



UrnerBarry

MARKET PRICES, NEWS, AND ANALYSIS

SEAFOOD MARKETS

2021 MEDIA KIT & MARKETING SOLUTIONS

ABOUT US

Founded in 1858, Urner Barry is a price reporting agency dedicated to helping businesses in the protein industry track and act on changes in the prices of the commodities they buy and sell.

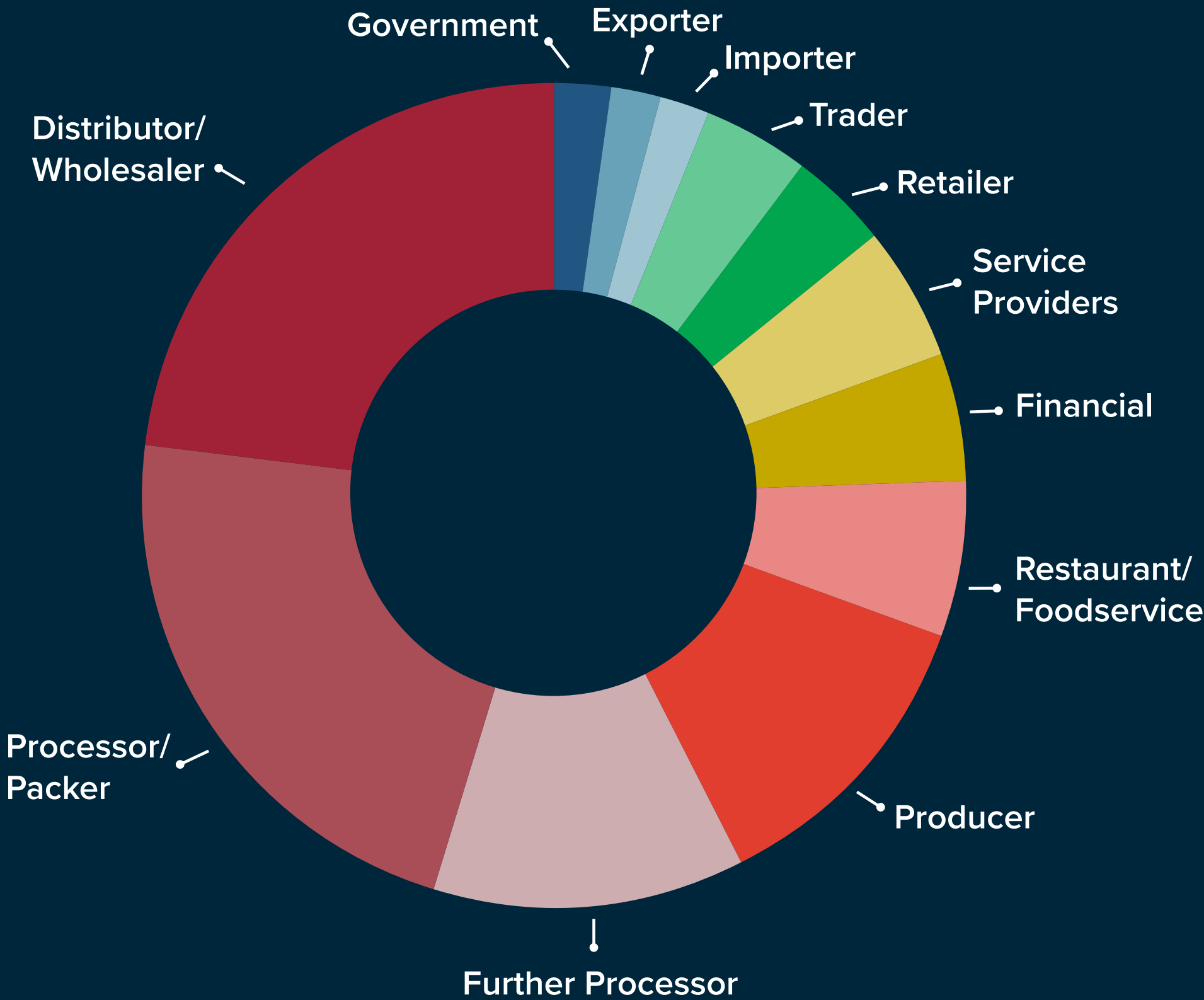
Through our websites and print media we provide daily market quotations across poultry, egg, meat and seafood markets which our customers rely on to do business.

Whether you are looking to increase brand recognition or have a specific message to communicate to the industry, our services can help you achieve your marketing aims by reaching active and engaged customers through our trusted brands.

To find out more about how and why the worlds leading protein business have put their faith in us for over 160 years, visit urnerbarry.com.



OUR USERS AROUND THE WORLD REPRESENT THE FOLLOWING COMPANY TYPES:



PRINT ADVERTISING

THE REPORTER

Our flagship magazine, printed quarterly and distributed to over 11,000 industry professionals.

The *Reporter* provides executives with an overview of the key trends impacting the wider-industry, from news stories they may have missed to analysis and opinion that will help them plan for the future of the business.

Readership:

- Foodservice buyers/sellers
- Focused targeted audience
- Distributed at all major trade shows—physically where possible and electronically during 2021
- Primary reader: brokers, traders, sellers, allied industries, producers, retailers, foodservice buyers, HRI distributors

2021 Publication Release Dates:

- Spring Issue: March 12
- Summer Issue: July 2 (Market Analysis Edition)
- Fall Issue: September 10
- Winter Issue: December 22



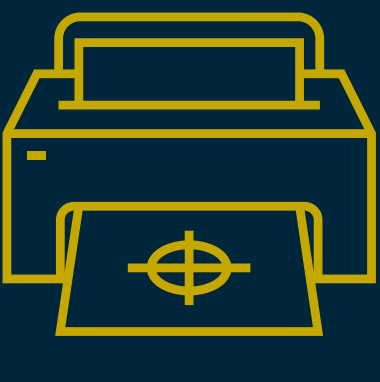
PRINT ADVERTISING

SEAFOOD PRICE CURRENT

Every day, Urner Barry’s Market Reporters talk to buyers and sellers across the supply chain to calculate spot prices for the seafood we track.

These prices are published online and, in our PDF ‘price currents’, which are distributed direct to hundreds of buyers and sellers who rely on these quotes when trading.

Your brand can appear alongside these prices, building familiarity in the eyes of the biggest buyers and sellers in the food industry.



LIMITED AVAILABILITY!



DIGITAL ADVERTISING

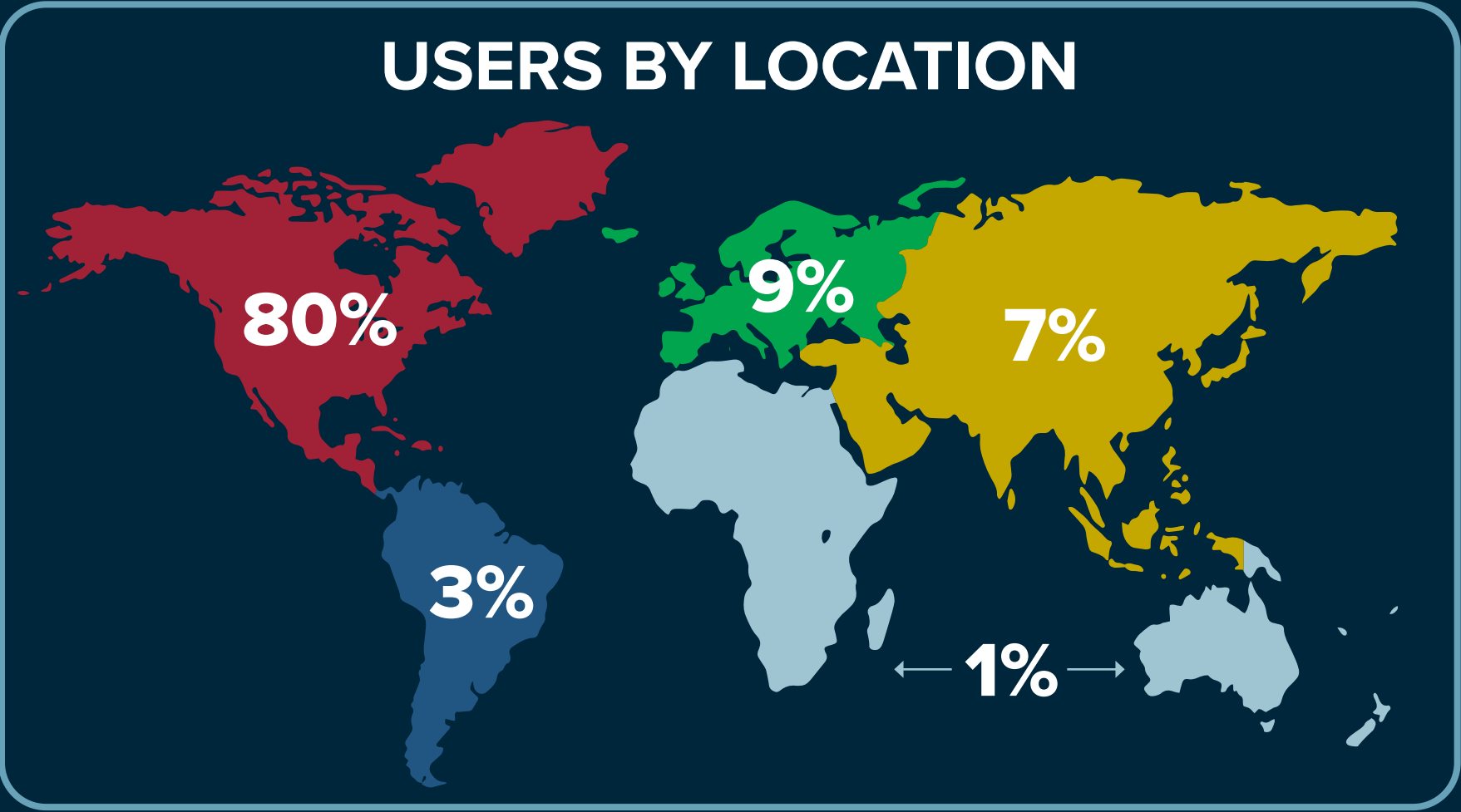
In 2020 we saw a dramatic increase in online usage figures as our audience came to us for the latest news and data to help steer their business through uncertainty.

SEAFOOD NEWS

Seafood News is the most widely read seafood industry news in North America, with subscribers in over 50 countries. We provide a quick daily snapshot of the global seafood industry. Published in partnership with Urner Barry, the leading provider of seafood price, foreign trade and import data, we focus on the business side of the industry, plus everything that affects it. Our largest reader category is seafood buyers, followed by producers, importers and exporters, then distributors.



We delivered an average of **1.3 MILLION** **ADVERTISING IMPRESSIONS** per month in 2020 across our website and email newsletter advertising positions.



26,918
AVERAGE MONTHLY
USERS



142,069
AVERAGE MONTHLY
IMPRESSIONS

DIGITAL ADVERTISING

EMAIL ALERTS

Every day, Urner Barry sends email alerts to users of our news and pricing services. These emails are requested by our paying subscribers, and contain valuable market intelligence, providing you the opportunity to get directly into the inbox of decision-makers on a daily basis.

TYPES OF EMAIL	FREQUENCY	REACH
Seafood News	Daily	?
Seafood Price Current Notification	2x / week	?
Trade Alert	Depends on content	?

SPONSORED CONTENT

CREATE ORIGINAL CONTENT

If you have a more detailed message to convey to our readers or want to create high-quality content for your own marketing campaigns, you can commission our editorial team to conduct an interview with a senior executive from your firm.



We'll work with you to create questions that allow you to tell your story in a way that informs and engages our readers.

Interviews can be conducted in one of three formats:

- 

WRITTEN
Published on Seafood News & COMTELL
- 

VIDEO
Published on Seafood News & COMTELL
- 

AUDIO
Delivered via the Seafood News podcast

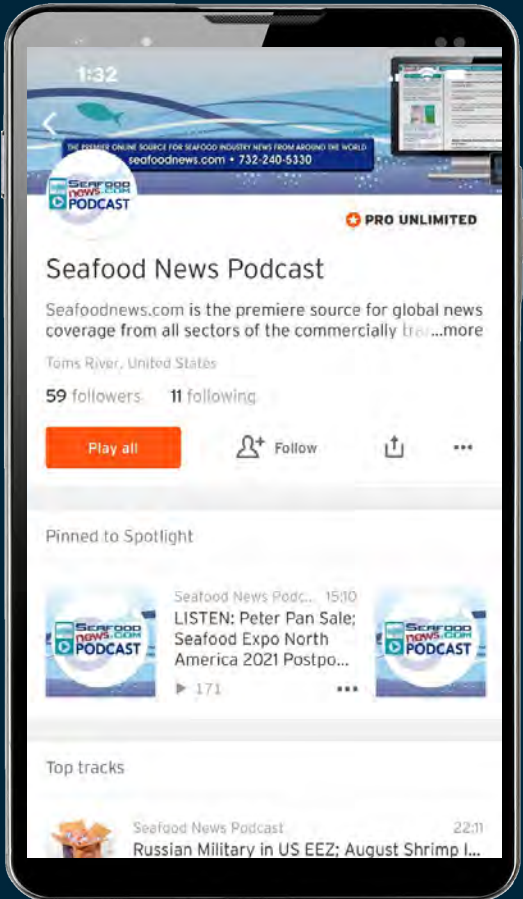
We can also re-publish content you have written, either advertorials, market commentary or opinion pieces. Submitted statements must be approved for publishing by our editorial team.



WEBINAR
Commission Urner Barry to host a webinar on your behalf, and benefit from a full marketing campaign to our global audience. Webinars can be live or pre-recorded, and require pre-registration by attendees, generating leads—viewers contact details we can share with you.

SPONSOR OUR CONTENT

Put your brand front and center of our digital content by sponsoring our videos, podcasts and reports, made available to subscribers AND published openly on social media for maximum reach.



SEAFOOD NEWS SOCIAL MEDIA

- 

TWITTER
10,200 followers
- 

YOUTUBE
450 avg views per video
- 

PODCAST
350 avg listeners per podcast



CONFERENCES

URNER BARRY'S EXECUTIVE CONFERENCE 2021

September 26–28
The Venetian, Las Vegas

Sponsorship of the Executive Conference gives your organization unrivaled visibility to the protein industry's most influential members and decision makers. Sponsors benefit from onsite exposure and notoriety throughout the event.

They have the ability to distribute marketing collateral and branded gifts to attendees. Their logos appear on signage before, during, and after the conference.

Sponsors also receive the benefit of exposure on Urner Barry's suite of online services, garnering the attention of more than 16,000 members of the protein industry.

SPONSORSHIP LEVELS

Platinum • Gold • Silver
Bronze • Custom Sponsorship

UB Executive Conference

Where the protein industry's most influential members go to network, learn and advance their professional development.

A must-attend
event for
decision makers
in the protein
industry.



WHERE DO WE GO FROM HERE?

URNER BARRY’S 3 STEPS TO STRENGTHEN
YOUR BRAND AND INCREASE SALES



START A DISCOVERY

To get you results, we start by scheduling a call to discover what you want to accomplish.

BUILD A CAMPAIGN

We build a custom proposal catered to your businesses need.

GET RESULTS

The campaign goes into action and WE start working for YOU!

CONTACT US

Whatever your business objectives, we can help you reach your goals and track success.



INDUSTRY
REACH



LAUNCH A
NEW PRODUCT



PROMOTE NEW
RESEARCH



THOUGHT
LEADERSHIP



HIT GROWTH
TARGETS



IN-DEPTH
INSIGHT



BRAND
AWARENESS



PROGRESS IN
NEW MARKETS

SOME OF OUR CLIENTS



CONTACT BILL LYNKEY

blynskey@urnerbarry.com • +1 (732) 240 5330 Ext. 205