



La Red **MIDIA**

Advertising and Digital Marketing

“Covering the World’s Animal Industry”

La Red Midia www.redmidia.com was founded in 1984 with a wide range of activities in technical, commercial and industrial communication and consultancy for the Poultry, Swine, Cattle, Feed, Pets, Pet Foods and Veterinary industries.



La Red Midia web site and its contents are constantly updated and are directed to producers, executives and specialists from the above industries, with information on production technologies and techniques as well as information on the dynamics of these industries around the world, such as:

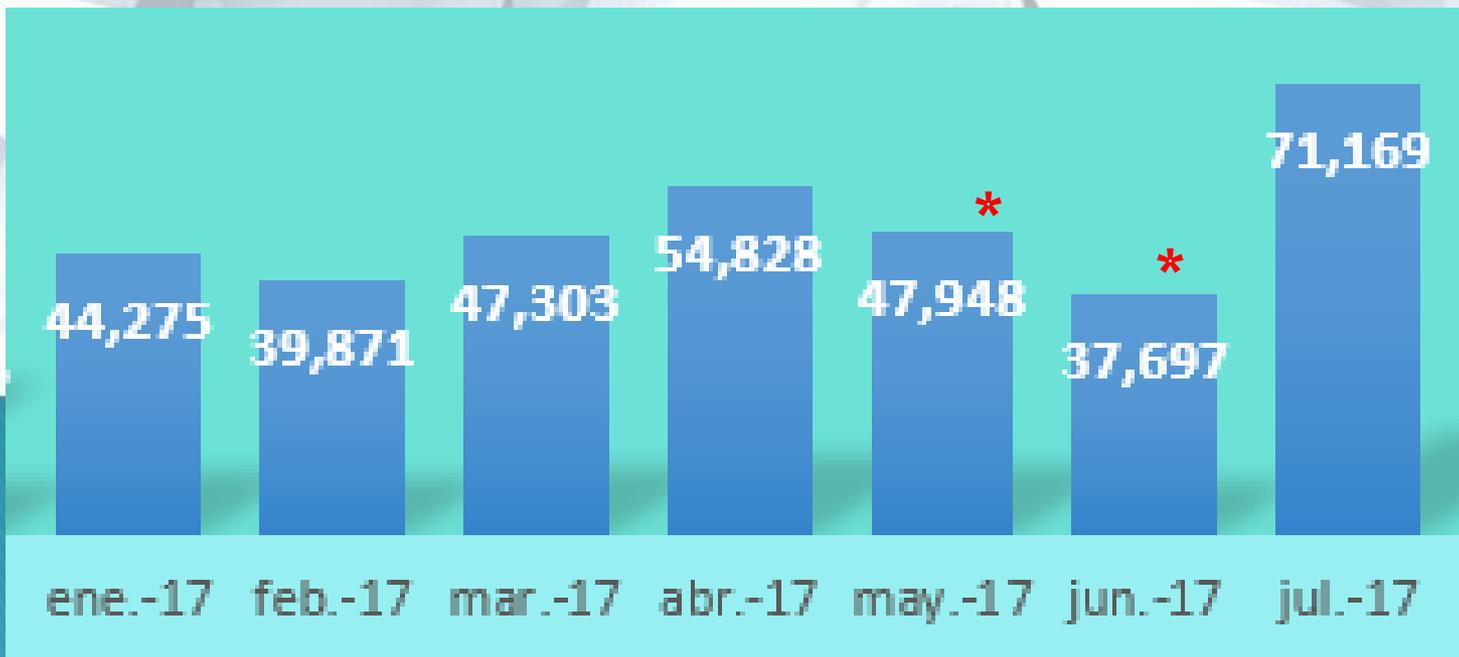
- Congresses
- Expos
- Seminars
- and the latest business news





Visits to La Red Midia website from several countries, regions and continents from January through July, 2017. The slight drop in May and June* was due to transition to the Responsive System.

Visitors from January through July, 2017

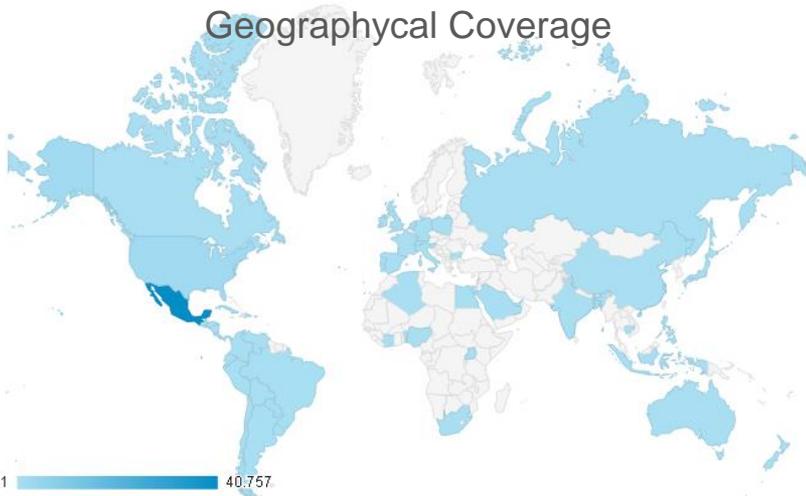


La Red Midia coverage includes all countries of the world, principally, Mexico, United States and Central America, left graph.

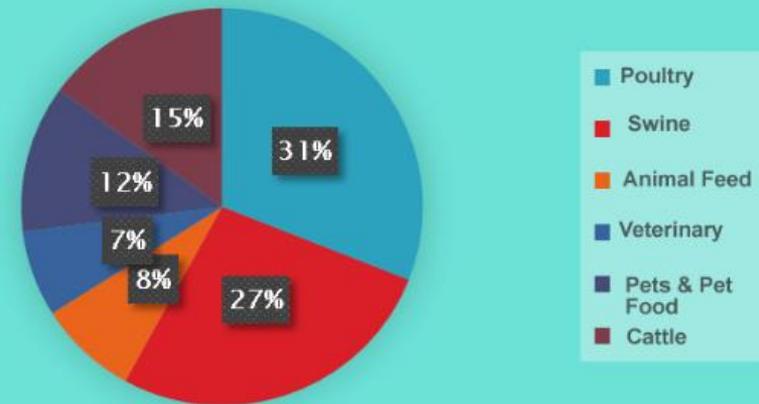
Visits to different sections by animal species are shown in right graph.

April through July 31, 2017

Geophysical Coverage

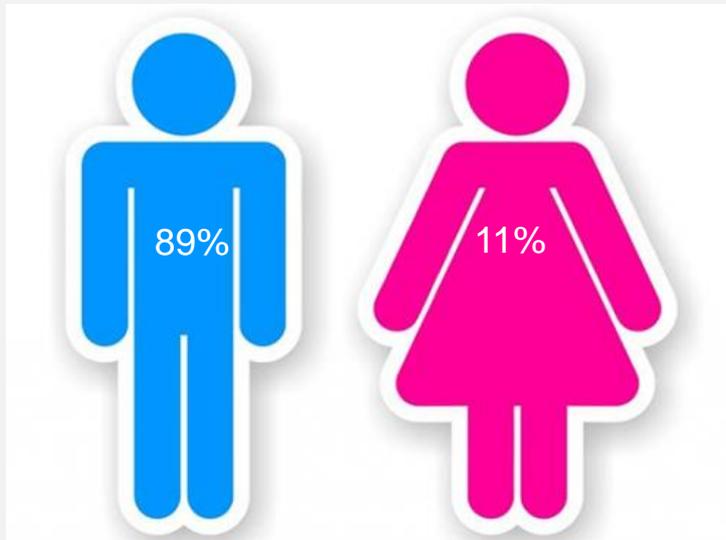


Percentage by Sector

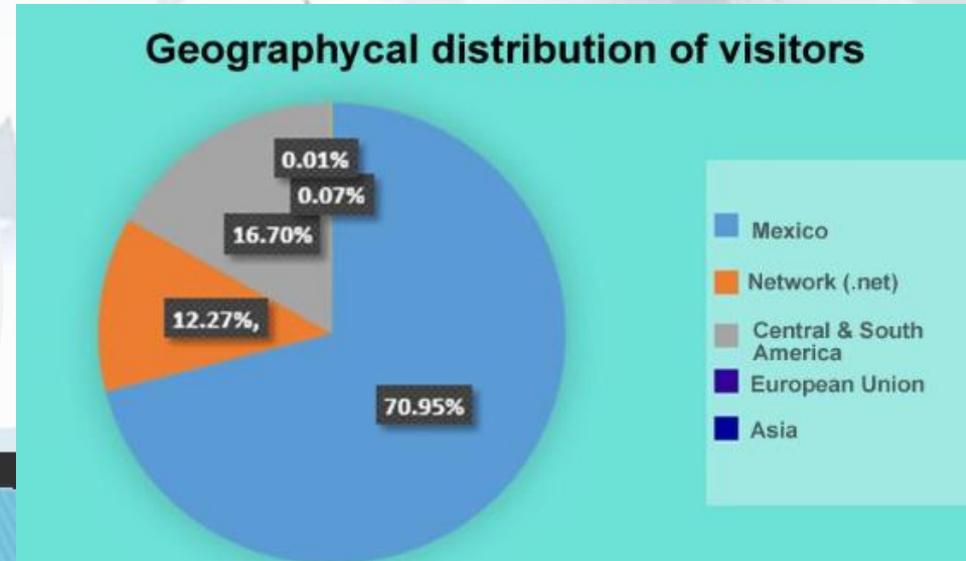


Coverage of La Red Midia includes by gender, left graph, and by geographical origin by country, región and continent, right graph.

Visitor by Gender



Geographical distribution of visitors





La Red Midia coverage includes segments by ages of people professionally active, which makes this website useful and of great acceptance by the animal industry sector.



In recent months we have implemented strategies to take advantage of constant interactivity of La Red Midia with the following social networks:

- Facebook: <https://www.facebook.com/laredmidiamexico/>
- Youtube: <https://www.youtube.com/channel/UCk6RNJomZa8JJLo2TVcl0zw>
- LinkedIn: <https://www.linkedin.com/in/ivanbalconi/>
- Instagram: <https://www.instagram.com/laredmidia/>
- Y Twitter: <https://twitter.com/midiamexico>





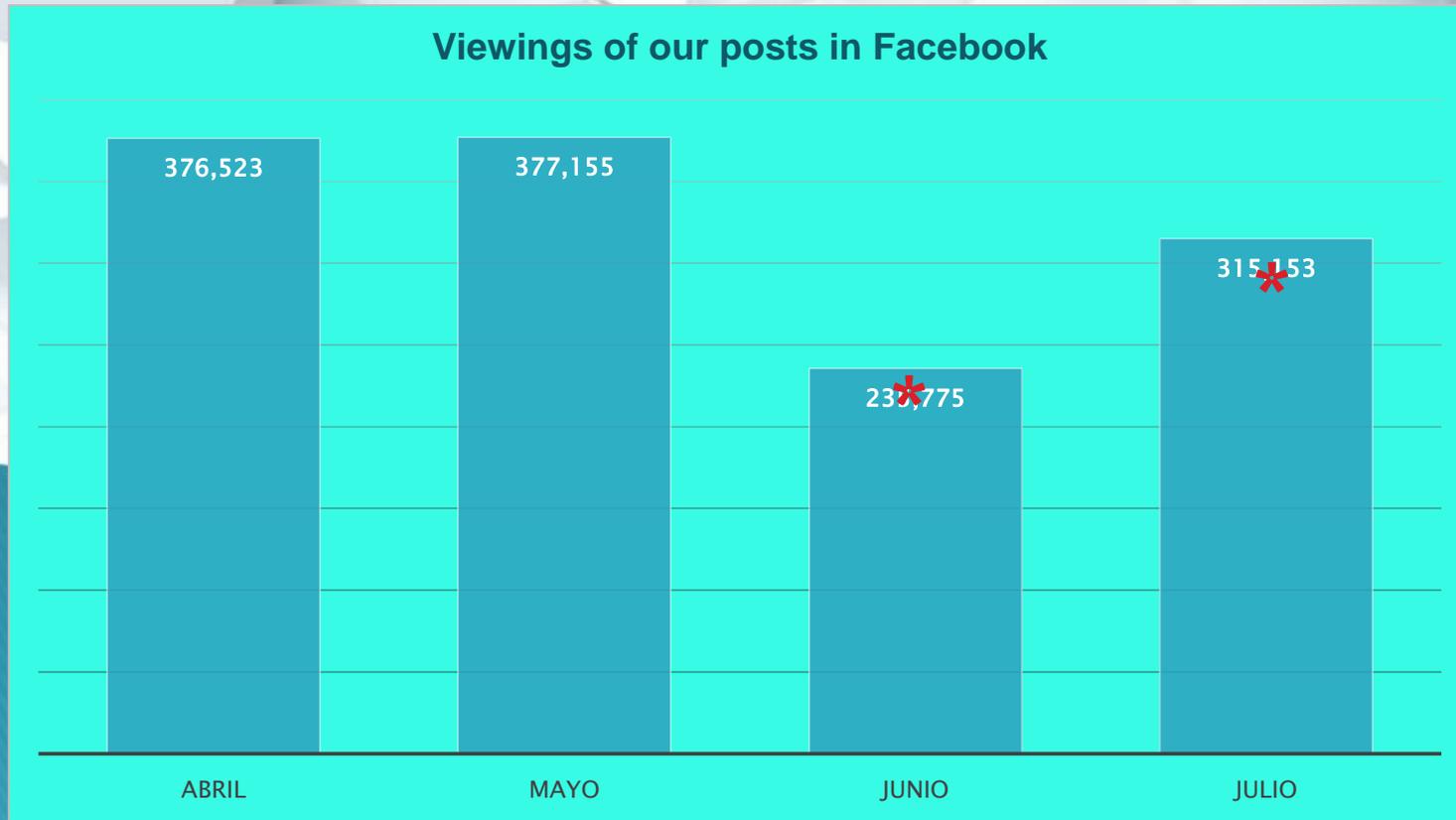
The number of “likes” for our Facebook Fan Page at this date was 26,657, all related to the Animal Industry sector, showing the common and interactive interest of our business profile. This number is increasing every month.





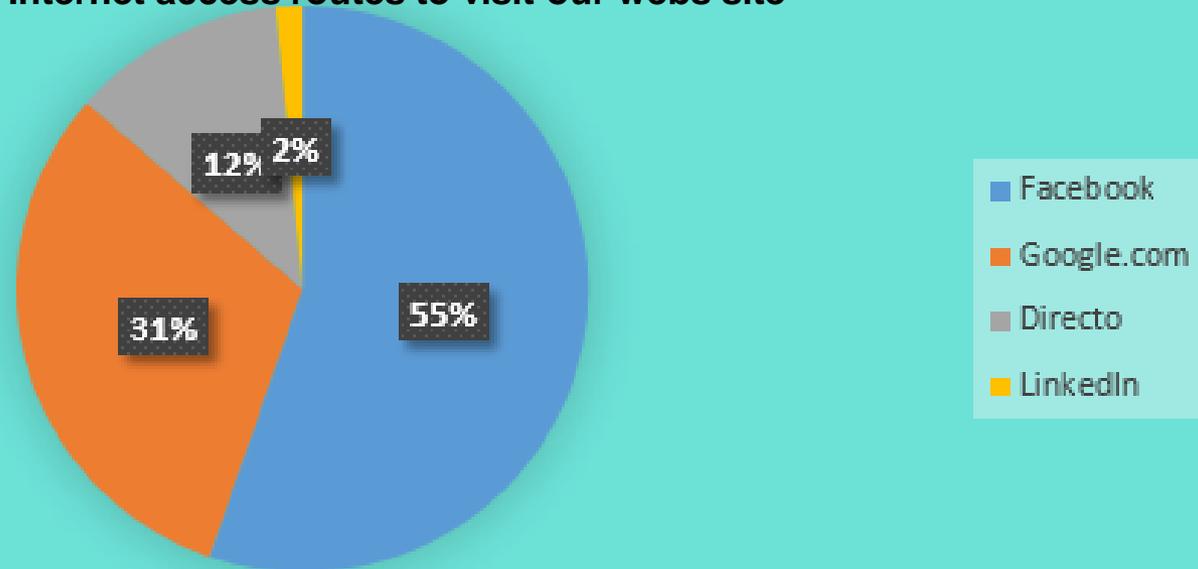
La Red MIDIA
Digital Advertising & Marketing

Viewings of our posts in Facebook in the last quarter. The slight decrease in June and July was due to the change to the Responsive system.

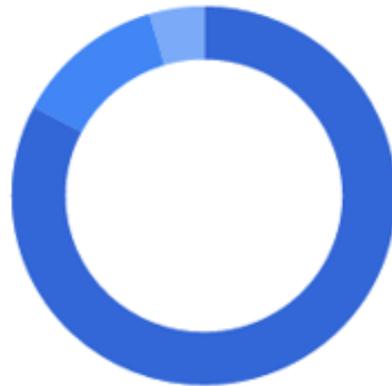


Our site is accessed by various routes in internet by people searching for its interesting content.

Internet access routes to visit our webs site



The new Responsive system of our site allows access and easy reading by different digital platforms: Movable, PC and Tablets.



Sessions


Mobile
82,84%


PC
12,7%


Tablet
4,6%





We are pioneers as a consulting agency and leaders in innovative advertising for the Poultry, Swine, Cattle, Feed, Pet, Pet Products and Veterinary industries since 1990. In addition to our News sections, visitor will find directories of the main companies of the animal industry, a section of international events with details on date, place and programs.

Also there is a Market Section with ingredients and products with daily updated prices and a directory with all information on government, commercial, academic and international organizations.



Advertising in in La Red Midia optimizes your company's resources through your product and image presence with timely and effective messages for specific geographic locations: country, region or city, as well by industry sector and audience segmentation.

For more Information: contacto@redmidia.com

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