



PRINT

Monthly magazine in both print and digital formats



NEWSLETTERS

Delivered as daily, weekly, biweekly and monthly emails



WEBSITE

Up-to-the-minute news source for the industry



CUSTOM MEDIA

Targeted email marketing, webinars, E-zines and more

MEAT+POULTRY

MEATPOULTRY.COM

2022

MEDIA GUIDE



SOSLAND
PUBLISHING

MEAT+POULTRY

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 meet the challenges and capitalize on the opportunities in today's dynamic market.

Whether in print or digital formats, MEAT+POULTRY reaches a highly engaged audience of equipment and services decision makers with breaking news, compelling features and market information from an industry-best team of editors and contributors.

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CONNECT WITH US
ON SOCIAL MEDIA



Retail sales of fresh meat in the US

BEEF:

\$30.2B



CHICKEN:

\$13.4B



PORK:

\$7.2B



TURKEY:

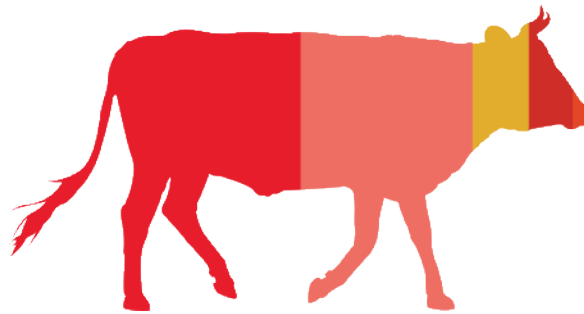
\$2.7B



Source: Statista - 52 weeks ended 12/27/20

Over 13,000,000 opportunities to connect with customers in 2022

Each month, MEAT+POULTRY delivers over 1,000,000 opportunities to put your message in front of an engaged group of industry decision makers. Our omnichannel approach delivers news and information that drives the industry and provides the context and insights our readers need to respond.



1,123,161

Average Monthly Opportunities to Reach Customers⁵

Source:

1. Baxter Research Center, April 2021

2. BPA Report - June 2021, 25,050 Unique Total Qualified (19,707 Print + 8,285 Digital)

3. Sosland Publishing Circulation. Average monthly digital circulation = Total Qualified Circulation + Non-qualified Circulation. =8,285 Total Qualified Circulation [BPA Report, June 2021] + 12,844 Non-qualified Circulation [Publisher's own data, August 2021]

4. BPA Report, June 2021 - Aggregate monthly distribution (distribution x frequency) for Morning Dispatch, MEATPOULTRY.com Daily, MEATPOULTRY.com Weekly, Bacon Business News and Food Safety Monitor newsletters. No attempt has been made to identify or eliminate duplication that may exist across media channels.

5. Publisher's own data - may include duplication of viewers across/within channels; Figure includes pass-along readership for print circulation.

2.6

Readers per Print Copy¹

19,707

Total Average Monthly Print Circulation²

21,129

Average Monthly Digital Circulation³

953,020

Average Monthly Newsletter Circulation⁴

97,774

Average Monthly meatpoultry.com Sessions²

ECONOMIC IMPACT OF THE US MEAT AND POULTRY INDUSTRY:

\$1.2 TRILLION TOTAL ECONOMIC OUTPUT

6.13 MILLION JOBS GENERATED BY THE INDUSTRIES

Source: North American Meat Institute

PER-CAPITA US CONSUMPTION IN 2020:

Chicken: **98 lbs.**



Beef: **58 lbs.**



Pork: **52 lbs.**



Turkey: **16 lbs.**



ACCORDING TO USDA, THE UNITED STATES PRODUCES 5.8 BILLION POUNDS OF TURKEY MEAT.

Source: National Chicken Council

MEAT+POULTRY

2022 EDITORIAL CALENDAR

calendar and trade show distribution subject to change

	JANUARY DEC 10	FEBRUARY JAN 13	MARCH FEB 15	APRIL MAR 14	MAY APR 6	JUNE MAY 13	
Issue Focus	2022 Industry Forecast	Hot Dog and Sausage Processing	Top Processor Listing	Annual Burger Report		Barbecue Report	
Special Supplement			Bacon Trends and Technology CLOSE DATE: FEB 10		Meat Alternative CLOSE DATE: APRIL 7		
Food Safety	Listeria Prevention and Detection		FSIS Focus		RED BOOK	E. coli Prevention and Detection	
Packaging	Poultry Tray-pack Innovations		Home Delivery Packaging Trends			Skin Packaging Update	
Ingredients	Sodium Reduction	Accentuating Inclusions	Formulating for Food Safety	International Flavor Trends		Breeding and Battering	
Poultry Processing Tech	Wing Processing		Turkey Processing Systems			Portion Cutting	
Tools of the Trade	Conveying Systems	Inspection/ Detection Equipment		Mixing and Grinding Equipment		Smokehouses and Ovens	
Trade Show Coverage			IFFA Preview			AAMP Preview	
Trade Show Distribution	IPPE (Jan. 25-27)	Annual Meat Conference (Feb. 7-9)	IFFA (May 14-19)	IFFA (May 14-19)			
<i>Small Business Matters</i> Steve Krut	√	√	√	√			√
<i>From the Corral</i> Dr. Temple Grandin		√		√			√



FOR SPECS AND MORE INFORMATION, VISIT:

meatpoultry.com/media-guide

For questions or to reserve your space, contact a sales representative at mpsales@sosland.com

2022 EDITORIAL CALENDAR - *Cont.*

calendar and trade show distribution subject to change

JULY JUN 13	AUGUST JUL 15	SEPTEMBER AUG 16	OCTOBER SEPT 14	NOVEMBER OCT 14	DECEMBER NOV 15
Operations Executive of the Year	Deli Report	New Product Launches	Annual Bacon Issue	Automation and Robotics	QSR Update
IFFA Post Show CLOSE DATE: JUNE 7		Ground Meat Processing CLOSE DATE: AUG 11			IPPE Preshow CLOSE DATE: NOV 1
	Salmonella Prevention		HPP Update		NAMI Listeria Strategy
	Deli Packaging		Case-ready Update		Bone-in Packaging Solutions
Alternative Meat Formulations	Innovations in Meat Snacks	Heating Up Flavors	Bacon Innovations	Moisture Enhancement	Applications for Vinegars and Extracts
	Marination and Tumbling Systems		Automation and Robotic Technology Solutions		Controlled Atmosphere Stunning
	Slicing Equipment		Hot Dog Processing Equipment	Blades and Sharpening Systems	Injecting and Brining Systems
IFFA Post Show Supplement					
AAMP Conference (July 14-16)					
√	√	√	√	√	√
	√		√		√



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CUSTOM DIGITAL PRODUCTS



WEBINARS

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

TARGETED EMAIL MARKETING

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

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 challenges within the meat and poultry processing industry. 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, multimedia platform for informing your customers while enticing them with a call to action.

AUTOMATED MARKETING CAMPAIGN

Automated marketing campaigns empower brands by amplifying their marketing efforts across various channels and nurture their target audiences based on their behavior, preferences or desirable characteristics. With this simple, yet effective approach, marketers can tailor their messaging across a number of touchpoints to engage and convert the decision makers they want to reach.

CUSTOM DIGITAL PRODUCTS - *Cont.*

PODCASTS

In this unique sponsorship opportunity, *MEAT+POULTRY* hosts candid conversations with experts from the industry about the latest news, trends, technologies and people in the world of meat and poultry processing.

WHITE PAPERS

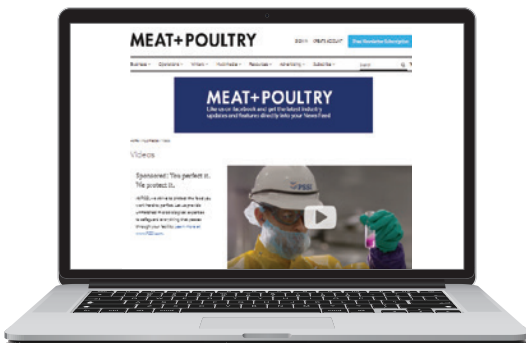
Host your white paper on *meatpoultry.com* and promote it to a targeted audience. White paper hosting includes reference on the white paper listing page and a dedicated landing page.

AUDIENCE EXTENSION

Reach *meatpoultry.com* website visitors as they visit social media sites, navigate the web or use mobile apps. Audience extension amplifies your message to our qualified readers resulting in higher conversion and engagement rates. Put your message in front of the right people, at the right place, at the right time.

CUSTOM PUBLISHING

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



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MEAT+POULTRY

DIGITAL PRODUCTS - Newsletters

Newsletter ad rates

ADS	MORNING DISPATCH		DAILY NEWS		WEEKLY WRAP-UP	BACON BUSINESS NEWS	FOOD SAFETY MONITOR
	M/W/F	T/TH	M/W/F	T/TH	Weekly	Monthly	Biweekly
BLOCKBUSTER	\$3,975	\$3,150	\$3,975	\$3,150	--	\$3,450	\$4,175
MEDIUM RECTANGLE 1	\$3,775	\$3,000	\$3,775	\$3,000	--	\$3,600	\$3,850
MEDIUM RECTANGLE 2	\$3,375	\$2,950	\$3,375	\$2,950	--	--	--
MEDIUM RECTANGLE 3	\$2,775	\$2,550	\$2,775	\$2,550	--	--	--
SPONSORED MESSAGE	--	--	--	--	--	\$4,050	\$4,000
BLOCKBUSTER & SPONSORED MESSAGE	--	--	--	--	\$4,900	--	--

Newsletter ad specs

Blockbuster: 550x150 px

Medium Rectangle 1, 2 & 3: 300x250 px

Sponsored message: 106x107 px logo or image

- Sponsored message title: up to 55 characters (including spaces)
- Sponsored message description: up to 150 characters (including spaces)

URL: Click-through URL must be supplied for each ad

Accepted formats: JPG, GIF or animated GIF

File size limit: 50 KB

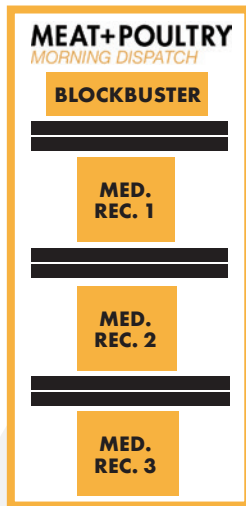


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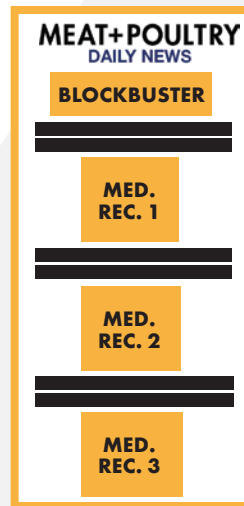
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DIGITAL PRODUCTS - Newsletters Cont.



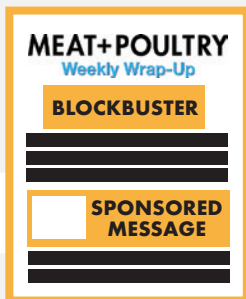
MORNING DISPATCH

News, market updates, commentary and other exclusive content not available anywhere else, the *Morning Dispatch* provides processors with a mid-morning summary of the latest news and information.



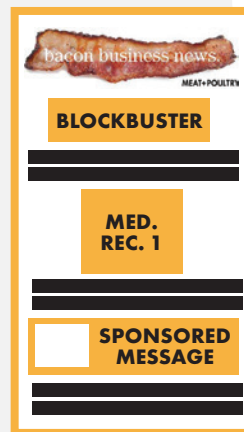
DAILY NEWS

Every afternoon, our expert editorial team provides the latest reports, breaking news and updated analysis from throughout the day.



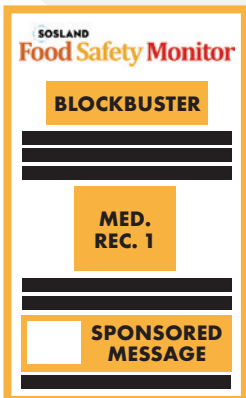
WEEKLY WRAP-UP

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.



BACON BUSINESS NEWS

The first and only monthly newsletter dedicated 100% to all of the latest bacon news, trends, and technology. Sponsor ads will run in the newsletter as well as on the bacon news section of meatpoultry.com.



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.

MEAT+POULTRY

DIGITAL PRODUCTS - Website

Website ad rates

ADS	SIZES	RATES
LEADERBOARD	728x90 px 320x50 px*	\$2,550
EXPANDABLE LEADERBOARD	728x90 px 728x200 px 320x50 px*	\$3,050
INLINE MEDIUM RECTANGLE	300x250 px	\$2,775
MEDIUM RECTANGLE 1	300x250 px	\$2,550
MEDIUM RECTANGLE 2	300x250 px	\$2,200
INTERSTITIAL (PER WEEK)	640x480 px	\$3,525

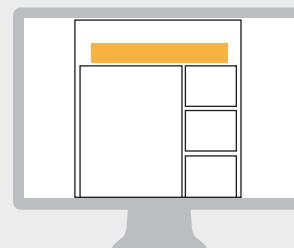
*Mobile size



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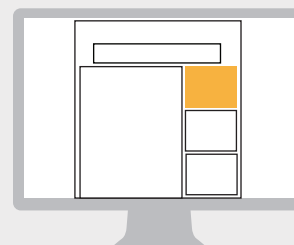
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LEADERBOARD



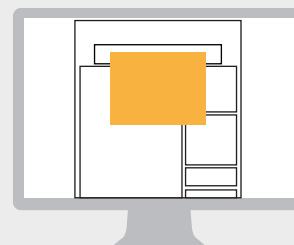
INLINE MEDIUM RECTANGLE



MEDIUM RECTANGLE 1



MEDIUM RECTANGLE 2



INTERSTITIAL



PRINT PRODUCTS

Print ad rates

SIZE	1-3X	4-6X	7-9X	10-12X	13X+
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
CLASSIFIEDS*	\$155	\$145	\$135	\$125	\$105

Website Classified Ads: \$650/per month.

For Classified section ad rates and specs, contact Lily Alvarez at lavarez@sosland.com and (816) 968-2815.

Advertorials

Tell your story and promote your unique capabilities with advertorials. Advertisers have the option of providing their own content or having our editors and designers write and produce the piece. As an added bonus, your advertorial in *MEAT+POULTRY'S* digital edition links directly to your website, driving engaged readers to your doorstep.

MEAT+POULTRY RED BOOK

The *MEAT+POULTRY RED BOOK* is the industry's most complete and up-to-date 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 6

Publish Date: May 2022



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