



Antibiotic Reduction

About the special

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 include

- 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

October 2025

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!



Antibiotic Reduction

Get more with a package

Maximise your global reach in the livestock industry with our Antibiotic Reduction Special package. Showcase your brand across our renowned magazines, website, and focused newsletters, tapping into a worldwide audience of decision-makers.

With All About Feed, Pig Progress, Poultry World, and Dairy Global, we cover the entire market spectrum. Benefit from targeted exposure, industry credibility, and unparalleled access to key players in feed, swine, poultry, and dairy sectors. Partner with us to elevate your visibility and drive business growth in the global livestock market.



Magazine

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

Article closing date:

8 August 2025

Advertising closing date:

12 September 2025



Website

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

Article closing date:

8 August 2025

Advertising closing date:

12 September 2025



Focus newsletter

- Blockbuster (660 x 180 pixels) or advertorial (head, body, pay off; max. 350 characters)

Advertising closing date:

12 September 2025

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

Add-ons

- Video interview (through a video call)

Please contact our sales team for more information

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