



# Meatingplace

## A RADICAL NEW APPROACH...RESULTS YOU CAN MEASURE

Welcome to Meatingplace. It's a funny name for a serious brand. Of course, saying that we have a radical new approach to media stops a few people in their tracks. But it's "Results You Can Measure" that gets everyone's attention.

As well it should, because no one can afford to advertise and simply hope that it works.

Let's talk about the radical approach. About three years ago, we took a time out and decided that the Internet had changed so much about how people send, receive and absorb information that we needed to rethink how we delivered information to our readers. After a lot of research and a ton of meetings, we unveiled the new Meatingplace—a layered brand that thoughtfully matches content to its best form of delivery: print, online or in-person.

### MEATINGPLACE IN PRINT

A lot of people are asking themselves if print even matters anymore, why they should even advertise in a magazine when the Internet is all the rage. We've heard it before. Fact is, radio didn't go away when TV came along. It adapted and it is thriving today. Meatingplace In Print has evolved too, and over the past three years the average time spent with the magazine has increased 10% to 28 minutes per issue.<sup>1</sup> That's right: processors are spending *more* time with Meatingplace In Print, not less.

Why? Because we're different from the others. Really different. Really better. We took the month-old news, "how-to" technical articles and new product blurbs out of the magazine and put them online, where they belong. That left us with wall-to-wall feature editorial that we can devote to provocative interviews with thought leaders, hard hitting profiles of processors and insights into the issues that are driving our industry.

Our presentation is just as stunning as our content. Pick up a copy and you'll instantly see the difference. It begins with a thick, glossy cover featuring a professionally shot photograph of an industry thought leader.

Turn the brilliant white pages and you'll see beautiful photography and bold graphics in the elegant design. Relevant, insightful content, artfully packaged. Feature after feature, you will see why processors are spending more time with Meatingplace In Print.

### So, what are the advantages of advertising in print?

- Reach: Print allows you to cast the net to the widest possible audience.
- Cost Efficiency: Your cost per contact is the lowest of any medium.
- Impact: Print ads resonate with your customers.
- Real Estate: Print ads give you the room to tell your story.
- Measurability: Ad readership studies document your ads performance.
- Branding: There is no better way to increase your brand awareness.

### So, why should you advertise in Meatingplace In Print?

- Total Market Coverage: We are the only magazine exclusively focused on the red meat processing industry. Together with POULTRY, we have 30,000+ subscribers, which is more than 5,000 greater than our closest competitor.<sup>2</sup> We are also the only one that guarantees at least one copy in every USDA and State inspected plant and we back that up with BPA audits.<sup>3</sup>
- Proven Editorial Model: Our new approach of strategic content in print has led to a 10% increase in time spent with the magazine each month.<sup>1</sup>
- Provocative Stories: Our editors prepare the news twice a day, which keeps them close to the industry. Each month they put the news in context in print, profiling intriguing companies and interviewing thought leaders, that have our readers talking.
- Measurability: Twice a year we have your advertisement measured by Harvey Ad Research and Readex for quantitative and qualitative analysis.

## MEETINGPLACE ONLINE

A processor gets his e-mail newsletter, clicks on the sponsor's message and bam!—a hard sales lead with full contact information is instantly sent to the sponsor. Do I have your attention now?

We generate measurable results for our customers. Our advertisers receive monthly reports detailing who saw their ad, who clicked through to their Web site (name, title and company name) and who requested more information. Hard sales leads are generated in real-time and include complete contact information.

So, how does it work? We require registration to view anything on Meatingplace.com. Yes, we are that confident in our content. Registration allows us to separate the buying influences from the non-buyers, gives us permission to send e-newsletters and enables the advertiser reporting. We currently have more than 18,000 active buying influence members and that number has grown more than 20% over the past 12 months.<sup>4</sup>

News rules at Meatingplace.com. On any given day, we have a team of four to six editors, led by Janie Gabbett, former Managing Editor of Reuters North America, on the phones, digging up the latest in business news, financial performance, new product development, recalls and regulatory information. We break more news and include more originally sourced quotes in our stories than anyone in our industry, which is why the industry turns to Meatingplace.com for its news.

We also use Meatingplace.com to deploy most of our technical information, especially "how-to" articles. Newsletters are sent out weekly with new articles written by staff editors or university professors. Our members are also able to search our database when they are researching a technical issue. Many of our advertisers sponsor these newsletters and articles and provide solutions to the technical issues being presented. Their advertising message is placed adjacent to the technical content and, in addition to having their ad in the right place at the right time, they get hard sales leads.

A few times a month we send out a third type of newsletter featuring new products. Members can view the latest and greatest and also use our online directory and product showroom to find new sources of supply. These are also great sources of hard and soft sales leads.

### Why advertise and sponsor online at Meatingplace.com?

- Audience: 18,000 registered active buying influence members.<sup>4</sup>
- Contextual Advertising: Put your ad next to highly relevant editorial.
- Measurability: Monthly reports with name, title and company name of those who saw your ads and went to your Web site.
- Hard Sales Leads: In real time with full contact information.

Looking for a real return on your advertising investment? Intrigued by our radical new approach that delivers measurable results? There are lots of sponsorship and advertising opportunities on Meatingplace.com and your account executive can help you define your objectives and craft a custom program that will yield you measurable results.

Contact Bill Kinross, Publisher, at 312-274-2214 or [bkinnross@meatingplace.com](mailto:bkinnross@meatingplace.com).

1 Source: Harvey Ad-Q Readership Studies, January 2006, April 2007, January 2008

2 Source: June 2008 BPA Circulation Statements for *Meatingplace*, *Poultry*, *The National Provisioner*, *Meat & Poultry Magazine* and *Watt Poultry USA*.

3 Source: June 2007 & June 2008 BPA Census Audit Reports for *Meatingplace*

4 Source: Publisher's Own Data