



World of Microbes

About the special

The gut microbial ecosystem is essential for normal nutritional, physiological, and immunological functions of the animal. Disturbance in the microbial ecosystem creates an opportunity for pathogenic organisms to colonise and cause disease. Increased understanding of the important role of the microbiome in the gut health can be applied to manipulate microbiome and to improve health and productivity. The process governing the settlement and the maintenance of a balanced intestinal microbiota is a subject of many research projects, focussed on nutritional requirements of the microbiome, microbe-phenotype relationships, precision nutrition under different physiological and metabolic conditions and during poor health to better harness the power of the microbiome to develop new strategies for livestock production systems.

Topics include

- The use of novel ingredients/additives to stimulate the microbial ecosystem
- The immune-modulatory effects of feed ingredients
- Novel strategies to test and monitor microbial health in animals
- And much more



Published

December 2024

Circulation*

This special will be added to the circulation of Pig Progress, Poultry World, All About Feed and Dairy Global. That means visibility across the entire livestock market worldwide!



World of Microbes

Get more with a package

Present your company in our World of Microbes Special. Cut through the clutter and get your message to your target audience.

Book your package and benefit from our global reach and multimedia exposure within the livestock sector.



Magazine

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

Article closing date:

11 October 2024

Advertising closing date:

22 November 2024



Website

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

Article closing date:

11 October 2024

Advertising closing date:

22 November 2024



Focus newsletter

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

Advertising closing date:

22 November 2024

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

Add-ons

- Video interview (though a video call) including snippets of the seminar after the event.

Please contact our sales team for more information

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