

feed *Industry*

The Site for Feed Professionals



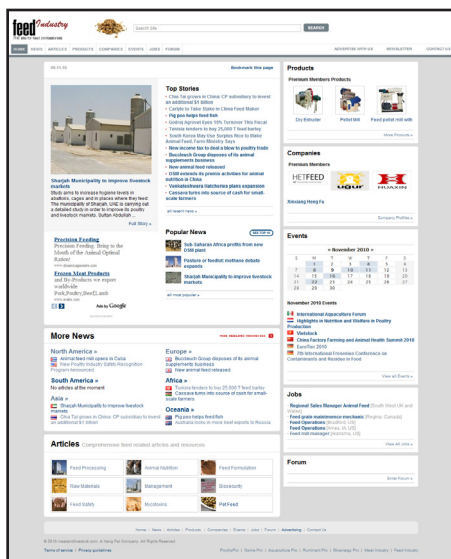
2011 Media Kit

Advertising opportunities - Reach a larger audience

Feed Industry is the leading feed industry website, providing the latest up-to-date news and information to executive decision makers and other sectors of the feed industry. Online advertising on our website can deliver you with the most cost effective and efficient form of advertising. A virtual trade show all day, every

day of the year; your products are always on display and can be easily found by decision makers searching for your products and services. An established and leading industry website, advertising with us will aid in growing your brand's awareness in the marketplace and increase the quantity of quality leads you receive online.

Since 2005, our readers have turned to us to gain a competitive advantage. *Feed Industry* can be your competitive advantage in reaching key executives and turning leads into sales. Advertise with *Feed Industry* and stretch your marketing dollars while increasing your search presence. Your success is our vision.



Latest Feed Industry News

Daily news and updates specific to the feed industry. This includes vendor and/or industry news, industry developments, product announcements, new product releases, upcoming events and more. *Feed Industry* is one of the first stops by feed industry professionals for feed related news and developments.

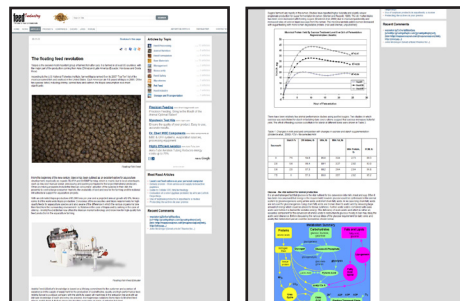
Detailed Technical Articles

Professional expert technical articles on all aspects of the feed industry are frequently posted and updated on our website. All technical articles are free to view by any of our website visitors. Sponsored content - technical articles spots are also available.

Feed Industry Focused B2B

Feed Industry Buyers' Guide provides year-round advertising opportunities as the premier online B2B marketplace specializing in animal feed related products.

Membership to our b2b is free, allowing all members of public to freely browse and contact any listed company.



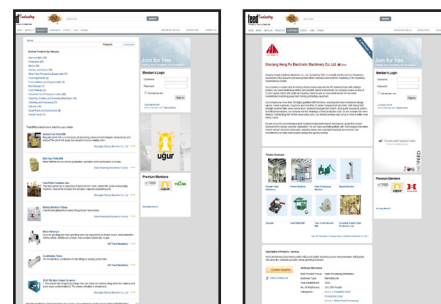
The buyers' guide comprises of company profile pages displaying company information and contact details, along with product pages showing full details of the products.

Companies and their products are searchable from every page of our website.

There are also options to upgrade membership, for benefits such as prioritized listings, additional product postings, etc. More details are given later in the media kit.

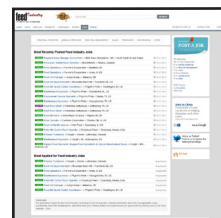
Feed Industry Events

Feed Industry is partnered with the leading feed exhibitions, and lists an up-to-date list of upcoming feed industry events.



Product Spotlight
Provides snapshots of partners products, each with a full-colour photo, giving readers the opportunity to browse and request more information

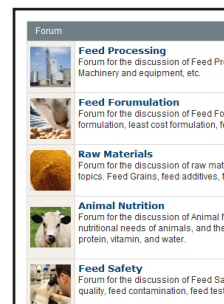
Company Profiles
Provides full detailed company information, giving readers the opportunity to browse and request more information



Jobs Board
Comprehensive job board featuring the latest job openings in the feed industry. Posting and applying for positions is totally free.

Discussion Board

A lively community of feed professionals. Our discussion forum is a place for professionals to share their expertise, answer questions, and network with other feed industry professionals





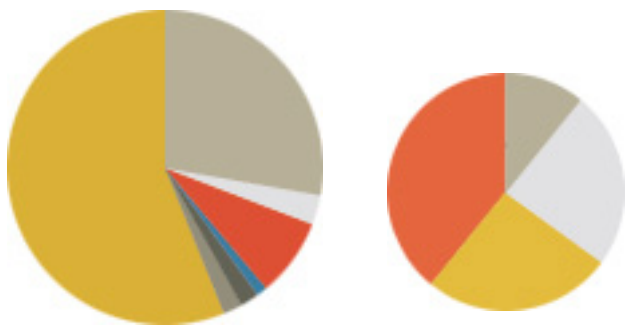
GROW ... ENGAGE ... CONNECT

Reach more professionals in the *Feed Industry*

- With our focus on providing quality feed related content, advertising online on *Feed Industry* will give you increased exposure and promotion to your target markets.

- Reinforcing other advertising and marketing with digital gives you immediate measurable results and provides proven lead generation.

- Digital advertising increases reach, frequency and brand recognition while driving traffic to your website.



Feed Industry reaches more professionals and decision makers in the Feed Industry

- Ten's of thousands of opt-in email subscribers
- 155% increase in page view over 2009
- 48% increase in unique monthly visitors over 2010

Digital Display Ads

Rotating, fixed button and banner ads on the website broad-exposure and increase impressions. See following page for banner advertising rates.

Electronic Newsletter Advertising

An extension of the print publications gives advertisers another opportunity to reach prime prospects - in a more engaging, interactive way. Get your message sent direct to your target's inbox. Ads – \$1,214 per issue

Buyers' Guide

The *Feed Industry Buyer's Guide* is an interactive b2b listing of feed related products and services – enabling all feed related categories and industry types – located in one, easy to navigate place.

A Premium or Premium+ listing ensures your listing is moved to the top of the list or highlighted, making you stand out from your competitors. Don't let your sales slip away because you haven't a premium listing.

Sponsored Content

Our digital team will customize to meet your needs while developing microsites and targeted messages to enhance you involvement.

Peel Back Ads

These ads are a fun way to get the user's attention and drive your message home. An initial ad (100 X 100) resides in upper right corner of the page. When the user clicks, the ad tears down to reveal the full-page ad (back page); thousands of prime prospects.

Maximum Exposure of your Brand

Increase brand awareness, and gain maximum exposure of your company and products. Gain the edge on your competitors by building a strong image for your company through our website banner advertising. Banner advertisements put your company and brand straight in the view of consumers, being displayed in the most prominent positions throughout our website.

Be Noticed! 1000's of views everyday

The screenshot shows the feedIndustry website homepage. At the top left is the logo 'feedIndustry' with the tagline 'The site for feed professionals'. A search bar is located at the top right. Below the navigation bar, there are several advertising spots:

- Main Banner:** A large orange banner at the top left with the text 'Main Banner 622px x 92px'.
- Products:** A section on the right side featuring 'Premium Members Products' with images of a 'Dry Extruder', 'Pellet Mill', and 'Feed pellet mill with'.
- Companies:** A section on the right side featuring 'Premium Members' with logos for 'HETFEED', 'ugur', and 'HUAXIN'.
- Side Banner:** A large orange banner on the right side with the text 'Side Banner 354px x 215px'.
- Top Stories:** A section on the left side featuring a list of news items, including 'Chia Tai grows in China: CP subsidiary to invest an additional \$1 billion' and 'Sharjah Municipality to improve livestock markets'.
- Popular News:** A section on the left side featuring a list of popular news items, including 'Sub-Saharan Africa profits from new DSM plant' and 'Pasture or feedlot: methane debate expands'.
- More News:** A section at the bottom left featuring a list of news items categorized by region: North America, South America, Asia, Europe, Africa, and Oceania.
- Articles:** A section at the bottom left featuring a grid of article thumbnails with titles like 'Feed Processing', 'Animal Nutrition', 'Feed Formulation', 'Raw Materials', 'Management', 'Biosecurity', 'Feed Safety', 'Mycotoxins', and 'Pet Feed'.
- Events:** A section on the right side featuring a calendar for November 2010 with a list of events including 'International Aquaculture Forum', 'Highlights in Nutrition and Welfare in Poultry Production', 'Vietstock', 'China Factory Farming and Animal Health Summit 2010', 'EuroTier 2010', and '7th International Fresenius Conference on Contaminants and Residue in Food'.
- Jobs:** A section on the right side featuring a list of job openings including 'Regional Sales Manager Animal Feed', 'Feed grain maintenance mechanic', 'Feed Operations', 'Feed Operations', and 'Feed mill manager'.
- Forum:** A section at the bottom right featuring a 'Forum' entry with a search bar.

Banner Advertising

Main and side banner advertising slots are available as either:

Site wide campaign

A campaign of different banners is placed on the prime spots on selected pages including; index page, news section, article section and forums.

Over 1000 pages will show your banner up the top giving maximum exposure.

Main banner - \$2,650 per month
Side banner - \$1,600 per month

Homepage

A single banner placed in the either the main spot or sidebar on the homepage, the main entry point to our website.

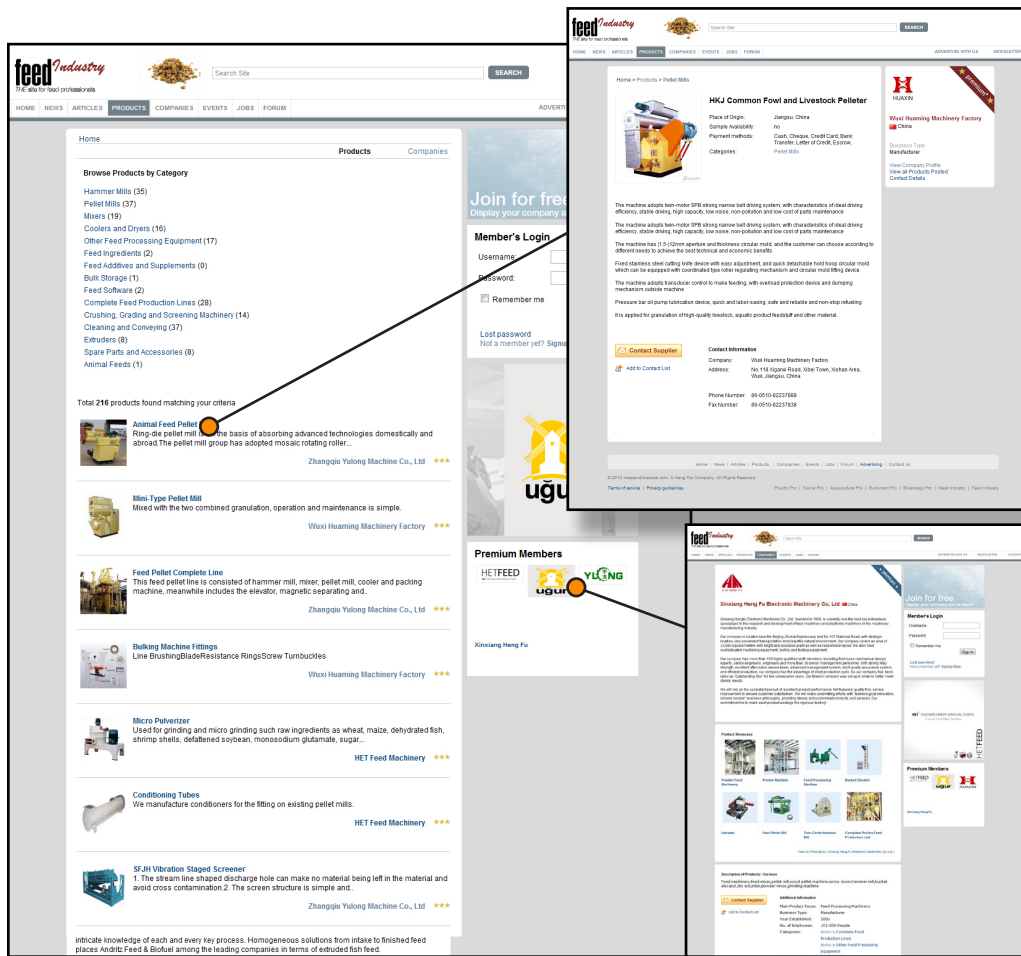
Banner advertising gets you immediate, measurable results. You can rev up your branding message or drive click-throughs to sales. Our banner ad choices allow you to pick from the size that meets your budget and needs.

Main banner - \$1,216 per month
Side banner - \$855 per month

Main banner specifications:
Dimension Size: 622 x 92px, File size:
Under: 50kb, recommended: 30kb

A Virtual Trade Show 24-7/365 days a year

Exhibit your company and showcase your products everyday, all year round. Our website receives more visitors in one month that most trade shows attract in an entire show. For a fraction of the cost, make use of buyers' guide to attract targeted buyers of your products.



FREE Detailed Company Listing with Logo

Free listing includes:

- Company Name
- Description
- Logo **NEW!**
- Contact Details
- Complete Product Details
- Profile Page **NEW!**

Go online to review or update your listing today!

Upgrade your Listing in our Buyer's Guide

Benefits include:

- Prioritized Product Listings
- Prioritized Profile Listings
- Additional Product Postings
- Main Site Banner / Link
- Buyers' Guide Banner / Link

Premium+: **\$1100**

Premium: **\$180**

Advertising Rates

		Advertiser Rates (per month) 2011
Homepage	Main Banner 622px x 92px	\$1,216
	Side Banner 354px x 215px	\$855
Section Fixed Positions	Main Banner 622px x 92px	\$600
	Side Banner 354px x 215px	\$300
	Footer Banner 622px x 92px	\$350
Site-Wide*	Main Banner 622px x 92px	\$2,650
	Side Banner 354px x 215px	\$1,600
Buyers' Guide	Premium Annual Membership	\$1100
	Premium+ Annual Membership	\$180

Contact Us



Meat & Livestock Media

9B, Amtel Building
148 Des Voeux Road Central
Central, Hong Kong

advertising@meatandlivestock.com



From Grain... Through Processing... To Feeding...

www.FeedIndustry.org

Take your Marketing to the Next Level...

Meat & Livestock Media is an internationally recognized business-to-business media company with a diverse portfolio of products reaching more than millions of professionals annually within the animal husbandry market. Meat & Livestock Media, which includes print, interactive and custom-marketing services, also provide comprehensive, integrated advertising and marketing programs for our valued customers and clients. The company's leading business publications, trade shows, conferences, websites, electronic and online products, and custom marketing capabilities enhance brand identity, generate sales leads, build product awareness, and generate sales, as they strengthen customer/client relationships. For more information on how Meat & Livestock Media can help you achieve your advertising and marketing objectives, visit www.meatandlivestock.com.