

Feed Additive

MEDIA KIT 2023



ANIMAL NUTRITION
FEED ADDITIVES
ANIMAL HEALTH
FEED SAFETY
FEED TECHNOLOGIES
FEED RAW MATERIALS

INTERNATIONAL MAGAZINE FOR ANIMAL FEED & ADDITIVES INDUSTRY

In the digitalizing world, with our strong presence on digital platforms
GET YOUR CHANCE TO GROW STRONGER with us...

✓ **134,477** annual web portal visitors

✓ **26,107** social media followers

✓ **21,089** e-newsletter subscribers

As a part of this strong network, you can also:

INFORMATION SHARING

Share new developments in your company with industry representatives with your press releases.



MARKETING

Strengthen your sales/marketing with the advertising areas of our media tools.



TECHNICAL SUPPORT

Continue to provide technical support to your partners with custom articles.



RESPONSIBILITY

Show that you follow the needs of your customers and feel responsible for them.



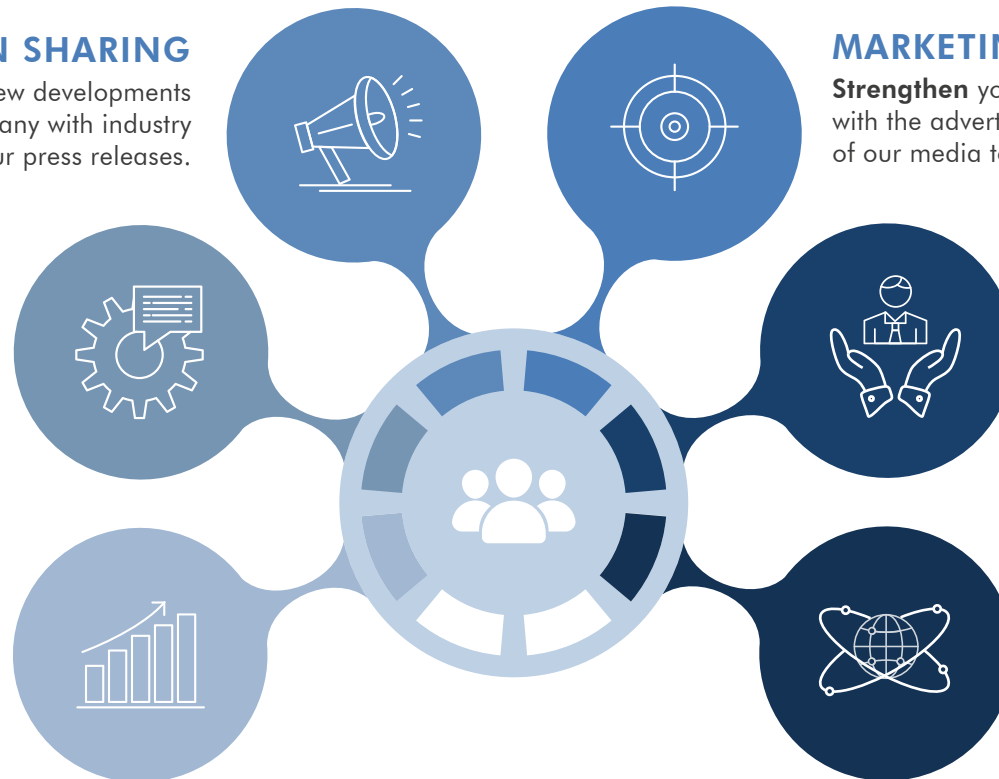
LOYALTY

Continue to remain visible in the market and maintain the loyalty of your partners with your advertising and content work.



CONTACT

Continue to provide indirect and direct communication with your target audience with all this work you will do.





• JANUARY

ISSUE FOCUS

Antibiotic Reduction Strategies and Alternative Feed Additives

SPECIAL STORY

Technological Feed Additives I: Preservatives & Antioxidants & Toxin Binders

MARKET REPORT

World Compound Feed Market

DEADLINE

Editorial
23 December 2022

Advertising
28 December 2022

• FEBRUARY

ISSUE FOCUS

Increasing Digestibility & Feed Conversion Rate in Animals

SPECIAL STORY

Managing Rising Feed Costs and Creating New Dietary Options with Alternative Feed Ingredients

MARKET REPORT

Global Cattle Feed Market

DEADLINE

Editorial
23 January 2023

Advertising
27 January 2023

• MARCH

ISSUE FOCUS

Tips for Preparing Proper Feed Formulations & Contribution of Software and Digital Technologies

SPECIAL STORY

Technological Feed Additives II: Emulsifiers & Stabilizers & Acidity Regulators

MARKET REPORT

Europe Animal Feed Market

DEADLINE

Editorial
20 February 2023

Advertising
24 February 2023

• APRIL

ISSUE FOCUS

Mycotoxin Risk Status and Mycotoxin Management

SPECIAL STORY

Ways and Importance of Supporting Immune Development in Animals

MARKET REPORT

Global Poultry Feed Market

DEADLINE

Editorial
24 March 2023

Advertising
29 March 2023

TRENDING ISSUE

Alternative Proteins in Animal Nutrition

DEADLINE

Editorial: 12 April 2023
Advertising: 17 April 2023

• MAY

ISSUE FOCUS

Feed Safety, Storage and Moisture Management

SPECIAL STORY

Technological Feed Additives III: Binders & Anti-Caking Agents & Silage Additives

MARKET REPORT

Asia-Pacific Animal Feed Market

DEADLINE

Editorial
24 April 2023

Advertising
28 April 2023

• JUNE

ISSUE FOCUS

Strategies for Reducing Effects of Heat Stress in Farm Animals

SPECIAL STORY

How to Reduce Environmental Impacts of Livestock? (Energy Consumption, Carbon&Methane Emissions, etc.)

MARKET REPORT

Global Swine Feed Market

DEADLINE

Editorial
23 May 2023

Advertising
29 May 2023



• JULY

ISSUE FOCUS

Impact of Climate Change and Global Warming on Animal Health and Performance

SPECIAL STORY

Sensory Additives:
Flavours & Colourants

MARKET REPORT

Middle East and Africa Animal Feed Market

DEADLINE

Editorial
23 June 2023

Advertising
26 June 2023

• AUGUST

ISSUE FOCUS

Salmonella Risk and Control in Animals and Animal Foods

SPECIAL STORY

Effects of Nutrition on Farmed Fish Health and Welfare

MARKET REPORT

Global Aquafeed Market

DEADLINE

Editorial
24 July 2023

Advertising
27 July 2023

• SEPTEMBER

ISSUE FOCUS

Effects of Plant-Based and Natural Feed Additives on Animal Health & Performance

SPECIAL STORY

Nutritional Additives: Vitamins & Pro-vitamins & Amino Acids & Trace Elements

MARKET REPORT

North America Animal Feed Market

DEADLINE

Editorial
24 August 2023

Advertising
29 August 2023

• OCTOBER

ISSUE FOCUS

Importance and Protection of Gut Health in Farm Animals

SPECIAL STORY

The Impact of New Alternative Proteins for Food Purposes on Livestock Industry

MARKET REPORT

Global Pet Food Market

DEADLINE

Editorial
25 September 2023

Advertising
29 September 2023

• NOVEMBER

ISSUE FOCUS

Weaning and Proper Nutrition in Young Animals

SPECIAL STORY

Zootechnical Additives: Digestibility Enhancers, Gut Flora Stabilizers, Substances Favourably Affecting Environment

MARKET REPORT

South America Animal Feed Market

DEADLINE

Editorial
23 October 2023

Advertising
27 October 2023

• DECEMBER

ISSUE FOCUS

Role of Feed Additives in Sustainable Animal Production

SPECIAL STORY

Natural and Sustainable Ingredients in Pet Foods

MARKET REPORT

Global Alternative Proteins Market

DEADLINE

Editorial
24 November 2023

Advertising
29 November 2023



• ONLINE MAGAZINE •

Global (English) Edition

12 Issues Per Year - Monthly
E-Newsletter: Twice a month

Turkish Edition

6 Issues Per Year (Bimonthly)
E-Newsletter: Once a month

47.805

Monthly Average
Digital Circulation

• WEB PORTAL •

feedandadditive.com

Monthly Average
Unique Visitors: 14.529

yemvekatki.com

Monthly Average
Unique Visitors: 1.892

51.804

Monthly Average
Web Sessions

• E-NEWSLETTER •

Global (English)

Monthly: Twice a month
Weekly: Once a week

Turkish

Monthly:
Once a month

132.161

Monthly Average
Newsletter Circulation

• SOCIAL MEDIA •

@feedandadditive

Linkedin, Facebook,
Twitter, Instagram, Youtube

@yemvekatki

Linkedin, Facebook,
Twitter, Instagram

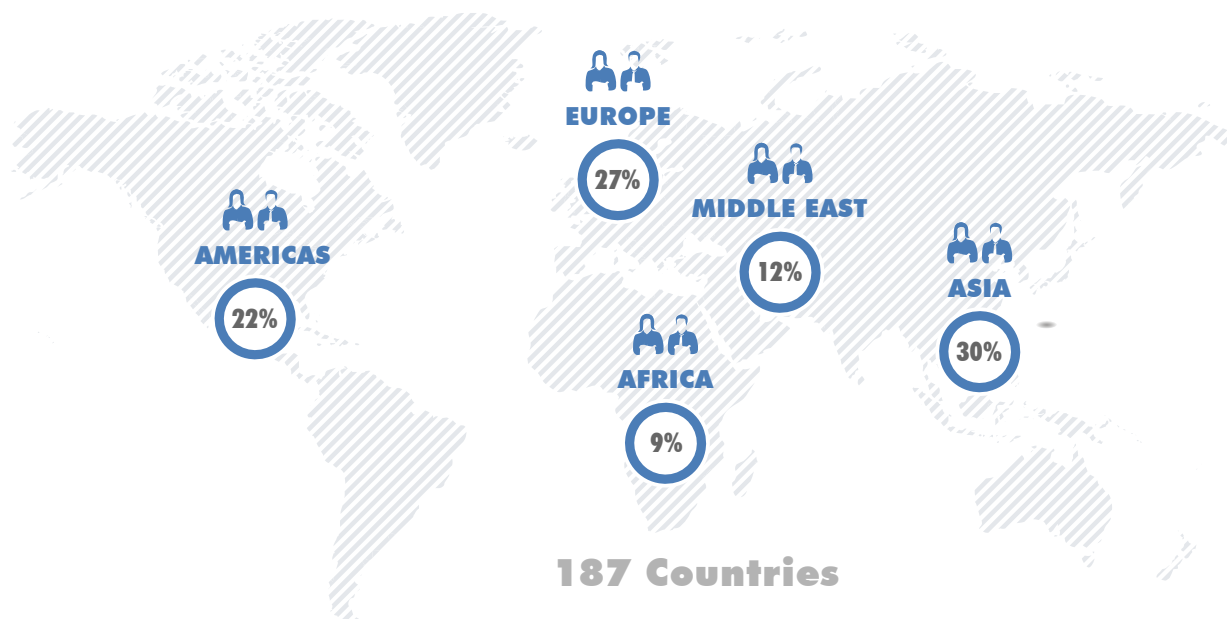
26.107

Total Social Media
Followers



The statistics related to distribution were compiled via Google Analytics, Social Media Reports and MailChimp, and it represents the monthly average of the relevant periods. The statistics cover the period between 1 October 2021 and 30 September 2022.

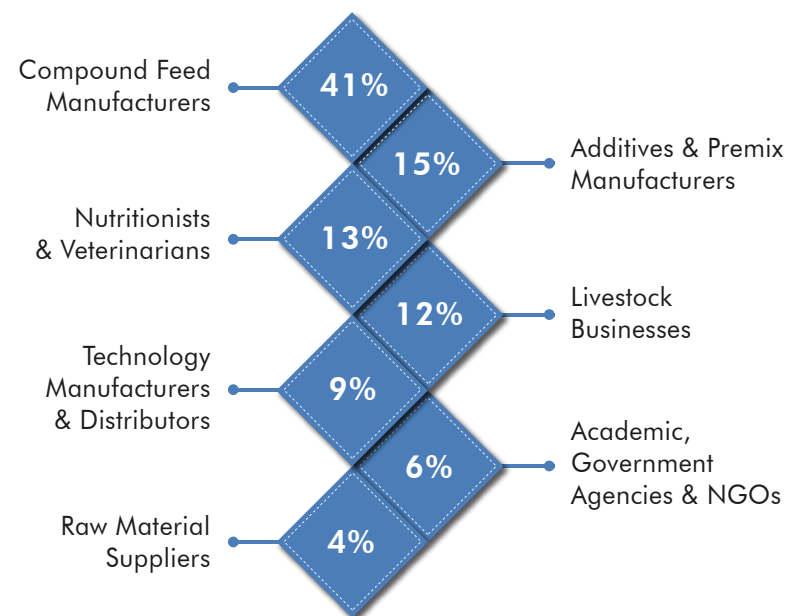
GEOGRAPHICAL BREAKDOWN (%)



TOP 20 COUNTRIES

- | | | | | |
|---------------------|----------------------|--------------------|-----------------|------------------|
| 1. 🇺🇸 United States | 5. 🇬🇧 United Kingdom | 9. 🇪🇸 Spain | 13. 🇮🇹 Italy | 17. 🇪🇬 Egypt |
| 2. 🇮🇳 India | 6. 🇩🇪 Germany | 10. 🇨🇦 Canada | 14. 🇹🇭 Thailand | 18. 🇧🇪 Belgium |
| 3. 🇫🇷 France | 7. 🇧🇷 Brazil | 11. 🇹🇷 Turkey | 15. 🇫🇮 Finland | 19. 🇸🇬 Singapore |
| 4. 🇳🇱 Netherlands | 8. 🇨🇳 China | 12. 🇵🇭 Philippines | 16. 🇻🇳 Vietnam | 20. 🇲🇾 Malaysia |

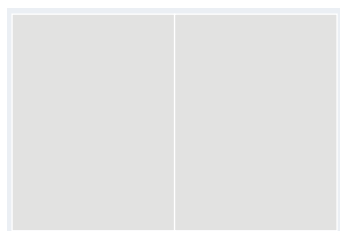
READERS BY JOB FUNCTIONS (%)



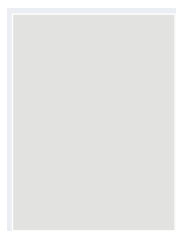
Source: October 01, 2021 – September 30, 2022, Google Analytics

MAGAZINE ADVERTISEMENTS

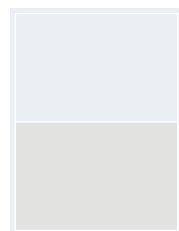
ADVERTISING AREAS	SIZE + BLEED*
DOUBLE PAGE	42 x 29,7 cm + 3 mm
FULL PAGE	21 x 29,7 cm + 3 mm
1/2 PAGE (Horizontal)	21 x 14,8 cm + 3 mm
1/2 PAGE (Vertical)	10,5 x 29,7 cm + 3 mm
1/4 PAGE (Horizontal)	21 x 7,4 cm + 3 mm
1/4 PAGE (Vertical)	10,5 x 14,8 cm + 3 mm



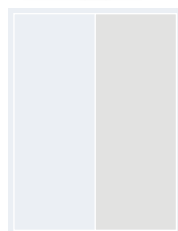
DOUBLE PAGE



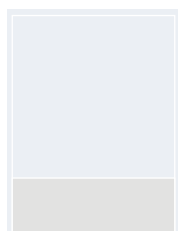
FULL PAGE



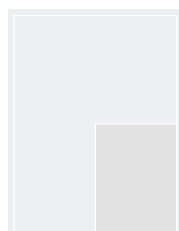
1/2 PAGE
(HORIZONTAL)



1/2 PAGE
(VERTICAL)



1/4 PAGE
(HORIZONTAL)



1/4 PAGE
(VERTICAL)

ONLINE MAGAZINE



* bleed all edges

WEB BANNER ADS

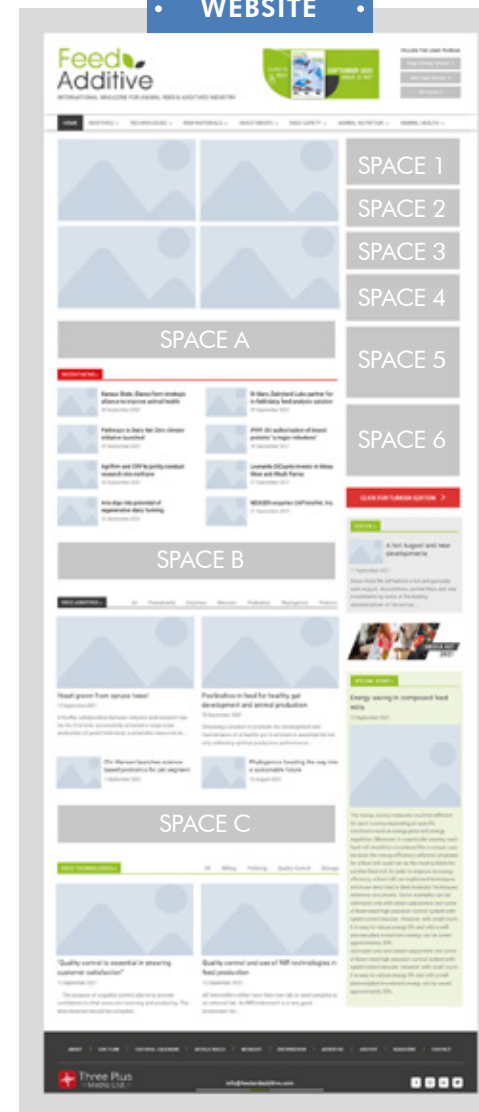
ALL PAGES*	SIZE
SPACE 1	300 x 125 px
SPACE 2	300 x 100 px
SPACE 3	300 x 100 px
SPACE 4	300 x 125 px
SPACE 5	300 x 150 px
SPACE 6	300 x 150 px

* Advertising areas are on the home page and all sub-pages.

HOME PAGE*	SIZE
SPACE A	700 x 100 px
SPACE B	700 x 100 px
SPACE C	700 x 100 px

* Ad areas are only on the home page.

WEBSITE



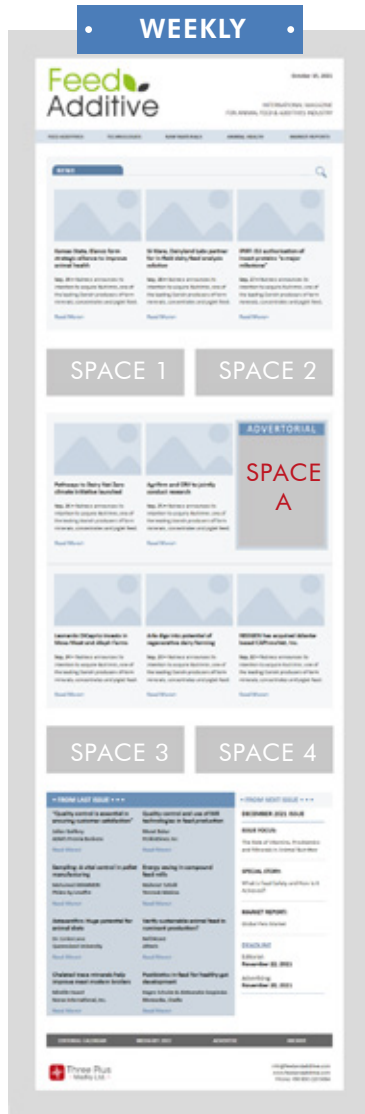
PLEASE ASK ADVERTISING QUOTES AND FURTHER OPTIONS: marketing@feedandadditive.com

E-NEWSLETTER ADS

Weekly E-Newsletter

Once a week, on Monday. It offers examples of latest industry news, past and future magazine issues.

SPACE	SIZE
SPACE 1	300 x 100 px
SPACE 2	300 x 100 px
SPACE 3	300 x 100 px
SPACE 4	300 x 100 px
SPACE A	Advertorial
SPACE 1+2	600 x 100 px
SPACE 3+4	600 x 100 px



Monthly E-Newsletter

Twice a month as the announcement e-newsletter of the monthly magazine. It offers abstracts from all content, such as news, files, interviews, and articles in the latest released magazine issues.

SPACE	SIZE
SPACE 1	300 x 100 px
SPACE 2	300 x 100 px
SPACE 3	300 x 100 px
SPACE 4	300 x 100 px
SPACE 5	300 x 100 px
SPACE 6	300 x 100 px
SPACE A	Advertorial
SPACE 1+2	600 x 100 px
SPACE 3+4	600 x 100 px
SPACE 5+6	600 x 100 px



PLEASE ASK ADVERTISING QUOTES AND FURTHER OPTIONS: marketing@feedandadditive.com

FEED & ADDITIVE

International Magazine for Animal Feed & Additives Industry

Feed & Additive Magazine continues its broadcast life with the vision of becoming one of the leading information and communication channels of animal nutrition and health, feed additives and ingredients, and feed processing industry.

Creating an active and strong interaction with online magazine, website, e-newsletter and social media channels, Feed & Additive aims to strengthen the marketing and information sharing network between important suppliers such as animal nutrition, feed processing technologies, feed additives and raw material traders and the feed production industry.

Feed & Additive magazine, which provides guiding content to all components of the animal feed production sector worldwide, is excited to provide all industry stakeholders such as feed factory managers, employees involved in the production process of these factories, product and service suppliers, nutritionists and veterinarians continues to work diligently with

- The latest developments in the industry,
- Global trends,
- Expert opinions,
- New products and services,
- Specific data and analysis,
- News from important events and organizations.



PROFESSIONAL APPROACH

We follow the needs and expectations of readers and advertisers, find the right solutions and take action.

AMATEUR SPIRIT

We combine our years of personal experience with the excitement of our first day in business.

EFFECTIVE COMMUNICATION

For more effective communication, we pay special attention to using all solutions of media communication tools in the most powerful way.

CORRECT INTERACTION

By actively engaging readers and advertisers in the publication process, we develop content that suits your needs and increase interaction.

IDEAS OPEN TO DEVELOPMENT

We care about every idea for sustainable communication, opening our minds to comments and new suggestions to the fullest.



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