

2025

MEAT+POULTRY[®]

MEDIA GUIDE

the indispensable
source of news and
information for North
America's meat and
poultry processors

meatpoultry.com



MEAT+POULTRY®

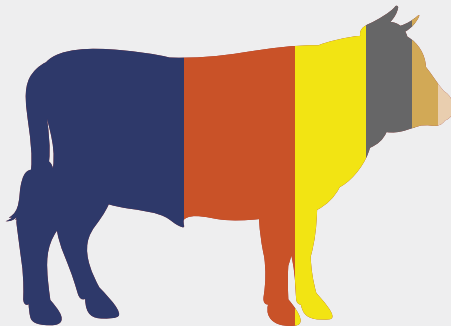
BRINGING CLARITY in a rapidly growing market

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 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.

meatpoultry.com

CIRCULATION BY JOB FUNCTION



Senior and General Management

41.0%

R&D / Quality Control

15.9%

Purchasing

5.3%

Plant Operations / Production

27.8%

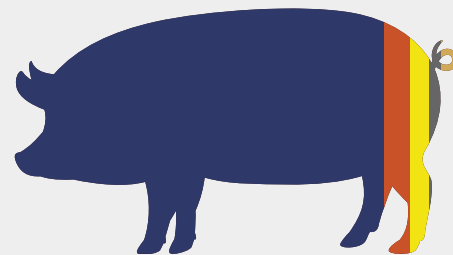
Marketing & Sales

9.8%

Other

0.2%

CIRCULATION BY BUSINESS AND INDUSTRY



Processing / Further Processing Meat, Poultry, Seafood / Slaughtering / Fabricating / Cutting, Prepared and Specialty Foods, Plant-Based Protein

82.6%

Wholesale / Distributor

7.0%

Government Agencies / Schools / Associations

3.7%

Supermarket Retail

6.5%

Others Allied in the Field

0.2%

Source: BPA Report – December 2023, Total Qualified 25,047

NEARLY 14,000,000 opportunities to connect with customers in 2025¹

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 over 1.1 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.

Readers per print copy²

2.7

Total average monthly
print circulation³

19,856

Average monthly
digital circulation⁴

19,363

Average monthly
newsletter distribution⁵

954,211

Average monthly
meatpoultry.com sessions³

105,834

THE FORECASTED
COMPOUND ANNUAL
GROWTH RATE (CAGR),
FOR MEAT AND POULTRY
BETWEEN NOW
AND 2028 IS 5.55%⁷



Average monthly opportunities to reach customers⁶

1,133,011

Source:

1. Sosland Publishing® Circulation, June 2023. Average monthly opportunities to connect with customers x 12 months.

2. Baxter Research Center – April 2023.

3. BPA Report – December 2023.

4. Sosland Publishing Circulation. Average monthly digital Circulation = Total qualified Circulation + Non-qualified Circulation. 8,974 Total qualified Circulation (BPA Report, December 2023) + 10,389 Non-qualified (Sosland Publishing Circulation, December 2023).

5. Sosland Publishing Circulation, December 2023 – Aggregate monthly newsletter 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. Sosland Publishing Circulation, December 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.

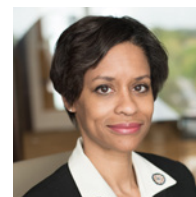
7. Statista

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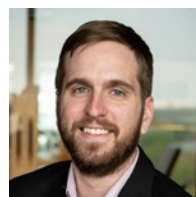
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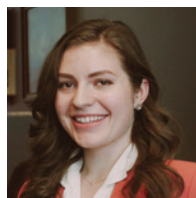
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2025 EDITORIAL CALENDAR

Calendar and Show Distribution subject to change

*Baxter Research Study Issue

| TOPICS | Jan | Feb | Mar | Apr* | May | Jun |
|--|---|--|---|---|-----------------|---|
| ISSUE FOCUS | 2025 Industry Outlook | Hot Dog and Sausage Processing | Labor (Recruiting, Training and Retention) | Processing and the Environment | RED BOOK | Barbecue Report |
| SPECIAL SUPPLEMENT | | | Bacon Trends +Technology | | | Ground Meat Trends +Technology |
| FOOD SAFETY | Regulatory Update | | Championing Food Safety | | | |
| PACKAGING | Poultry Packaging Innovations | | Thermoforming Solutions | | | Bone-in Packaging |
| INGREDIENTS | Shelf Life Extension | Seasonings and Spices | Formulating for Food Safety | Enhancing Color and Flavor | | Blended and Hybrid Meats |
| POULTRY PROCESSING TECH | | Poultry Technology | | Poultry Technology | | Poultry Technology |
| TOOLS OF THE TRADE | | Sausage Stuffing Solutions | | Conveyor Systems | | Smokehouses and Ovens |
| TRADE SHOW/ CONFERENCE COVERAGE | | Annual Meat Conference Preview, FPSA Executive Exchange & Conference Preview | IFFA Preview | Reciprocal Meat Conference Preview | | AAMP Preview |
| TRADE SHOW/ CONFERENCE DISTRIBUTION | IPPE | | Annual Meat Conference | Reciprocal Meat Conference, Sosland Publishing Purchasing Seminar | | AAMP Conference, IFT FIRST |
| SMALL BUSINESS MATTERS | ✓ | ✓ | ✓ | ✓ | | ✓ |
| SPECIAL REPORT | Temple Grandin's <i>From the Corral</i> | Labor Issues | Temple Grandin's <i>From the Corral</i> | Labor Issues | | Temple Grandin's <i>From the Corral</i> |
| QUARTERLY UPDATES | | | Meat Perspectives (Drs. Savell and Gehring) | | | Meat Perspectives (Drs. Savell and Gehring) |
| CLOSE DATES | Dec 6, 2024 | Jan 9 | Feb 7 | Mar 12 | April 11 | May 9 |

2025 EDITORIAL CALENDAR — *cont.*

Calendar and Show Distribution subject to change

*Baxter Research Study Issue

| TOPICS | Jul | Aug | Sept | Oct | Nov | Dec |
|--|-----------------------|---|---|---|--|---|
| ISSUE FOCUS | Women in Processing | Foodservice Trends | The Salary Survey | Annual Bacon Issue | Automation and Robotics | Animal Welfare |
| SPECIAL SUPPLEMENT | IFFA Post-Show Report | | EATS Pre-Show Guide | | | IPPE 2026 Pre-Show Guide |
| FOOD SAFETY | Quality Assurance | | Regulatory Compliance | | Traceability | |
| PACKAGING | | Deli Packaging | | Pre-cooked Bacon Packaging | | Sustainable Packaging Trends |
| INGREDIENTS | Sodium Reduction | Innovating with Breadings | Heating up Flavors | Bacon Innovations | Formulating for Sous Vide and Ready to Eat | Functional Ingredients |
| POULTRY PROCESSING TECH | | Poultry Technology | | Poultry Technology | | Poultry Technology |
| TOOLS OF THE TRADE | | Frying Systems | Injection Systems | | Imaging Systems | |
| TRADE SHOW/ CONFERENCE COVERAGE | | PACK EXPO Las Vegas Preview | | | | |
| TRADE SHOW/ CONFERENCE DISTRIBUTION | AAMP | | PACK EXPO Las Vegas, EATS | | | |
| SMALL BUSINESS MATTERS | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| SPECIAL REPORT | Labor Issues | Temple Grandin's <i>From the Corral</i> | Labor Issues | Temple Grandin's <i>From the Corral</i> | Labor Issues | Temple Grandin's <i>From the Corral</i> |
| QUARTERLY UPDATES | | | Meat Perspectives (Drs. Savell and Gehring) | | | Meat Perspectives (Drs. Savell and Gehring) |
| CLOSE DATES | Jun 9 | Jul 11 | Aug 12 | Sept 12 | Oct 10 | Nov 10 |

DIGITAL MARKETING OPPORTUNITIES



NEW! EXPERT VIEWPOINT VIDEO

A member of *MEAT+POULTRY*'s editorial team will conduct a short and dynamic video interview with your product expert. This engaging Expert Viewpoint video presents an opportunity to highlight your company's expertise and enhance brand awareness to generate valuable leads. Your video will be promoted in the *MEAT+POULTRY Daily* newsletter for one week and sent as a targeted email to a select list of industry professionals.

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 navigated to achieve success. This benefit-driven narrative is designed to elevate your marketing message, raise brand awareness and ultimately generate leads. Your video will be promoted in the *MEAT+POULTRY Daily* newsletter for one week and sent as a targeted email to a select list of industry professionals.

VIDEO SPOTLIGHT

Let *meatpoultry.com* host your company video. Your video will be featured on the home page for one month, promoted in a *MEAT+POULTRY* newsletter for one week and housed on the video page for one year. In addition, your video will be sent via email to a select list of industry professionals.

INDUSTRY RESEARCH AND WEBINAR SPONSORSHIP

Every year, we publish industry-leading research and insights across all our brands to empower those who feed the world and strengthen your organization's capabilities. Our live webinars bring top food industry minds and decision-makers together to foster collaboration and knowledge-sharing. Contact your sales representative to explore 2025 webinar sponsorship opportunities to showcase your brand during these pivotal industry discussions.



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 marketing opportunities, *meatpoultry.com* — the meat and poultry processing 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, position your marketing messages in front of more than 105,000 average monthly sessions on *meatpoultry.com*.¹

1. Source: BPA Report – December 2023

DIGITAL MARKETING OPPORTUNITIES — cont.

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 seamlessly presented on a dedicated landing page within our site, offering a natural reading experience and will also be promoted in a *MEAT+POULTRY* newsletter to engaged readers.

WHITE PAPERS

Provide value to your prospects by hosting your brand's white papers on *meatpoultry.com*. Whether you share research, a product deep dive or solutions for tough application challenges, giving your customers the vital information they need for success increases reach and builds brand loyalty. White papers are promoted in a *MEAT+POULTRY* newsletter for one week as well as via email to a select list of industry professionals.

CUSTOM WEBINARS

Build brand awareness, target hard-to-reach prospects and generate high-value leads through an engaging custom webinar. Available in both live and on-demand formats, custom webinars provide a unique opportunity to reach industry leaders and decision-makers and provide solutions to their most difficult challenges. One of our knowledgeable *MEAT+POULTRY* editors will serve as the webinar's moderator while your in-house experts deliver your company's compelling content.

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 and announce special offers. Reach our extensive audience to drive traffic to your website and generate qualified leads.

AUDIENCE EXTENSION

Stay engaged with *meatpoultry.com* visitors after they leave our site and navigate across the web. Audience extension through Google's search and display networks will amplify your message to our qualified readers, resulting in higher conversion and engagement rates.

E-ZINES

Spotlight your company's technology or service by showcasing how it addresses a current industry 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.



WEBSITE AD RATES

| AD TYPES | RATE (PER MONTH) |
|-------------------------|--------------------|
| LEADERBOARD | \$2,775 |
| EXPANDABLE LEADERBOARD | \$3,300 |
| INLINE MEDIUM RECTANGLE | \$3,025 |
| MEDIUM RECTANGLE 1 | \$2,775 |
| MEDIUM RECTANGLE 2 | \$2,375 |
| ANCHOR | \$3,425 (PER WEEK) |



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DIGITAL MARKETING OPPORTUNITIES — cont.

NEWSLETTERS

MEAT+POULTRY. MORNING DISPATCH

Processors kick off their day with our *MEAT+POULTRY Morning Dispatch* newsletter. Delivering a daily rundown of news and market updates, this resource brings decision-makers up to speed on the latest happenings in the meat and poultry industries.

MEAT+POULTRY. DAILY NEWS

An essential afternoon read for all professionals within the meat and poultry industries, *MEAT+POULTRY Daily News* brings the latest news, trends, research and expert analysis directly to readers' inboxes.

MEAT+POULTRY. Weekly Wrap-Up

Each Friday morning, *MEAT+POULTRY* editors select the week's biggest stories and compile them into a comprehensive newsletter that delivers key news, trends and market updates shaping the industry.

SOLE SPONSORSHIP

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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

MEAT+POULTRY.

MEAT SNACK NEWS

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



Reach the top decision-makers in bacon processing via *Bacon Business News*. This resource is the first and only monthly newsletter dedicated to all things bacon, tracking new products, emerging trends and processing technologies.

How NEWSLETTER SPONSORSHIPS drive results

(Blockbuster - advertise here!)



(NEWSLETTER TOPIC)

**Reaches
food industry
decision-makers**

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here!)

(Sponsored Message -
advertise here!)

**Builds brand
awareness with built-in,
targeted audiences**



(NEWSLETTER TOPIC)

**Aligns your brand
with a trusted
news source**

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DIGITAL MARKETING OPPORTUNITIES — cont.

NEWSLETTER AD RATES (PER MONTH)

| AD TYPES | MORNING DISPATCH | | DAILY NEWS | | WEEKLY WRAP-UP SOLE SPONSORSHIP |
|------------------------------------|------------------|---------|------------|---------|------------------------------------|
| FREQUENCY | M / W / F | T / TH | M / W / F | T / TH | FRIDAYS |
| BLOCKBUSTER | \$4,300 | \$3,400 | \$4,300 | \$3,400 | — |
| MEDIUM RECTANGLE 1 | \$4,100 | \$3,250 | \$4,100 | \$3,250 | — |
| MEDIUM RECTANGLE 2 | \$3,675 | \$3,200 | \$3,675 | \$3,200 | — |
| MEDIUM RECTANGLE 3 | \$3,025 | \$2,775 | \$3,025 | \$2,775 | — |
| BLOCKBUSTER & SPONSORED MESSAGE | — | — | — | — | \$5,300 |

| AD TYPES | BACON BUSINESS NEWS | MEAT SNACK NEWS | FOOD SAFETY MONITOR SOLE SPONSORSHIP |
|-----------------------------------|---------------------|-----------------|---|
| FREQUENCY | MONTHLY | MONTHLY | BIWEEKLY |
| BLOCKBUSTER | \$3,900 | \$3,350 | — |
| MEDIUM RECTANGLE 1 | \$3,750 | \$3,100 | — |
| MEDIUM RECTANGLE 2 | — | — | — |
| MEDIUM RECTANGLE 3 | — | — | — |
| SPONSORED MESSAGE | \$4,375 | \$3,925 | — |
| BLOCKBUSTER & MEDIUM RECTANGLE | — | — | \$4,375 |

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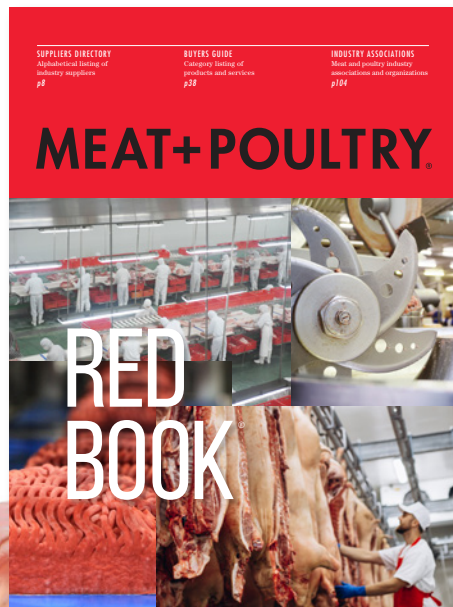
CUSTOMER'S

JOURNEY

IS

UNIQUE

PRINT MARKETING OPPORTUNITIES



MEAT+POULTRY RED BOOK®

The *MEAT+POULTRY RED BOOK* is the industry's most comprehensive suppliers directory and buyers guide for 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 that can be accessed worldwide, 24/7 and includes live web links from your ad to your site.

Ad Close: April 11

Publish Date: May

ADVERTORIALS

Promote your brand's unique capabilities with an advertorial. Advertisers have the option of providing a 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.



PRINT AD RATES

| AD TYPES | 1-3X | 4-6X | 7-9X | 10-12X | 13X+ |
|-----------------|---------|---------|---------|---------|---------|
| TWO-PAGE SPREAD | \$8,525 | \$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 |

PRINT MARKETING OPPORTUNITIES — cont.

Supplements, Show Guides and Reports

Get your marketing message in front of an engaged readership of decision-makers with these special supplements and pre-show guides, poly-bagged with specified issues of *MEAT+POULTRY*.

BACON TRENDS+TECHNOLOGY

The *Bacon Trends+Technology* supplement highlights the latest news, trends and technology in bacon processing and packaging.

Ad Close: February 7

GROUND MEAT TRENDS+TECHNOLOGY

The *Ground Meat Trends+Technology* supplement will report on the latest advances in ground meats processing and packaging.

Ad Close: May 5

IFFA POST-SHOW REPORT

Alleviate FOMO among your customers who weren't able to make the trip to Frankfurt but are interested in the new products on display.

Exhibitors at the 2025 IFFA trade show can be included in *MEAT+POULTRY*'s IFFA Post-show Recap (publishes in July). Participating exhibitors will have a full-page summary of their booth plus photos. Each booth recap includes a full page ad on the facing page.

Ad Close: June 10

EATS (FORMERLY PROCESS EXPO) PRE-SHOW GUIDE

MEAT+POULTRY brings you the *EATS Pre-Show Guide* — a comprehensive resource for all to navigate the equipment automation technology show.

Ad Close: August 12

IPPE PRE-SHOW GUIDE

MEAT+POULTRY delivers all the need-to-know information for IPPE with the complete pre-show guide including a schedule of events, educational programs and exhibitor listings.

Ad Close: November 7



CLASSIFIED PRINT AD RATES

| AD TYPES | RATE |
|-----------|---------|
| FULL PAGE | \$3,000 |
| 1/2 PAGE | \$1,800 |
| 1/4 PAGE | \$900 |
| 1/8 PAGE | \$500 |

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