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

Feed & Additive Magazine, which started its publication life in February 2021, reached in such a short period of just 8 months (February 1 - September 30):

- **27,113** web portal visitors
- **10,188** social media followers
- **11,943** 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.
EDITORIAL CALENDAR

January

ISSUE FOCUS
Phytogenic Feed Additives and Contributions to Animal Nutrition Industry

SPECIAL STORY
Moisture Management in Feed Factories

MARKET REPORT
Global Feed Vitamins Market

February

ISSUE FOCUS
Proper Nutrition in Young Animals

SPECIAL STORY
Moisture Management in Feed Factories

MARKET REPORT
Global Feed Minerals Market

March

ISSUE FOCUS
Ways to Improve Performance in Dairy Animals

SPECIAL STORY
The Importance and Optimization of Particle Size in Feed Production

MARKET REPORT
Global Feed Amino Acids Market

April

ISSUE FOCUS
Reducing Stress and Proper Feeding During Weaning Period

SPECIAL STORY
Hammer Mill or Roller Mill: Advantages & Disadvantages

MARKET REPORT
Global Phytogenic Feed Additives Market

May

ISSUE FOCUS
New Trend in Animal Nutrition: Algae

SPECIAL STORY
Feed Formulation Software and Benefits

MARKET REPORT
Global Feed Phosphate Market

June

ISSUE FOCUS
Heat Stress in Animals and Ways to Struggle

SPECIAL STORY
Use of Fiber Concentrates in Animal Feed

MARKET REPORT
Global Feed Antioxidants Market
### EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>ISSUE FOCUS</th>
<th>SPECIAL STORY</th>
<th>MARKET REPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>The Role of Trace Minerals in Animal Production</td>
<td>Ways to Increase Efficiency in Feed Mills</td>
<td>Global Feed Preservatives Market</td>
</tr>
<tr>
<td>August</td>
<td>Mycotoxin Management in Animal Feed</td>
<td>Premixes in Animal Nutrition</td>
<td>Global Aquaculture Market</td>
</tr>
<tr>
<td>September</td>
<td>Nutrition and Alternatives in Sustainable Aquaculture</td>
<td>Heat Treatment and Feed Safety</td>
<td>Global Feed Mycotoxin Detoxifiers Market</td>
</tr>
<tr>
<td>October</td>
<td>Alternative Protein Sources in Animal Nutrition</td>
<td>Impact of Increased Animal Welfare Trends on the Animal Nutrition Industry</td>
<td>Global Insect Enzymes Market</td>
</tr>
<tr>
<td>November</td>
<td>Gut Health Management and Performance Relationship in Poultry</td>
<td>Contribution of Feed Technologies to Sustainable Feed Production</td>
<td>Global Feed Enzymes Market</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>DEADLINE</th>
<th>Editorial</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Editorial</td>
<td>24 June 2022</td>
<td>29 June 2022</td>
</tr>
<tr>
<td>August</td>
<td>Editorial</td>
<td>25 July 2022</td>
<td>29 July 2022</td>
</tr>
<tr>
<td>September</td>
<td>Editorial</td>
<td>24 August 2022</td>
<td>29 August 2022</td>
</tr>
<tr>
<td>October</td>
<td>Editorial</td>
<td>23 September 2022</td>
<td>29 September 2022</td>
</tr>
<tr>
<td>November</td>
<td>Editorial</td>
<td>24 October 2022</td>
<td>28 October 2022</td>
</tr>
<tr>
<td>December</td>
<td>Editorial</td>
<td>25 November 2022</td>
<td>29 November 2022</td>
</tr>
</tbody>
</table>
DISTRIBUTION

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

26.886
Monthly Average Digital Circulation

WEB PORTAL
feedandadditive.com
Monthly Average
Unique Visitors: 9.412

yemvekatki.com
Monthly Average
Unique Visitors: 1.354

12.152
Monthly Average Web Sessions

E-NEWSLETTER
Global (English)
Monthly: Twice a month
Weekly: Once a week

Turkish
Monthly: Once a month
Weekly: Twice a month

35.829
Monthly Average Newsletter Circulation

SOCIAL MEDIA
@feedandadditive
Linkedin, Facebook, Twitter, Instagram, Youtube

@yemvekatki
Linkedin, Facebook, Twitter

10.188
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.

Feed & Additive Statistics
It covers the period between 1 February 2021 and 30 September 2021. (The first issue of Feed & Additive Magazine was published in February 2021)

Yem & Katkı Statistics
It covers the period between 1 May 2021 and 30 September 2021. (The first issue of Yem & Katkı was published in May 2021)
The Feed & Additive team pays special attention to using media tools in the most effective way to provide access to every business and individual in the feed industry. We continue to both increase our interaction and improve our database thanks to the distribution of magazines via e-mail, publishing via web portal, regular newsletter to personal e-mails and social media networks.
### Magazine Advertisements

**Advertising Areas**

<table>
<thead>
<tr>
<th>Advertising Area</th>
<th>Size + Bleed*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page</td>
<td>42 x 29,7 cm + 3 mm</td>
</tr>
<tr>
<td>Full Page</td>
<td>21 x 29,7 cm + 3 mm</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>21 x 14,8 cm + 3 mm</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>10,5 x 29,7 cm + 3 mm</td>
</tr>
<tr>
<td>1/4 Page (Horizontal)</td>
<td>21 x 7,4 cm + 3 mm</td>
</tr>
<tr>
<td>1/4 Page (Vertical)</td>
<td>10.5 x 14,8 cm + 3 mm</td>
</tr>
</tbody>
</table>

* bleed all edges

---

### Web Banner Ads

**All Pages**

<table>
<thead>
<tr>
<th>Space</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE 1</td>
<td>300 x 125 px</td>
</tr>
<tr>
<td>SPACE 2</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 3</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 4</td>
<td>300 x 125 px</td>
</tr>
<tr>
<td>SPACE 5</td>
<td>300 x 150 px</td>
</tr>
<tr>
<td>SPACE 6</td>
<td>300 x 150 px</td>
</tr>
</tbody>
</table>

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

---

### Home Page

<table>
<thead>
<tr>
<th>Space</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE A</td>
<td>700 x 100 px</td>
</tr>
<tr>
<td>SPACE B</td>
<td>700 x 100 px</td>
</tr>
<tr>
<td>SPACE C</td>
<td>700 x 100 px</td>
</tr>
</tbody>
</table>

* Ad areas are only on the home page.
E-NEWSLETTER ADS

Weekly E-Newsletter
Once a week, on Thursday. It offers examples of latest industry news, past and future magazine issues, sector events.

<table>
<thead>
<tr>
<th>SPACE</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE 1</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 2</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 3</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 4</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE A</td>
<td>Advertorial</td>
</tr>
<tr>
<td>SPACE 1+2</td>
<td>600 x 100 px</td>
</tr>
<tr>
<td>SPACE 3+4</td>
<td>600 x 100 px</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>SPACE</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE 1</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 2</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 3</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 4</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 5</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE 6</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>SPACE A</td>
<td>Advertorial</td>
</tr>
<tr>
<td>SPACE 1+2</td>
<td>600 x 100 px</td>
</tr>
<tr>
<td>SPACE 3+4</td>
<td>600 x 100 px</td>
</tr>
<tr>
<td>SPACE 5+6</td>
<td>600 x 100 px</td>
</tr>
</tbody>
</table>
FEED & ADDITIVE
International Magazine for Animal Feed & Additives Industry

Feed & Additive Magazine launched its publication with the vision of becoming one of the leading information and communication channels of animal nutrition, feed processing and feed additives industry in 2021.

Creating an active and strong interaction with 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.