

meat management



▲ An example of the Meat Management Magazine front cover.

The high quality management magazine for decision makers

What is it? Meat Management is the modern, independent voice of the UK meat industry offering essential and unique information to Britain's top managers and executives.

What's its frequency? Meat Management publishes 6 times a year with an e-zine digital edition permanently online 24/7.

What is its pedigree? Meat Management is published by Yandell Publishing Ltd., a reputable and well known provider of national business media. Publisher Graham Yandell has been involved with the UK meat industry for over 26 years. He was publisher of Meat Trades Journal between 1982 – 1986 and went on to launch Meat & Poultry News, Who's Who in the Meat Industry, Food Marketing & Manufacturing and a host of other related media, events and exhibitions. He was also a director of Foodex Meatex for several years. Graham is a liveryman with the Worshipful Company of Butchers and in 1993 was Festival Chairman of The Butchers' & Drovers' Charitable Institution. He remains a vice president of the charity.

What is its targeted readership? The target audience is the red meat and poultry sectors, including specialist producers and those dealing in game covering - Meat Plants, Meat Processors / Manufacturers, Wholesalers, Importers / Exporters / Distributors, Multiple Retailers (head offices), Food Service, Meat Packers, Top Independent Retailers (selected for innovation and importance), Industry and Generic Bodies. Within this profile copies will go to members of the following: BMPA, IMTA, NACB, Guild of Q Butchers, NAPS, QMS as well as reaching all leading meat plants in Ireland, and major government departments. Meat Management is the only UK publication to guarantee all these markets.

Why Meat Management? We believe the UK meat industry deserves a vibrant, modern and independent voice providing features, articles and interviews that are simply not available anywhere else. Written for the decision makers who shape the industry and its future, the magazine covers the key issues affecting today's market with authority and real experience, using a concise, informal and pleasing editorial style. Balance and integrity are important factors in ensuring Meat Management is read and valued. It also offers advertisers a direct and reliable route to influence THE key decision makers who are collectively responsible for spending billions of pounds on raw materials and product, capital plant and equipment, packaging, ingredients and services.

Digital Publications: Meat Management is not just posted to named recipients. It is also live online in digital format offering substantial extra coverage via the internet. Fully interactive, all advertisers get free advertising space online with Website Hot-Links as standard. Meat Management is the only UK meat trade publication to offer this unique service to its readers and advertisers.

Rates

Covers	£2,000.00
Double page spread	£3,500.00
Full page	£1,800.00
Half page	£975.00
Quarter page	£575.00
All rates are 4 colour and subject to VAT at current rate.	

DIGITAL E-ZINE EDITION:

Meat Management is also available to readers in digital format via meat-ezine.com

Add a video to your advert in the digital edition for £195.00 - phone us for details.



Meat Management magazine is a member of the Audit Bureau of Circulations.

Inserts

2 pages A4 (single sheet)	£695.00
4 pages A4	£1,250.00
6 pages A4	£1,460.00
8 pages A4	£1,750.00
12 pages A4	£2,440.00
Rates based on paper weight of 90 gsm or less. Bound inserts 25% extra. All rates subject to VAT at current rate.	

Specifications

A4 publication saddle stitched (depth first)	
Full page (type area)	273mm x 178mm
Full page (bleed)	297 x 210 + 3mm bleed all round
Half page (horizontal)	130mm x 178 + 3mm bleed all round
Half page (vertical)	273mm x 82mm
Quarter page (vertical)	130mm x 82mm
Double page spread	297mm x 420mm + 3mm bleed all round
Disks must be Apple Mac compatible	