

CarneTec

A RADICAL NEW APPROACH...RESULTS YOU CAN MEASURE

Habla Español? Then recepción a CarneTec!

CarneTec is the only Pan Latin American source of information for the red meat and poultry processing industries. From Mexico and Central America, through the Caribbean and down into South America, we cover a market that is exploding with new plants, updated processing lines and a desire to have the latest technology.

CarneTec is a word we coined more than 16 years ago (*Carne* means meat and *Tec* is short for technical information. Clever, huh?).

Creating new words is pretty heady stuff, but what we really find radical is the way we are using print, the Internet and live seminars to deliver trusted, relevant information to processors throughout Latin America, and how we are delivering results our advertisers can measure. Invest your advertising dollars with CarneTec and you will receive a return on your investment that you can take to the bank.

CARNETEC IN PRINT

A few years ago we migrated all of the news, technical information and new products from CarneTec In Print to CarneTec.com. While we all loved the magazine, we've never looked back from this decision, as it allowed us to extend the brand's reach and frequency in ways we never could with a bi-monthly magazine. Deploying online now allows us to deliver timely information more quickly and has created a much more interactive relationship between our processor members and our advertisers.

We continue to print an annual directory of suppliers and distributors as a desktop reference tool because it makes sense to do so. Directory information doesn't change as rapidly and our readers told us they liked to have a source of supply available in print. CarneTec's

annual directory is published every May and provides advertisers with an audience of 5,000, which is about double the online community.¹

New for 2009 is a special Expo Carnes show issue, to be published in January. Half of the magazine will preview the big meat show in Monterrey, Mexico, while the other half will take a strategic look at the Latin American red meat and poultry industry with in-depth articles on market trends, a thought leader and a look at a leading processor. The issue will also feature an audience of 5,000 processors throughout Latin America.¹

So, what are the advantages of advertising in print?

- Reach: Print allows you to cast the net to the widest possible audience.
- Cost Efficiency: Your cost per contact is the lowest of any medium.
- Impact: Print ads resonate with your customers.
- Real Estate: Print ads give you the room to tell your story.
- Branding: There is no better way to increase your brand awareness.

Why advertise in CarneTec In Print?

- Total Market Coverage: We are the only magazine exclusively focused on the Pan Latin American red meat and poultry processing industry. Your message will get in front of 5,000 processors.¹
- Proven Track Record: For more than 16 years, Latin American processors have relied upon CarneTec In Print to provide them honest, credible information.
- Editorial Content: Our editors have developed and produced the annual directory for years and the industry considers it to be the source of supply. We have also been a fixture at Expo Carnes and our subscribers count on us to provide them with a comprehensive preview of the show.

CARNETEC.COM

A Latin American processor gets his e-mail newsletter, clicks on the sponsor's message and olé!—a hard sales lead with full contact information is instantly sent to the sponsor. Do I have your attention now?

We generate measurable results for our customers. Our advertisers receive monthly reports detailing who saw their ad, who clicked through to the advertiser's Web site (name, title and company name) and who requested more information on the advertiser's products or services. Hard sales leads are generated in real-time and include complete contact information.

And let me tell you, Latino processors respond—at a rate nearly 10 times higher than members of our sister site, Meatingplace.com.¹

How does it work? We require registration to view CarneTec.com. Yes, we are that confident in our content. Registration allows us to separate the buying influences from the non-buyers, gives us permission to send e-newsletters and enables the advertiser reporting. We currently have approximately 2,350 active buying influence members.¹ Everyone that sees our membership list of Latin American processors agrees we have the right people in the right companies.

Technical information rules on CarneTec.com, especially "how-to" articles. Newsletters are sent out weekly with technical articles written by staff editors or university professors. These articles reside in a robust database on our site for a minimum of two years, so processors can search for exactly the information they need-when they want it. Many of our advertisers sponsor these technical articles and provide solutions to the technical issues being presented. Their advertising message is placed adjacent to the technical content and in addition to having their ad in the right place at the right time, they receive hard sales leads.

Our news has expanded too! Twice a week we send out a newsletter with the top stories affecting meat and poultry processors throughout the region. Exports, government data, new plants, new products and more are covered. We keep the industry up to date and keep hard sales leads flowing to our advertisers.

Once a month we send out a third newsletter featuring new equipment, products and services. Members can view the latest and greatest and also use our online directory and product showroom to find new sources of supply. These are also great sources of hard and soft sales leads.

Why advertise and sponsor online at CarneTec.com?

- Audience: 2,350 registered active buying influence members.¹
- Contextual advertising: Put your ad next to highly relevant editorial.
- Measurability: Monthly reports with name, title and company name of those who saw your ads and went to your Web site.
- Hard sales leads: In real time with full contact information.

Looking for a real return on your advertising investment? Intrigued by our radical new approach that delivers measurable results? There are lots of sponsorship and advertising opportunities on Meatingplace.com and your Meatingplace account executive can help you define your objectives and craft a custom program that will yield you measurable results.

Contact Bill Kinross, Publisher at 312-274-2214 or bkinross@meatingplace.com.

¹ Source: Publisher's Own Data