

CANADIAN

Meat Business

The Beef, Pork & Poultry Industry Magazine



2020 Digital Media Kit



DISTRIBUTION
Transportation & Logistics



FOOD
Safety & Handling



PACKAGING
Equipment & Supplies



PROCESSING
Equipment & Supplies



We're Going Digital!

Canadian Meat Business was launched in 2002 and over that time we have proudly published more than 100 consecutive print issues. As time has passed and the accessibility to new technology has increased, we have determined that we must also grow to keep pace with the way in which we distribute information and promote the Canadian meat and food industries.

Starting in January 2020, **Canadian Meat Business** will no longer be printing our magazine but instead we will be distributing our content through various digital platforms and formats as is the increasingly popular choice for businesses in Canada and around the world. The old model of printing and distributing magazines with no way of tracking results has become cumbersome and outdated. There are far too many positive reasons for going digital. This new digital technology will afford us the opportunity to make significant improvements including:

- Our ability to enrich interactivity with the inclusion of videos, webinars, audio files, podcasts, photo galleries and feedback plugins which will provide readers with a more immersive user experience than print ever could.
- Our digital content will be more accessible and can be quickly shared with anyone, anywhere.
- We can easily adapt to our readers' needs as online material is timely and can be viewed on desktop and mobile devices with little to no interruptions.
- Exorbitant printing and mailing expenses are driving up the costs which limit the number of magazines which can be distributed. Alternatively, digital media can be distributed to a wider audience electronically at little or no charge. Unlike print, digital is environmentally friendly as no trees need to be cut down for paper and toxic ink materials will not be used in the creation or distribution process.
- Informative and current content like the articles which appear in our e-newsletter, **The Meat Locker**, as well as our customized email blasts will allow us to keep in touch with our readers on a more regular basis.
- Analytics can offer valuable insights to our advertising and marketing partners which will allow us to better understand content usage and editorial patterns of our readers. This knowledge is crucial for optimizing future content and helping our advertisers promote their content more efficiently by providing useful data.
- Speed is everything in us disseminating and distributing news and information to our readers, subscribers, advertisers and industry stakeholders.
- Our content will be more readily available and convenient for readers to both read and store these versions.



Meat in Canada

Canadian Meat Business continues to be one of the leading digital platforms dedicated to the growing multi-billion dollar beef, pork and poultry industry.

Our new digital format will allow us deeper access and reach to thousands of manufacturers, suppliers, distributors, wholesalers and retailers in the meat and food processing sectors.

Canadian Meat Business targets food industry professionals involved in:

- Additives, Casings, Ingredients and Seasonings
- Bacteria Controls
- Cleaning Materials
- Conveyors
- Custom Fabrication
- Cutting Equipment and Systems – Knives, Blades, Dicers, Grinders, Slicers
- Food Safety
- Inventory Control
- Labelling Systems
- Meat Processing Equipment and Supplies
- Packaging Equipment and Materials
- Safety Clothing, Supplies and Equipment
- Sanitation Equipment
- Weighing Equipment





Our Platform

Canadian Meat Business is an incomparable destination for our readers and subscribers who are searching for new products, related services, upcoming events and the latest industry news. Our platform provides unique opportunities for media placement to enable our advertising partners to position their brands within a qualified and highly targeted environment.

Website Statistics – www.meatbusiness.ca

Average Page Views per Month – 3,930+

Average Users per Month – 1600+

Average Pages per Session – 3.9+

Average Time Spent per Visit – 3:40+



The Meat Locker

Canadian Meat Business publishes a weekly e-newsletter every Wednesday called **The Meat Locker** which is distributed to 4,700 recipients.

There is no cost to subscribe and you can join thousands of other meat and food industry professionals who stay informed with top news stories and developments as they affect North America's growing market segments.

Log on to www.meatbusiness.ca, complete the short form and we'll be sure to deliver **The Meat Locker** to your Inbox each week.



Editorial Content

In every issue we feature articles on the major issues and challenges facing the meat and food industry including:

- Animal Health and Welfare
- Domestic and Export Marketing Initiatives
- Food Handling and Safety
- Policy and Regulations
- Research
- Sustainability
- Trade Deals

Editorial submissions are welcome – please contact publishing@meatbusiness.ca for more information.



Opportunities

- **Email Marketing**
- **Newsletter** Sponsorships and Customized Email Blasts and Campaigns
- **Targeted Audience**
- **Our Database** Provides cost effective brand messaging to a targeted audience
- **Comprehensive** Combined with social media marketing to drive engagement, boost digital traffic, increase conversion and increase sales.
- **Flexible** Custom ad spaces or full sponsorship is available.
- **Measurable** Offers immediate, measurable results with a high return on investment.
- **Ad Sizes**

728 x 90	200 x 250
300 x 600	160 x 160
300 x 600	320 x 50



- **Branded Content**
Branded or sponsored content engages users within the editorial framework of the Canadian Meat Business website. In conjunction with traditional display media, sponsored content leads to higher click-through rates and greater engagement.
- **Sponsorship**
100% SOV of display ad units surrounding branded content, log included.
- **Promotion**
- **High Visibility Native Site Placements**
- **Sponsored Edition Email Newsletters**
- **Paid Social Media Plan**
- **Opportunities**
- **Event Listings**
- **Custom Articles**
- **Content Collections**
- **Video**
- **Audio**



2020 Canadian Meat Business Buyer's Guide

The 2020 Canadian Meat Business Buyer's Guide will be produced in a digital format and distributed to more than 10,000 qualified individual industry email addresses as well as postings on our Facebook, Twitter and Instagram platforms.

Be included in the most complete equipment, product and services guide published in Canada.

Our annual **Buyer's Guide** features listings of manufacturers, suppliers, distributors and wholesalers in Canada and the United States.

This valuable resource guide offers year-round longevity and repeat exposure to your listing and advertisement.

Get your listing form online at www.meatbusiness.ca.





For more information on rates,
schedules and specifications, contact:

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