

SIGNPOST YOUR STAND

Dear Exhibitor

As the official media partner to the Pig & Poultry Fair, Pig World and Poultry Business will provide extensive promotion and coverage of the event, this offers many opportunities for you to maximise the effectiveness of your presence within our publications and online.

BRITISH
Pig & Poultry

FAIR 15-16 May 24

NEC, Birmingham Partnered by ABN



PoultryBusiness 
PIGWORLD
THE VOICE OF THE BRITISH PIG INDUSTRY

Official Pig & Poultry Fair Guide

We are publishing the Official Pig & Poultry Fair Guide which will be available to every visitor free of charge on entry to the event. This will be a valuable tool in assisting navigation through the halls and a useful reference guide post event.

The guide will contain:

- **Event map**
- **Listing of all exhibitors (alphabetically and by product)**
- **Forum timetables and information**

WHY NOT ENHANCE YOUR LISTING?

FOR ONLY £195 plus VAT you can include a full colour company logo. This will increase the impact of your listing and encourage visitors to your stand. Your logo will also appear in May's issues of both Pig World and Poultry Business.

Advertising slots are also available within the guide. Advertising here will ensure your presence at the Fair and the location of your stand is seen by all the right people.

ADVERTISING RATES ARE AS FOLLOWS

DPS	FULL PAGE	HALF PAGE	QUARTER
£1,945	£1,295	£810	£540

DISCOUNTS AVAILABLE

- All half page bookings or larger will include the enhanced listing free of charge
- 30% discount will apply if an advertisement is also booked into the May issue's of **Pig World or Poultry Business**

PIGWORLD  PoultryBusiness
THE VOICE OF THE BRITISH PIG INDUSTRY

The May issue's of **Pig World** and **Poultry Business** will include an official preview of the Fair, including

- **Full listing of exhibitors (including enhanced listings)**
- **Event map**
- **Forum timetables and information**
- **Previews of some of the products on show**

As well as all the news, comment, analysis and features you would expect from a normal issue of Britain's leading pig and poultry industry titles.

This is an ideal time to promote your company, your stand and your products to our readers as they plan their fair visit.

*An extra 1,000 copies of both titles will be distributed at the fair.

Online

DIGITAL MARKETING

Enhance your event marketing by promoting your stand online with www.pig-world.co.uk and www.poultrynews.co.uk.

There are a number of options available with either website you could utilise,

- **Banner advertising**
- **Text advert or banner on the twice-weekly e-newsletters**
- **Bespoke e-shots**

The booking deadline is Friday 12th April. Book early to obtain the best positions.

To advertise or discuss this further please contact
Martin on **0208 057 8452** or email martin.goult@markallengroup.com