

## Special: Antibiotic Reduction 2019: The way forward

### What is it?

Producing healthy and safe animal products is key for a successful business. This can be accomplished by having the right management, feeding, welfare practices and disease control programmes in place. A healthy livestock production is increasingly linked to methods without the use of preventive antibiotics. Some systems even thrive with no antibiotics. But moving away from antibiotics can be challenging and requires a new way of thinking, adapting feeding practices and biosecurity plans for example.

In this special issue we take a look at lessons learned from countries which already adapted antibiotic reduction strategies. We tackle all the measures that can be taken to reduce or even move away completely from antibiotics use on a pig, poultry or cattle farm. We also touch on alternatives available on the market, nutritional strategies, breeding more robust animals, smart hygiene and housing strategies to keep pathogens out and much more.

### Topics Covered

- Best practices to reduce antibiotics
- Biosecurity and management practices
- Nutritional strategies for healthy animals
- Boosting the natural immune system
- Improvement of gut health
- Food safety and consumer demands

### Published

- December 2019

### Circulation (print + digital)

- Magazine: > 60.000
- Newsletter: > 53.000
- Unique visitors on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 80.000 per month
- Pageviews on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 320.000 per month

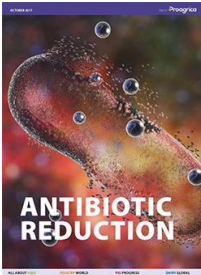
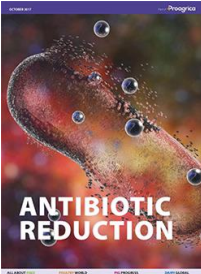




Please contact our sales team for more information.



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### MEDIA PACKAGE

<p><b>Magazine:</b></p> <ul style="list-style-type: none"> <li>• 2/1 page technical article (content and pictures)</li> <li>• About 6,500 characters including spaces</li> </ul>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• December 2019</li> </ul> <p><b>Closing date article:</b></p> <ul style="list-style-type: none"> <li>• 4 October 2019</li> </ul>	
<p><b>Magazine:</b></p> <ul style="list-style-type: none"> <li>• 1/1 page ad (197 x 267 mm)</li> </ul>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• December 2019</li> </ul> <p><b>Advertising closing date:</b></p> <ul style="list-style-type: none"> <li>• 15 November 2019</li> </ul>	
<p><b>Webpage:</b></p> <ul style="list-style-type: none"> <li>• Article (same as in magazine)</li> <li>• Banner (336 x 140 pixels, max. 49kB)</li> </ul>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• 19 December 2019</li> </ul> <p><b>Closing date article:</b></p> <ul style="list-style-type: none"> <li>• 4 October 2019</li> </ul> <p><b>Closing date banner :</b></p> <ul style="list-style-type: none"> <li>• 5 December 2019</li> </ul>	
<p><b>Focus Newsletter:</b></p> <ul style="list-style-type: none"> <li>• Blockbuster (550 x 150 pixels) or advertorial (Head, body, pay off, max 400 characters)</li> <li>• <b>Attention:</b> MS Outlook 2007-2010 will only display the first frame of an animated banner.</li> </ul>	<p><b>Published:</b></p> <ul style="list-style-type: none"> <li>• 19 December 2019</li> </ul> <p><b>Advertising closing date:</b></p> <ul style="list-style-type: none"> <li>• 5 December 2019</li> </ul>	

€ 9.500

ex. VAT

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