

meat CONTACTS

2011 EDITION



▲ The 2010 Meat Contacts front cover.



▲ How your advert could look in Meat Contacts.

Rates

4 colour	
Full page	£995.00
Half page	£550.00
Quarter page	£295.00
Inside front cover	£1,800.00
Outside back cover	£2,500.00
Inside back cover	£1,800.00
Double page spread	£1,900.00
Logo: added to existing free editorial entry	£150.00
Sponsorship: Meat Contacts Electronic	£1,950.00
Inserts: please contact us for information. All rates subject to VAT at current rate.	

The what's what and who is who of the meat industry

What is it? A comprehensive easy to use A5 directory covering all the sectors of the UK meat and poultry industry, together with an important section on Ireland. Listings include trade organisations and memberships, meat manufacturers and processors, meat plants and cold stores, wholesalers, importers and exporters, ingredients, packaging, equipment and machinery, useful addresses, government departments, training, exhibitions, multiple retailers and leading retail butchers.

What's its frequency? The next publishing date is November / December 2010 for the 2011 edition.

How is it distributed? Meat Contacts is sent free of charge to registered readers of Meat Management magazine - a targeted circulation reaching the top decision makers in the industry. Meat contacts is also be available to non-registered readers as a paid for title. It is promoted via Meat Management Magazine together with the online edition. It is also promoted via direct mail, email broadcasts and at exhibitions.

Digital Publications: Meat Contacts is not just posted to named recipients. It is also live online in reader controlled, 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 Contacts is the only UK meat trade annual to offer this unique service to its readers and advertisers.

What is the target readership? A must have and easy to use briefcase sized reference work, which is fully updated each year by industry experts. Accuracy and longevity means Meat Contacts will be valued and used by industry executive's right across the UK meat and poultry industry.

DIGITAL FORMAT:
Meat Contacts is also available FOC to readers in digital format via meatcontacts.com
Add a video to your advert in the digital edition for £195.00 - phone us for details.



Specifications

A5 publication (depth first)	
Full page (type area)	84mm x 119mm
Full page (bleed)	210mm x 148mm +3mm bleed all round
Half page (horizontal)	89mm x 119mm
Half page (vertical)	184mm x 57mm
Double page spread	210mm x 297mm +3mm bleed all round
Disks must be Apple Mac compatible	