEAT+POULTRY MORNING DISPATCH

The *Morning Dispatch* provides processors with a midmorning summary of the latest news and information, including market updates, commentary, and other exclusive content not available anywhere else.

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.

SOLE SPONSORSHIP



The first and only monthly newsletter dedicated 100% to all the latest bacon news, trends and technology.

MEAT+POULTRY MEAT SNACK NEWS

Meat Snack News is dedicated to in-depth reporting on the booming meat snack category. This monthly newsletter contains the latest news, analysis, new product reporting and more. Elevate your brand by reaching this highly engaged readership.

MEAT+POULTRY 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.

SOLE SPONSORSHIP



Digital marketing opportunities

How NEWSLETTER SPONSORSHIPS drive results

(Blockbuster - advertise here!)

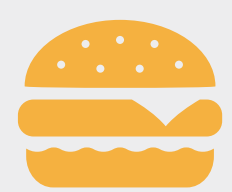
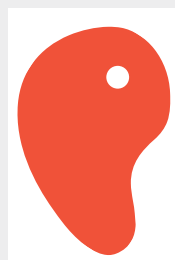


(NEWSLETTER TOPIC)
Reaches food industry decision makers

(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

AD TYPES	MORNING DISPATCH		DAILY NEWS		WEEKLY WRAP-UP	BACON BUSINESS NEWS	MEAT SNACK NEWS	FOOD SAFETY MONITOR
	M / W / F	T / TH	M / W / F	T / TH				
BLOCKBUSTER	\$4,175	\$3,300	\$4,175	\$3,300	—	\$3,775	\$3,250	\$4,250
MEDIUM RECTANGLE 1	\$3,975	\$3,150	\$3,975	\$3,150	—	\$3,625	\$3,000	\$4,250
MEDIUM RECTANGLE 2	\$3,550	\$3,100	\$3,550	\$3,100	—	—	—	—
MEDIUM RECTANGLE 3	\$2,925	\$2,675	\$2,925	\$2,675	—	—	—	—
SPONSORED MESSAGE	—	—	—	—	—	\$4,250	\$3,800	—
BLOCKBUSTER & SPONSORED MESSAGE	—	—	—	—	\$5,150	—	—	—

Pick your spot

View the newsletter ad rates charts above to see what ad positions you can claim in our newsletters.



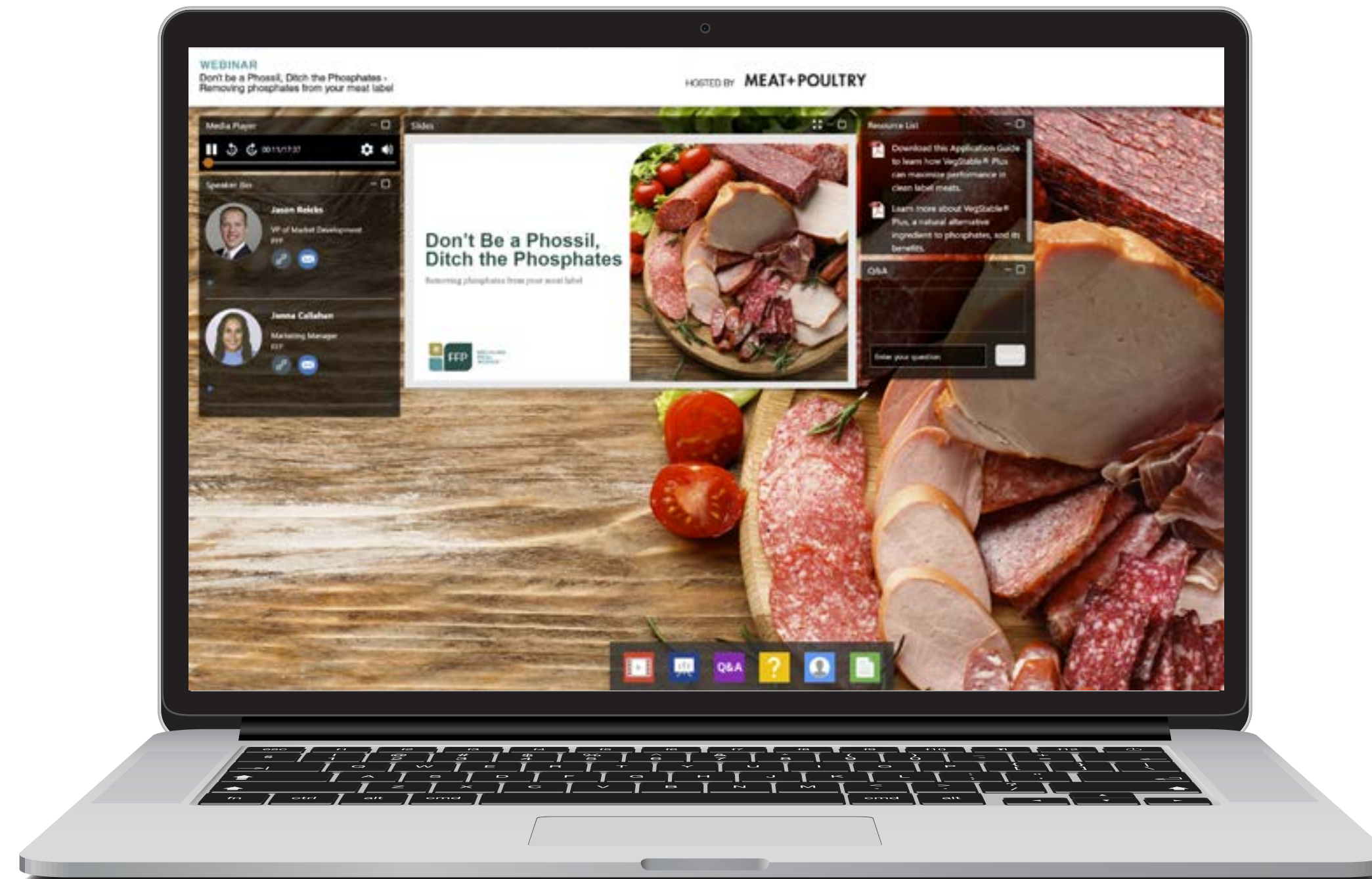
Digital marketing opportunities

Custom webinars

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

Targeted email marketing

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





Digital marketing opportunities



E-zines

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 companies’ challenges. 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, interactive digital magazine for informing your customers while enticing them with a call to action.

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.



Digital marketing opportunities

Audience extension

Stay engaged with *meatpoultry.com* visitors after they leave our site and navigate across the web, use mobile apps or consume social media. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates.

Custom publishing

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

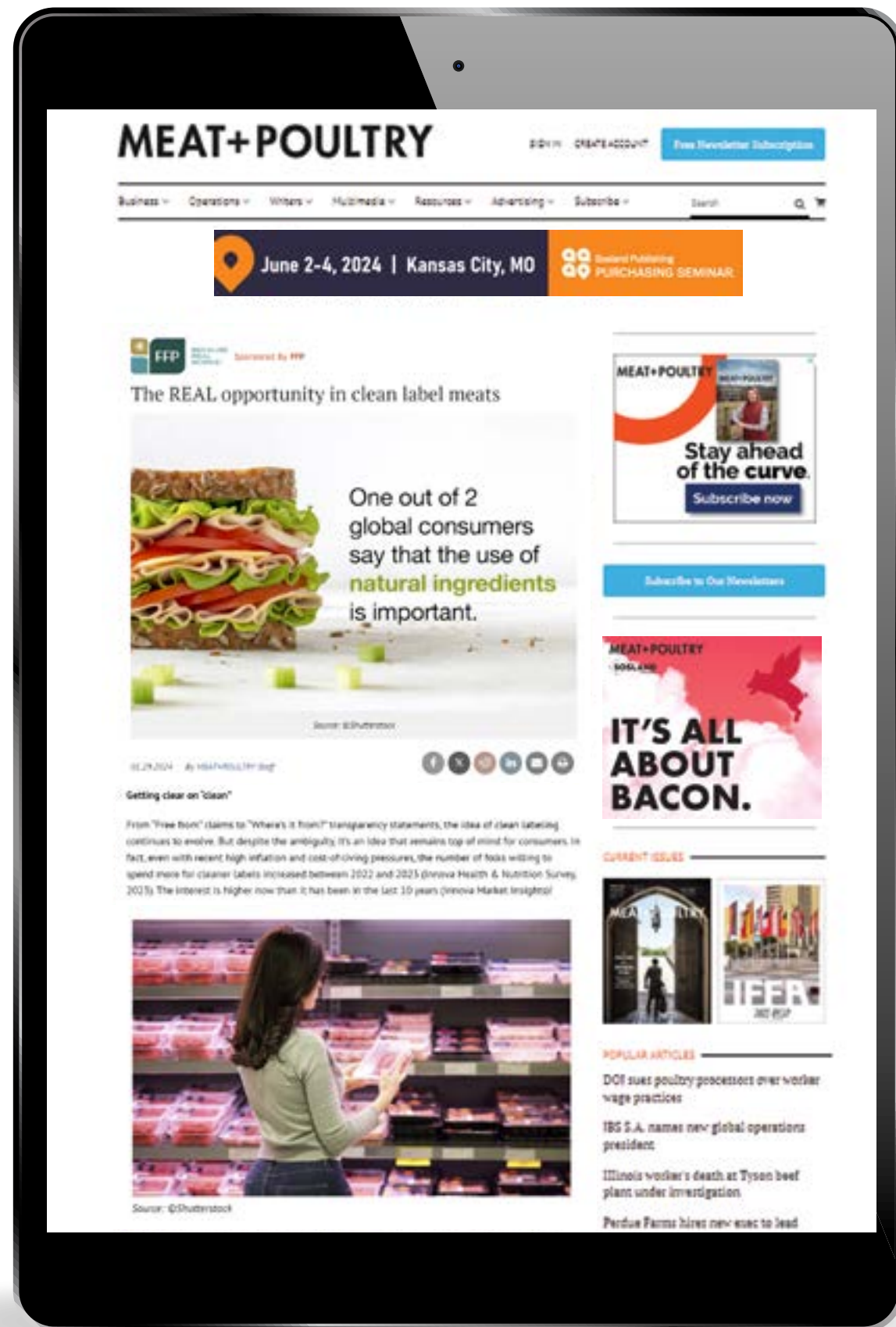
Case Study Videos

Bring your solutions to life with engaging customer-centric video content. Your brand will share a customer success story via a video interview with a *MEAT+POULTRY* editor/industry expert. From the challenge to development strategy and implementation, the customer (and your brand, if appropriate) will walk viewers through the process their teams endured to achieve success. This benefit-driven narrative is designed to elevate your marketing message, raise brand awareness and ultimately generate leads.

New!



Digital marketing opportunities



Native articles

Native content extends your brand's recognition within the food industry through our high-traffic website, *meatpoultry.com*. Your brand's thought leadership, processing expertise, or other native content will be woven within our site and will also be promoted in a *MEAT+POULTRY* newsletter to engaged readers.





Digital marketing opportunities

Website Advertising

MEAT+POULTRY's crafted strategies and tactics get your message to the right people at the right time via THEIR preferred channels. In addition to print, *meatpoultry.com* — the meat and poultry industry's trusted, premier website — offers digital marketing opportunities to position your brand and reach your prospects throughout their buying journey. From website ads, exclusive sponsorships, and more, your marketing messages will get noticed through more than 105,000 average monthly sessions on *meatpoultry.com*.¹



1. Source: BPA Report – June 2023

Website ad rates

AD TYPES	RATES (PER MONTH)
LEADERBOARD	\$2,675
EXPANDABLE LEADERBOARD	\$3,200
INLINE MEDIUM RECTANGLE	\$2,925
MEDIUM RECTANGLE 1	\$2,675
MEDIUM RECTANGLE 2	\$2,300
ANCHOR	\$3,325 PER WEEK

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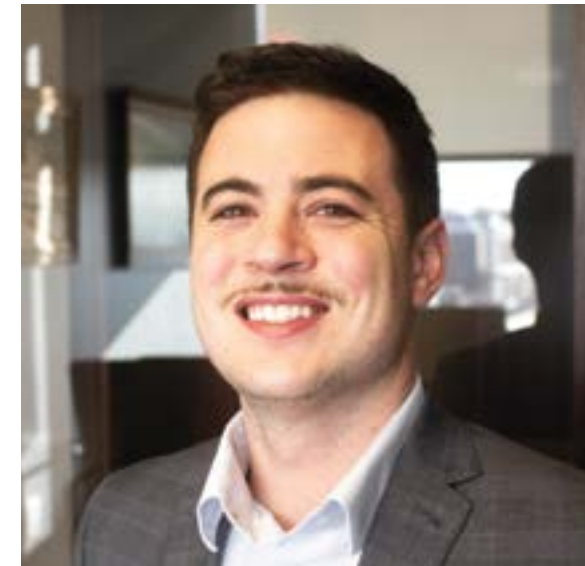
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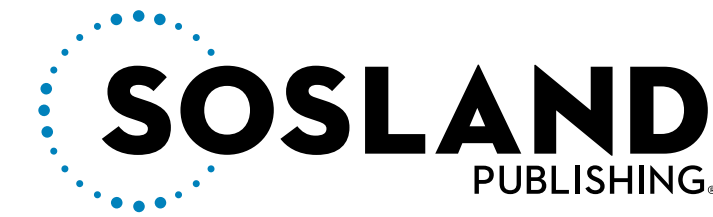
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