

INTRODUCING



# A NEW MAGAZINE AND WEBSITE FOR THE MEAT ALTERNATIVES MARKET

## GET IN ON A MARKET THAT'S EXPLODING WITH OPPORTUNITY

- The growth story of the alternative meat niche is unprecedented
- Plant-based meats are currently a \$1 billion market in the USA
- Investment in plant-based and cell-cultured meats in Q1 2020 was \$930 million vs. \$824 in all of 2019
- Only Meatingplace has the knowledge and editorial expertise to cover this emerging industry

### Alt-Meat reaches the whole spectrum of alt-meat producer

Alt-Meat is for pure-play alternative meat producers – plant-based and cultivated, and meat processors expanding their reach into the meat alternatives area. Many of these forward-thinking meat processors are deeply immersed in this burgeoning niche through investments, acquisitions and start-ups. Some meat processors are co-packing for new brands, while others have launched their own initiatives.

### Alt-Meat magazine will be distributed to 7,500 industry players

- Companies producing alternative meat products
- Meat companies – Tyson, Cargill, Smithfield, JBS, Perdue
- Alternative meat companies – Beyond Meat, Impossible Foods, Rebellious and approximately 150 US and Canadian companies
- 125 International meat alternative companies

### alt-meat.net will provide an online hub for the industry

Alt-Meat News weekly newsletter will keep readers up-to-date

**AltMeat**



## Alt-Meat - Magazine

### Alt-Meat Magazine Distribution

Alt-Meat will be polybagged with the four issues of Meatingplace to subscribers of Meatingplace interested in alternative meat topics and mailed separately to industry participants who have signed up on our Alt-Meat subscription page. The digital magazine will be sent to all those who have requested it.

ISSUE	AD CLOSE	MATERIALS
Feb	12/28	1/8
May	3/29	4/9
Aug	6/28	7/9
Nov	9/27	10/8

### Alt-Meat Magazine Editorial Coverage

Alt-Meat is the only media brand covering a myriad of alternative meats from a business point of view.

#### What's in it for readers:

- Coverage of everything from plant-based and cultivated meat to blended products
- Profiles of the industry's most interesting entrepreneurs, scientists and visionaries
- Best practices for manufacturing, processing, lab growing, cultivating and extracting
- Stories that examine the money behind the industry, including public and private companies, venture capitalists, incubators and research grants
- Key ingredients for successful meat-alternative products
- Analysis and interpretation of efforts to define and regulate the products



## Ad Specifications For Alt-Meat Magazine

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
Page	8 3/4" x 11"	8 1/2" x 10 3/4"	7 3/4" x 10"	7 1/2" x 10"
	222 x 279 mm	216 x 273 mm	197 x 254 mm	191 x 254 mm
Spread	17 1/4" x 11"	17" x 10 3/4"	15 1/2" x 10"	15" x 10"
	438 x 279 mm	432 x 273 mm	394 x 254 mm	381 x 254 mm
1/2 Island	5 1/2" x 8 1/4"	5 1/4" x 8 1/8"	4 3/4" x 7 1/2"	4 5/8" x 7 1/2"
	140 x 210 mm	133 x 203 mm	121 x 191 mm	117 x 191 mm
1/2 Horizontal	8 3/4" x 5 3/4"	8 1/2" x 5 5/8"	7 1/2" x 5 1/8"	7" x 5"
	222 x 146 mm	216 x 143 mm	191 x 130 mm	178 x 127 mm
1/2 Vertical	4 5/8" x 11"	4 1/4" x 10 3/4"	3 3/4" x 10"	3 3/8" x 10"
	117 x 279 mm	108 x 273 mm	95 x 254 mm	86 x 254 mm

**Printing Method:** Web offset, saddle-stitched.

**Color Proofs:** One press-suitable proof (color lasers are NOT acceptable for press; they are permissible for ID purposes only).

**Inserts:** Contact the publisher about specifications for supplied inserts or for a quote on printing.

**Send Print Advertising Materials to:**

[kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com) or [Upload to MTG File Transfer Site](#)

### Digital Specs:

- Ad corrections to be made by publisher will be rebilled at a rate of \$150/hour and require original native files from the client.
- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop in CS3, CS4 or CS5 format.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.



**SEND PRINT MATERIALS TO:** [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

**PHONE:** 312.274.2204

**Alt-Meat**



## alt-meat.net

alt-meat.net provides 24/7 access to resources for alternative meat companies looking to improve their operations and compete for consumer food dollars on menus and at the grocery store. The website will provide access to industry news, a library of digital editions, and subscription services.

Website registration is required. Individuals must answer questions about their job responsibilities and business to gain access to the site. This allows us to document the audience and assures marketers of reaching the right people.



### Banner Ad

**Display size:** 728 (w) x 90 (h) pixels, 72 dpi GIF or JPEG file

**File size:** 250k ideal, 400k max

**Appears:** At top of page, Run of Site

**Materials needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF or JPEG and URL to: [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

**Other:** Flash is not accepted. Animation allowed and may repeat.

### Tower Ad

Tower ads appear prominently throughout alt-meat.net in the top of the right-hand column of the site.

**Static ads only** – No animation

**Display size:** 240 (w) x 400 (h) pixels, 72 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Appears:** Run of Site, most frequently on Daily News

**Materials needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF or JPEG and URL to: [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

### NewsSpot Ad

Your NewsSpot ad appears adjacent to alt-meat.net's news stories. Ads are impression-based, meaning that you pay only for actual views.

**Animation:** allowed only for the first three seconds of the ad and may not repeat

**Display size:** 250 (w) x 270 (h) pixels, 72 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Appears:** On the News page

**Materials needed:**

1. GIF or JPEG
2. URL (to drive traffic to your website)
3. OPTIONAL VIDEO Video specifications and upload instructions
4. Email GIF or JPEG, URL and video (Optional) to: [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

alt-meat.net visitors can click on your digital ad and be directed to your website or other channel where they can play a video. Select digital ads (250px x 270px) have an option for a video that is viewed on alt-meat.net

**Contact your representative for video specifications and upload instructions.**

**MATERIALS DUE:** All materials for web ads are due TWO (2) WEEKS prior to post date.

**SEND WEB DIGITAL MATERIALS TO:** Production Manager [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

**PHONE:** 312.274.2204



## Alt-Meat News

A weekly newsletter keeps subscribers on top of the \$1 billion alt-meat industry.

**Frequency:** Weekly

**Ad Position 1:** is a text ad with logo that appears at the top of the newsletter.

**Logo:** 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

**Copy:** 50 words maximum

**Materials needed:**

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to drive traffic to your website)
4. Email GIF or JPEG logo, copy and URL to: [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

**Ad Position 2:** is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

**Materials needed:**

1. GIF or JPEG, no animation allowed
2. URL (to drive traffic to your website)
3. Email GIF or JPEG and URL to: [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

## Alt-Meat NEWS

January 1, 2021

### SPONSORED MESSAGE



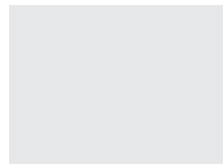
Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.

VISIT US AT IPPE Hall C, BOOTH C131

"A quote of some sort goes here and it will be explained later, at the end of the newsletter."

— See who said it and why it matters at the bottom

### "SPLASHY" HEADLINE GOES HERE



copy goes here Arum cum quia voluptatius abo. Itatetur? Mus et fugit pore latur, seque conseditae voloreius veruntio volorem et que nimolore illest, consed que et offic tent excestiam sunditamus volupta del intotat placcup tatemqu iaspere.Arums doluptati nem. Ut eic temoleniae vent, temporemquis



Consumer Friendly  
Food Safety

CLICK TO  
LEARN  
MORE

**MATERIALS DUE:** All materials are due TWO (2) WEEKS prior to e-newsletter date.

**SEND NEWSLETTER AD MATERIALS TO:** Production Manager [kruesch@mtgmediagroup.com](mailto:kruesch@mtgmediagroup.com)

**PHONE:** 312.274.2204



## Who Should Advertise?

Just some of the supplier product categories that should advertise in the Alt-Meat magazine, website and newsletter:

- Cooking/Smoking/Frying
- Packaging Materials
- Refrigeration/Freezing
- Ingredients/Flavors
- Casings
- Emulsifiers
- Mixers
- Grinders
- Formers
- Shredders
- Tumbler/Massagers
- Stuffers
- Slicers



### TALK TO US ABOUT Alt-Meat

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**Alt-Meat**