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.

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

**January**
- **ISSUE FOCUS**
  Phytogenic Feed Additives and Contributions to Animal Nutrition Industry
- **SPECIAL STORY**
  Feed Storage Solutions and Feed Hygiene During Storage
- **MARKET REPORT**
  Global Feed Minerals 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 Feed Phosphate Market

**May**
- **ISSUE FOCUS**
  New Trend in Animal Nutrition: Algae
- **SPECIAL STORY**
  Feed Formulation Software and Benefits
- **MARKET REPORT**
  Global Feed Antioxidants 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
<table>
<thead>
<tr>
<th>ISSUE FOCUS</th>
<th>DEADLINE</th>
<th>SPECIAL STORY</th>
<th>DEADLINE</th>
<th>MARKET REPORT</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role of Trace Minerals in Animal Nutrition</td>
<td>Editorial 24 June 2022</td>
<td>Ways to Increase Efficiency in Feed Mills</td>
<td>Editorial 23 September 2022</td>
<td>Global Feed Preservatives Market</td>
<td>Editorial 28 October 2022</td>
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<tr>
<td>Nutrition and Alternatives in Sustainable Aquaculture</td>
<td>Editorial 24 August 2022</td>
<td>Heat Treatment and Feed Safety</td>
<td>Editorial 25 November 2022</td>
<td>Global Feed Mycotoxin Detoxifiers Market</td>
<td>Editorial 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

Turkish
Monthly:
Once 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.
(¹The 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.
(²The 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.

164 Countries

TOP 10 COUNTRIES
1. United States
2. India
3. Netherlands
4. France
5. China
6. United Kingdom
7. Germany
8. Spain
9. Brazil
10. Turkey

Source: February 1 – September 30, 2021, Google Analytics
## Magazine Advertisements

<table>
<thead>
<tr>
<th>Advertising Areas</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>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>300 x 125 px</td>
</tr>
<tr>
<td>2</td>
<td>300 x 100 px</td>
</tr>
<tr>
<td>3</td>
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<td>5</td>
<td>300 x 150 px</td>
</tr>
<tr>
<td>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>A</td>
<td>700 x 100 px</td>
</tr>
<tr>
<td>B</td>
<td>700 x 100 px</td>
</tr>
<tr>
<td>C</td>
<td>700 x 100 px</td>
</tr>
</tbody>
</table>

* Ad areas are only on the home page.

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**Please ask advertising quotes and further options:** marketing@feedandadditive.com

www.feedandadditive.com
**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>
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<tr>
<td>SPACE 2</td>
<td>300 x 100 px</td>
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<tr>
<td>SPACE 3</td>
<td>300 x 100 px</td>
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<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>
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<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>
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<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>

**Weekly E-Newsletter**

**Monthly E-Newsletter**
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.
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