

2026 MEDIA KIT



WEBSITE | BLOCKTALK MAGAZINE | E-NEWLETTERS | ONLINE CLASSIFIEDS



BOOK ADS, CONTACT:

Robert Viveiros

Connect@meatpoultryon.ca

519-763-4558 ext. 226#

SUBMIT EDITORIAL AND ADVERTISING MATERIAL, CONTACT:

Hang Nguyen

engagement@meatpoultryon.ca

519-763-4558 ext. 227#

Our Reach

2026 Media Kit

The 2026 Meat & Poultry Ontario Media Kit contains many opportunities to promote your product or service to key stakeholders in Ontario's meat and poultry sector.

All our programs can be tailored to help you achieve your marketing goals. You can even mix and match offerings to maximize your reach and amplify your brand messaging.

Reach out to Robert to discuss your marketing goals for 2026 and he will help you build a customized advertising program for your brand.



Robert Viveiros
Market Development Specialist
Connect@meatpoultryon.ca
519-763-4558 ext. 226#

About MPO

Meat & Poultry Ontario (MPO) is the heart of Ontario's meat industry. Our 200+ members are independent businesses proud to serve the communities they live and work in. They can be found across the province, involved in every stage of the meat industry from harvesting to retail.

MPO members are committed to creating delicious, healthy, and nutritional foods for Ontario families. In addition to providing food for your table, your local butcher is a strong economic driver in urban and rural Ontario. Ontario's meat and poultry sector employs 25% of Ontario's food and beverage processing industry — the single largest manufacturing employer in Ontario — and generates \$11.2 billion of the province's \$45 billion in food and beverage processing industry revenue.

MPO is proud to lead and grow our industry. Through our innovative services, we bring recognized leadership, meaningful connections and practical insights to our members and Ontario consumers. We are relentlessly focused on helping Ontario's butchers, meat processors and their suppliers connect with markets (and one another) so they can grow their business and our sector.



Engagement &
Outreach
Industry
Development
Recognition &
Promotion
Administrative
Excellence

Print Advertising

BlockTalk (Print & Digital)

BlockTalk is the official publication of MPO and is published four times per year with themes along industry trends and challenges. Copies of this magazine are distributed electronically, and in print, to nearly 2,000 individuals including MPO members, commodity groups, and government. BlockTalk readers include owners, managers, and other key decision makers in Ontario's meat and poultry abattoirs, processing plants and retail butcher shops.



Over **2,000 copies** distributed. Online edition has average of **26,904 impressions**, **3,847 readers** and read time of **3:16 minutes**.

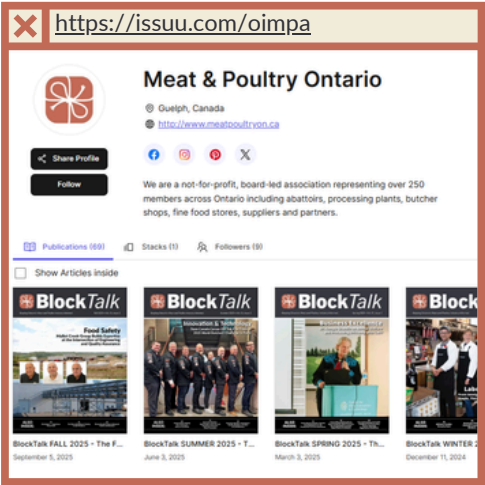
2026 Schedule

Issue	Advertising Booking Deadline	Distribution Date
Spring	January 25	March 3
Summer	May 3	June 9
Fall	July 26	September 8
Winter	October 25	December 8

2026 Advertising Rates

Size	Non-Member Rate	Special Discount **	Member Rate	Special Discount **
1/4 Page	\$750	\$713	\$375	\$356
1/2 Page	\$1,150	\$1,093	\$575	\$546
Full Page	\$1,950	\$1,853	\$975	\$926
Full page inside front cover or back cover *	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Double Page Spread	\$3,300	\$3,135	\$1,650	\$1568

* Subject to availability
** Save 5% by booking all year, at the beginning of the year



MEMBER DISCOUNT – MPO Members receive a 50% discount on all advertising.

Print Advertising

Ad Dimensions

Full Page Finished Size with Bleed: 8.5" (w) x 11" (h)

Artwork Size with Bleed: 8.75" (w) x 11.25" (h)

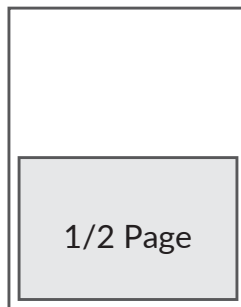
1/2 Page Finished Size: 7.5" (w) x 4.75" (h)

1/4 Page Finished Size: 3.66" (w) x 4.75" (h)



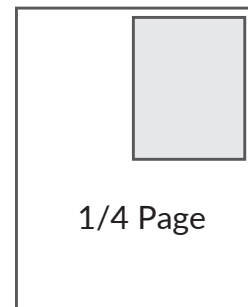
Full Page

8.5" (w) x 11" (h)



1/2 Page

7.5" (w) x 4.75" (h)



1/4 Page

3.66" (w) x 4.75" (h)

Specifications

BlockTalk advertisements are produced in full colour, at no extra charge to you. Please submit all advertising material in a digital format to Hang Nguyen at engagement@meatpoultryon.ca.

Resolution

Minimum 300 dpi (dots per inch). Colours: CMYK colours only. NO PANTONE COLOURS.

Image File Types

JPEG, TIFF or EPS format. PDF files will be accepted, saved as a High-Quality Print. Please ensure that all artwork meets the above specifications to avoid production delays or additional charges.

MEMBER DISCOUNT – MPO Members receive a 50% discount on all advertising.



Digital Advertising

Dedicated E-Blast

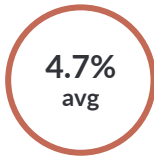
Reach your target audience by booking a dedicated e-blast through our CASL compliant, opt-in subscriber list of over 1200 industry stakeholders. Limited spaces available per month.



Subscribers



Open Rate



Click Through Rate
(industry avg. 4.5%)

2026 Advertising Rates

	1x	2x
Member Rate	\$500	\$400
Non-Member Rate	\$1000	\$800

Space and Material Deadlines

Space
15 days before issue

Material
Please reach out to Hang Nguyen at engagement@meatpoultryon.ca to determine deadlines.

Advertising Booking
Please reach out to Robert Viveiros at connect@meatpoultryon.ca for rates and booking.

Classified Specifications

Classified ads are limited to a 100-word description. You may include one (1) picture per advertisement. Contact us for rates.

Dimensions
Max. 800 (w/h) pixels, pictures will display at 100 x 100 pixels but will open into a larger size

Resolution
Minimum 72 dpi (dots per inch)

Image File Types
GIF, JPEG, PNG.

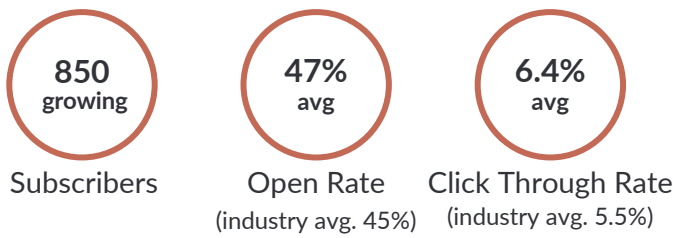
Material
Material for classifieds is due 5 days prior to publishing.

MEMBER DISCOUNT – MPO Members receive a 50% discount on all advertising.

Digital Advertising

Word on the Block (Bi-Weekly E-Newsletter)

Reach key decision makers through *Word on the Block*, MPO's biweekly digital newsletter. Delivered every other Monday to over 800 key decisionmakers in the meat and poultry sector.



Key Advantages

- Reach key decision makers in the meat and poultry processing sector
- Cross-promote in other MPO publications to amplify your campaign messaging
- Direct visitors to the landing page of your choice
- Change artwork monthly

2026 Advertising Rates

Please provide digital link.

Member rates (per ad):

Ad Type	Size	1x	2x	12x
Big Box	300 x 300	\$250	\$200	\$150
Banner	600 x 200	\$200	\$150	\$100
Small Box	200 x 200	\$150	\$100	\$75

Non-member rates:

Ad Type	Size	1x	2x	12x
Big Box	300 x 300	\$500	\$400	\$300
Banner	600 x 200	\$400	\$300	\$200
Small Box	200 x 200	\$300	\$200	\$150

Space and Material Deadlines

Space

10 days before issue

Material

8 days before issue

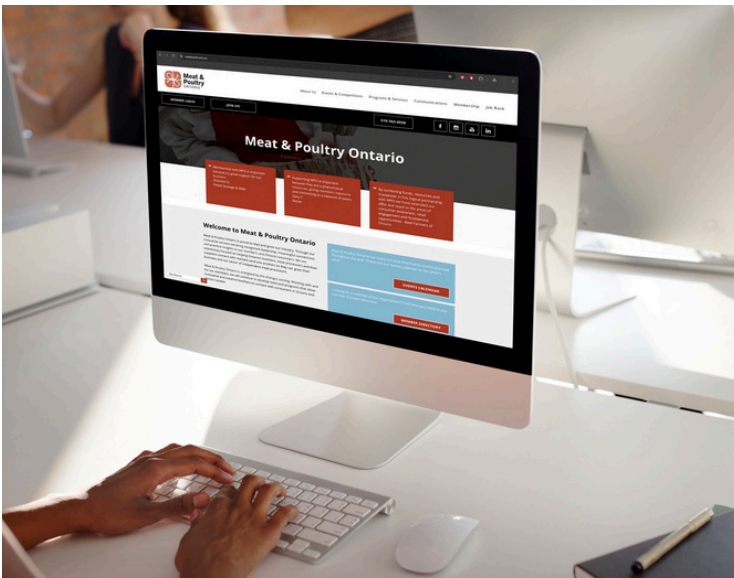


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Digital Advertising

MPO Website

[Meatpoultryon.ca](https://meatpoultryon.ca) attracts over 16,000 active users annually, serving as a trusted resource for upcoming events, workshops, industry insights, and business growth strategies. Advertise regularly on Meatpoultryon.ca to connect with your target audience and maximize your impact.



Key Advantages

- Reach key decision makers in the meat and poultry processing sector
- Cross-promote in other MPO publications to amplify your campaign messaging
- Direct visitors to the landing page of your choice
- Change artwork monthly

2026 Advertising Rates

Please provide digital link.

Rates (per ad):

	Size	1x*	3x*	8x*
Member Rate	300 x 300	\$200	\$150	\$100
Non-Member Rate	300 x 300	\$400	\$300	\$200

* Per month

Material Deadlines & Booking

Material

Please reach out to Hang Nguyen at engagement@meatpoultryon.ca to determine deadlines.

Advertising Booking

Please reach out to Robert Viveiros at connect@meatpoultryon.ca for rates and booking.

Limited space available!
Book your 2026 advertising today!

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