Meat & Poultry ONTARIO

2027 MEDIA KIT

WEBSITE | BLOCKTALK MAGAZINE | E-NEWSLETTERS | 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

2027 Media Kit

The 2027 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 2027 and he will help you build a customized advertising program for your brand.



Engagement & Outreach
Industry Development
Recognition & Promotion
Administrative Excellence

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.

Print Advertising



Block*Talk* (Print & Digital)

BlockTalk is the official publication of MPO and is published four times per year with themes based on industry trends and challenges. Copies of this magazine are distributed electronically, and in print, to nearly 2,000 stakeholders 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.

- **2027 Spring Theme:** Building Sustainable, Competitive Operations
- **2027 Summer Theme:** Innovative Technologies in Processing and Production
- **2027 Fall Theme:** Trade Conditions, Markets & Avenues for Growth
- **2027 Winter Theme:** People, Skills, and Leadership

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

2027 Schedule

Issue	Advertising Booking Deadline	Distribution Date
Spring	January 29	March 1
Summer	April 23	May 24
Fall	July 30	September 7
Winter	October 22	November 24



2027 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	$1,568

* Subject to availability

** **Save 5% when booking all four issues before January 15.**

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

Print Advertising

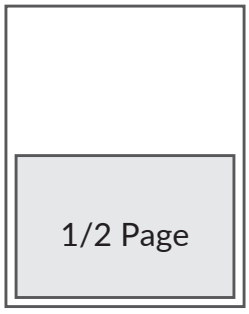


Ad Dimensions

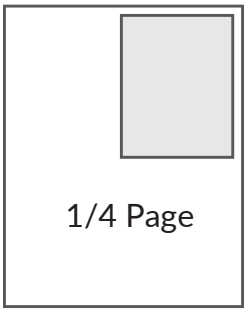
Full Page Finished Size with Bleed: 8.5” (w) x 11” (h)
Full Page Artwork Size with Bleed: 8.75” (w) x 11.25” (h)
1/2 Page Finished Size: 7.5” (w) x 4.75” (h)
1/4 Page Finished Size: 3.66” (w) x 4.75” (h)



8.5” (w) x 11” (h)



7.5” (w) x 4.75” (h)



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.

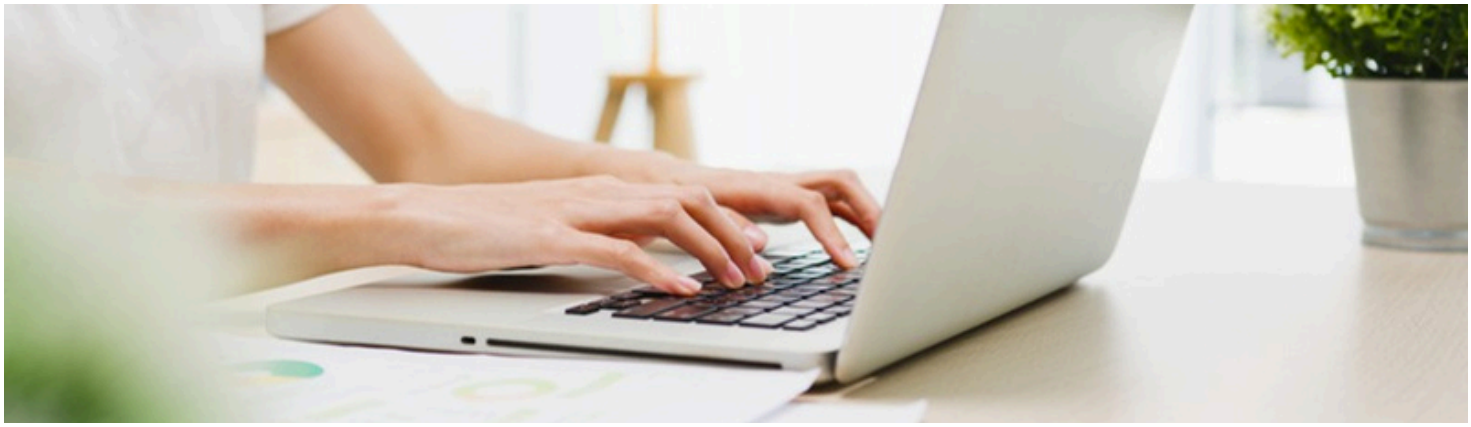
Resolution

Minimum 300 dpi (dots per inch). Colours: CMYK colours only. Pantone colours are not accepted.

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 2,000 industry stakeholders. Limited spaces available per month.

2157
Subscribers

43.6% avg
Open Rate

4.7% avg
Click-Through Rate
(industry avg. 4.5%)

2027 Advertising Rates

	1x	2x
Member Rate	$500	$800
Non-Member Rate	$1,000	$1,600

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 500 key decision-makers in the meat and poultry sector.

503 growing
Subscribers

47% avg
Open Rate
(industry avg. 45%)

6.4% avg
Click Through Rate
(industry avg. 5.5%)

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

2027 Advertising Rates

Please provide digital link.

Member rates (*per ad):

Ad Type	Size (WxH)	1x*	2x Package	12x Package
Big Box	500 x 500	$250	$400	$1,800
Banner	800 x 600	$300	$500	$2,400

Non-member rates (*per ad):

Ad Type	Size (WxH)	1x	2x Package	12x Package
Big Box	500 x 500	$500	$800	$3,600
Banner	800 x 600	$600	$1,000	$4,800

Space and Material Deadlines

Space
10 days before issue

Material
8 days before issue



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

Digital Advertising

MPO's Website NEW



Meatpoultryon.ca attracts over 19,976 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.

Our website is getting a fresh new look for 2027, with improved navigation, easier content discovery and more opportunities for digital advertising.

3,908 sessions
Visits per month

1.09 mins.
Avg. engagement time per session

45%
Engagement rate

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
- Refresh your creative monthly

2027 Advertising Rates

Please provide digital link.

Limited space available!

Member rates (*per month):

Ad Type	Size (WxH)	1x*	3x Package*	8x Package*
Big Box	230 x 230	$200	$450	$800
Sidebar Banner	230 x 600	$500	$1,125	$2,000
Mainpage Banner	1,440 x 400	$600	$1,350	$2,400

Non-member rates (*per month):

Ad Type	Size (WxH)	1x*	3x Package*	8x Package*
Big Box	230 x 230	$400	$900	$1,600
Sidebar Banner	230 x 600	$1,000	$2,250	$4,000
Mainpage Banner	1,440 x 400	$1,200	$2,700	$4,800

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.

Book your 2027 advertising today!

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

Thank You To Our 2026 Sponsors

DIAMOND

handtmann
Ideas for the future.

REISER

PLATINUM

MULTIVAC

MNP

VC999

Viscofan

BEEF FARMERS of Ontario

Ontario Pork

GOLD

Klever Equipped Inc.

AKR Consulting

BIZERBA

Duropac

NEWMARKET NMP Meat Packers Limited

fcc

DARLING INGREDIENTS

Erb www.erbgroup.com

QMS INTERNATIONAL INC.

MALABAR Always raising the bar.

PEMBERTONS

METZGER

ONTARIO TURKEY

VEAL Farmers of Ontario

SILVER

INTERWEIGH SYSTEMS INC.

CCC CANADA COMPOUND

NORDIPAK BY POLY-CLIP SYSTEM

NFA A PENNSYLVANIA COMPANY

HAYTER'S FARM TASTE & TRADITION

DPEC FOOD SOLUTIONS INC.

SANI MARC Hands-on Hygiene

CARLISLE Technology

NORSTAR CORPORATION

Schefter POULTRY PROCESSING

DIGI

Mallot Creek Group Inc.

Pack3000

KING COLE

OntarioSheep FARMERS