



Poultry

A RADICAL NEW APPROACH...RESULTS YOU CAN MEASURE

Welcome to POULTRY, dedicated to the business of poultry. The whole business, farm to fork. You can find our online community at Meatingplace.com. We cover the integrated poultry industry with a radical new approach unlike any you've ever seen. Forget about the days of advertising and hoping that it works. POULTRY delivers results you can measure, providing you with a measurable ROI for your advertising.

Our radical new approach to media began about three years ago when we realized that the Internet gave us a new way to deliver information to the industry. We began to move certain types of editorial out of the magazine and onto the Web to take advantage of the timeliness and searchability online media offer. The POULTRY brand continues to strengthen with print, online and a robust events platform with Poultry 101/201 and seminars at the International Poultry Expo.

POULTRY: A DIFFERENT BRAND

FOR A UNIQUE INDUSTRY

Many people lump poultry in with the red meat industry. Yeah, they're both proteins, but they are as different as, well, cows and chickens. Unlike most red meat companies, poultry firms are integrators, which means they are intimately involved with their birds from the chick to the Chick-fil-A.

POULTRY magazine covers the business of poultry, with an integrated approach. We deliver strategic information poultry companies need to holistically run their business from production through processing.

Sometimes it's easier to talk about how we approach the content selection by telling you what you won't see in the publication. You won't find news, because we report that online—every day, twice a day. If it's happening; if it's relevant, you'll read about it on our Web site, Meatingplace.com.

What you will find in POULTRY magazine are stories that put the news in context. We'll report on a lawsuit in the news, but talk about the effect of the verdict in the magazine, perhaps even include a thought leader piece from another integrator.

Ever try to find a solution to a technical problem in a magazine? It is pretty hit or miss, and mostly miss. The solution you were looking for might have been published in an issue six, eight, 10 months ago. Maybe even last year. So we put all that information into a robust searchable database on Meatingplace.com, so it's there when you want and need it.

But what about strategic technical decisions, like a move to automated deboning or bringing a new type of bird into the operation? Those are the types of issues we explore in print, in-depth, from a strategic perspective.

POULTRY is there to help the poultry integrator step back from the day-to-day headlines and focus on the big picture. That's why they spend about 26 minutes per issue with the publication.¹ In surveys, our readers have told us they like the thought leader interviews, the new retail and foodservice offerings, the culinary and market trends and the in-depth profiles of poultry integrators. We make them think and we put your ad there so they can think about the solutions you can offer.

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.

Why should you advertise in POULTRY?

- **Total Market Coverage:** We are focused on the poultry integrator. Together with Meatingplace In Print, we have 30,000+ subscribers, which is more than 5,000 greater than our closest competitor.²
- **Proven Editorial Model:** Our new approach of strategic content in print has led to subscribers spending an average of 26 minutes with each issue.¹ Verbatim comments from the Harvey Study indicate a high affinity for the publication.
- **Provocative Stories:** Our editors prepare the news twice a day, which keeps them close to the industry. Each issue they put the news in context in print, profiling intriguing companies and interviewing the thought leaders who have our readers talking.
- **Measurability:** Twice a year we have your advertisement measured by Harvey Ad Research and Readex for quantitative and qualitative analysis.

MEATINGPLACE 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 on the advertiser's product or service. The hard sales leads are generated in real-time and include complete contact information.

For POULTRY that action happens on Meatingplace.com, our online home shared with our sister brand.

How does it work? We require registration to view 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.³

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 for Reuters North America, working on two daily e-newsletters. We break more news and include more originally sourced quotes in our stories than anyone, which is why both the red meat and poultry industries turn to Meatingplace.com for their news.

We also use Meatingplace.com to deploy most of our technical information, especially "how-to" articles. Poultry-focused newsletters are sent out twice monthly with technical articles written by staff editors or university professors. These articles reside on our Web site for a minimum of two years in a robust searchable database that our members can use to find exactly the information they need-when they need it. Our advertisers sponsor these technical articles and provide their own solutions to the technical issues being presented. Their advertising message is presented directly adjacent to the technical content. So in addition to having their ad in the right place at the right time, they can receive hard sales leads from processors requesting more information.

Once a month we send out a third newsletter featuring new equipment, products and services for the poultry industry. 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.³
- **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 bkinross@meatingplace.com.

1 Source: Harvey Ad-Q Readership Study, April/May 2008

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

3 Source: Publisher's Own Data