



Pathogens & prevention

About the special

Diseases are always just a stone's throw away from any livestock herd/flock. Correct preventative measures, be it vaccination or disinfection, can ensure the animals are better protected. Increased understanding of pathogens also allows for more secure control methods.

Keeping the livestock healthy and treating them effectively in the case of a disease outbreak demands a high level of knowledge and the full attention of the farm manager and personnel. This Pathogens and Prevention special will focus on the deeper understanding of prevention and treatment of the most costly diseases. Nurturing healthier animals through feed, health strategies and management is essential, but even the most robust immune system will not keep all pathogenic bacteria and viruses out. Early detection and treatment with the right instruments in the farm managers 'tool box' can mitigate damages.

Topics include

- Improvements to biosecurity and lesson learnt from existing shortcomings
- Diseases, early detection
- Treatment of the most costly diseases e.g. Necrotic Enteritis, E. coli, Salmonella, Coccidiosis, etc.
- Vaccination
- Management aspects on farm level
- Nutritional solutions to improve the immune system

Published

July 2022

Total circulation (print + digital)

Added to Pig Progress, Poultry World,
All About Feed & Dairy Global magazine

Please contact our sales team for more information

+31 (0) 314 358 102 | salesint@misset.com



Parasites

Get more with a package

This special goes along with Pig Progress, Poultry World, All About Feed & Dairy Global magazine. That means reaching the entire livestock market with this special.

We offer various possibilities to advertise in the special. Wondering which one best suits your goals? Contact us, without any obligations.



Magazine

- 2/1 page technical article (content & pictures), about 6,500 characters (including spaces)
- 1/1 page advertisement (197 x 267mm)

Article closing date:

6 May 2022

Advertising closing date:

10 June 2022



Website

- Article (same as in magazine)
- Banner (336 x 140 pixels, max. 49 kB)

Article closing date:

6 May 2022

Advertising closing date:

10 June 2022



Focus newsletter

- Blockbuster (660 x 180 pixels) or advertorial (head, body, pay off; max. 400 characters)

Advertising closing date:

10 June 2022

Attention: MS-Outlook 2007-2010 will only display the first frame of an animated banner

€ 9,500 (exclusive VAT)

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