



**MEDIA KIT 2025**  
**PIG PROGRESS**

## Welcome to Pig Progress

As Pig Progress moves into its 41st year of existence, the world of swine production is developing faster than ever. Against the global backdrop of worldwide population growth, worldwide demand for pork continues to grow too. At the same time, the swine industry faces hurdles like health pressure, societal pressure, environmental pressure and economic pressure. In addition, technological development appears to be going faster than ever – not in the least with the emergence of artificial intelligence. Both on the farm as well as on the web it sometimes appears that humans may no longer be needed at all.

You and I both know that that is not the case. Swine production, just as journalism, needs a firm and trusted human touch. Brains and a heart are indispensable to get the most out of all tools, pressures and challenges around us. Pig Progress has been striving to support you with news, analysis and insights for the last 40 years – and we will be with you for – at least – the next 40 years to come. On the web, on camera, and in print.

**Vincent ter Beek** | Editor Pig Progress

**PIG PROGRESS**



**Pig Progress** is a multimedia brand with a solid 35 year reputation of providing reliable content for the pig industry worldwide. Topics vary from pig research to health updates and from the latest nutritional insights to a look behind the scenes at farms all over the planet. All is brought to you in various ways: a website, newsletter, magazine, social media, webinars or seminars.



### MAGAZINE

9 times a year  
Total database:  
**29,000**



### WEBSITE

pigprogress.net  
Pageviews pm:  
**86,724**  
Visitors pm:  
**59,072**



### NEWSLETTER

Regular  
3 times a week  
Subscribers:  
**16,700**



### EVENTS

Webinars  
Seminars



### SOCIAL MEDIA

LinkedIn  
WeChat  
Instagram  
Twitter  
Facebook

# Target group Magazine total database: 29,000

## GEOGRAPHICAL BREAKDOWN

- 27%** Europe Western
- 25%** North America
- 23%** Asia
- 10%** Africa
- 6%** Europe Eastern
- 6%** South America
- 3%** Asia Pacific

## AREA OF EXPERTISE

- 32%** Farming
- 18%** Animal health (veterinary)
- 10%** Academic
- 7%** Research and development
- 6%** Consultancy
- 5%** Compound feed production
- 5%** Sales/Marketing/Purchasing
- 4%** Diet formulation (nutritionist)
- 4%** Housing & climate control
- 4%** Feed additives production
- 3%** Meat processing
- 2%** Trading
- 2%** Government

## MANAGEMENT LEVEL

- 49%** Direct decision
- 30%** Technical decision
- 21%** Limited decision

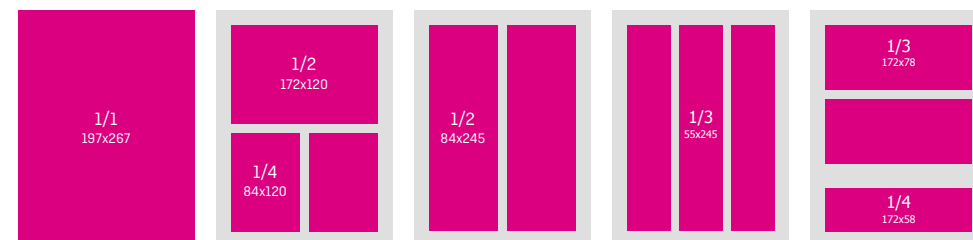
## PIG PROGRESS



## Magazine propositions

- |            |              |            |              |
|------------|--------------|------------|--------------|
| • 1/1 page | 197 x 267 mm | • 1/4 page | 172 x 58 mm  |
| • 1/2 page | 172 x 120 mm | • 1/3 page | 55 x 245 mm  |
| • 1/2 page | 84 x 245 mm  | • 1/3 page | 172 x 78 mm  |
| • 1/4 page | 84 x 120 mm  | • 2/1 page | 394 x 267 mm |

For special propositions, please contact our sales team. [salesint@misset.com](mailto:salesint@misset.com)





# Magazine Calendar 2025

No	Publishing month	Advertising closing date	Article closing date	Focus	Event
1	February	24 January	24 December	<ul style="list-style-type: none"><li>• Biosecurity</li><li>• PRRS</li><li>• Feed Efficiency</li></ul>	<ul style="list-style-type: none"><li>• VIV Asia</li><li>• AASV</li></ul>
2	April	7 March	7 February	<ul style="list-style-type: none"><li>• Piglet Health</li><li>• Breeding: Mortality</li></ul>	<ul style="list-style-type: none"><li>• CAHE</li></ul>
3	May	8 April	11 March	<ul style="list-style-type: none"><li>• African Swine Fever</li><li>• Piglet Feed</li></ul>	<ul style="list-style-type: none"><li>• World Pork Expo</li><li>• ESPHM</li></ul>
4	June	7 May	9 April	<ul style="list-style-type: none"><li>• Natural Additives</li><li>• Pathogens &amp; Prevention</li></ul>	
5	July	5 June	8 May	<ul style="list-style-type: none"><li>• Gut Health</li><li>• Breeding: Uniformity</li></ul>	<ul style="list-style-type: none"><li>• SPACE</li></ul>
6	September	22 August	25 July	<ul style="list-style-type: none"><li>• Sow Management</li><li>• Vaccination</li></ul>	
7	October	12 September	15 August	<ul style="list-style-type: none"><li>• Pork Quality</li><li>• Feed: Safety</li></ul>	
8	November	10 October	12 September	<ul style="list-style-type: none"><li>• Lung Health</li><li>• Pig Farm Innovations</li><li>• Housing &amp; Equipment</li></ul>	
9	December	14 November	17 October	<ul style="list-style-type: none"><li>• Pathogens &amp; Prevention</li><li>• Feed: For Finishers</li></ul>	



# Target group Website 26,700 accounts

## GEOGRAPHICAL BREAKDOWN

- 32% Europe Western
- 24% Asia
- 18% North America
- 10% Africa
- 7% Europe Eastern
- 5% South America
- 3% Asia Pacific

## AREA OF EXPERTISE

- 25% Farming
- 20% Animal health (veterinary)
- 10% Academic
- 9% Research and development
- 6% Consultancy
- 6% Sales/Marketing/Purchasing
- 5% Compound feed production
- 5% Diet formulation (nutritionist)
- 4% Feed additives production
- 3% Meat processing
- 3% Housing & climate control
- 2% Trading
- 2% Government

## MANAGEMENT LEVEL

- 47% Direct decision
- 31% Technical decision
- 22% Limited decision

**PIG PROGRESS**



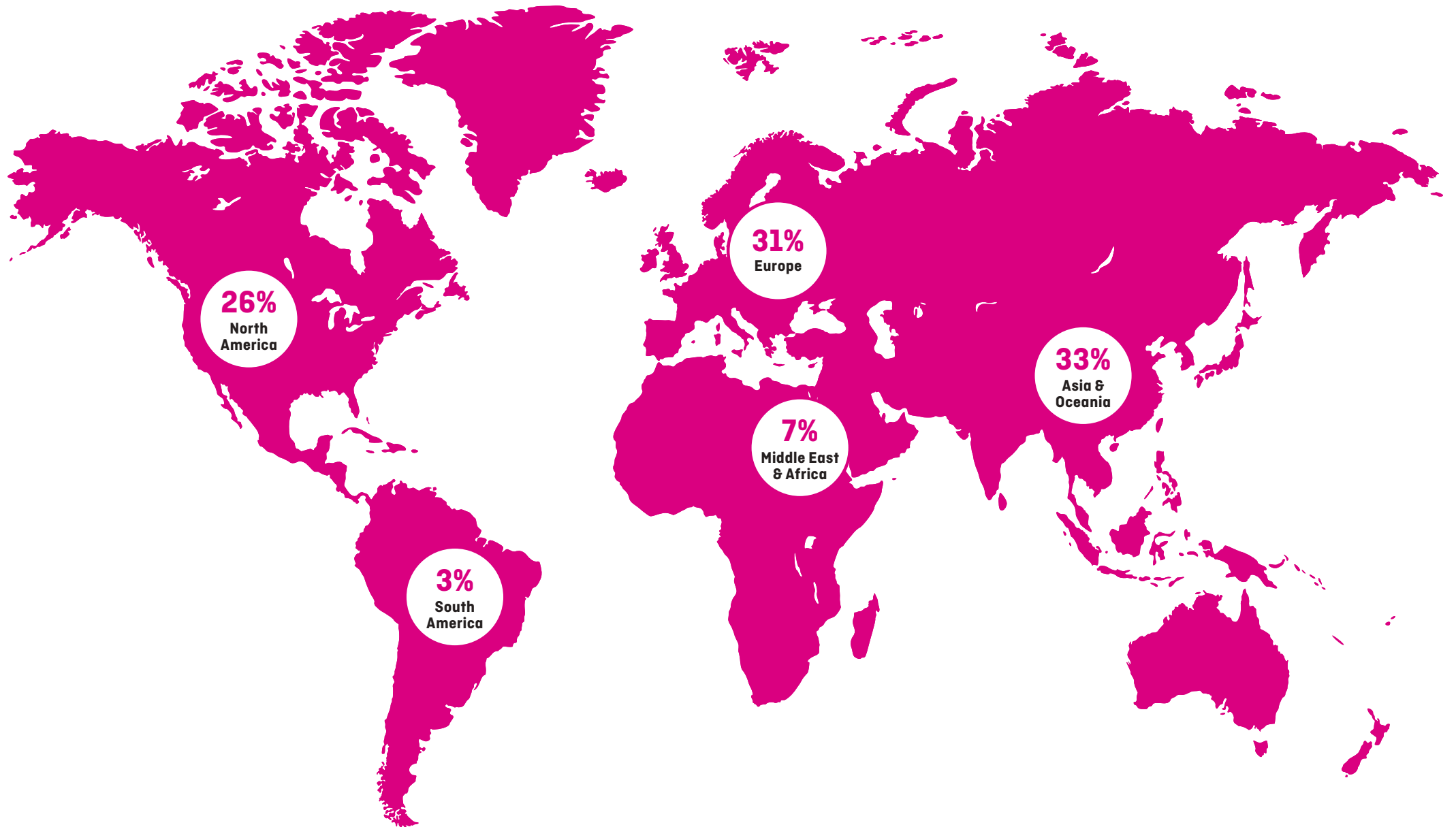
## Website propositions

728x90 px	336x280 px	970x250 px	970x250 px	336x600 px
<b>Leaderboard</b> € 100 cpm	<b>Large Rectangle</b> € 100 cpm	<b>Roadblock</b> € 220 cpm	<b>Billboard</b> € 125 cpm	<b>Half page ad</b> € 125 cpm

320x240 px
<b>Mobile banner</b> € 100 cpm

- \*Logo link**  
2x 40 characters + logo (60x30 px)
- \*Native ad**  
500 characters + logo (125x80 px) & image

CPM: Cost per 1,000  
ROS: Run of Site | PM: Per Month





# Target group Newsletter 16,700 subscribers

## GEOGRAPHICAL BREAKDOWN

- 32% Europe Western
- 23% Asia
- 15% North America
- 14% Africa
- 7% Europe Eastern
- 6% South America
- 3% Asia Pacific

## AREA OF EXPERTISE

- 20% Farming
- 19% Animal health (veterinary)
- 9% Academic
- 8% Research and development
- 7% Feed additives production
- 7% Compound feed production
- 7% Sales/Marketing/Purchasing
- 6% Diet formulation (nutritionist)
- 6% Consultancy
- 3% Housing & climate control
- 2% Trading
- 2% Government
- 2% Meat processing

## MANAGEMENT LEVEL

- 51% Direct decision
- 27% Technical decision
- 22% Limited decision

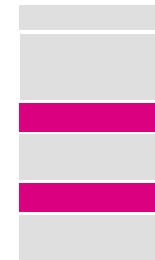


## PIG PROGRESS



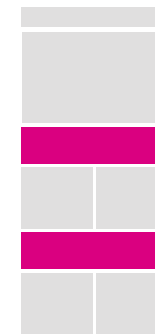
## Newsletter propositions

**REGULAR NEWSLETTER**  
3 times a week (Mo We Fr)



**Blockbuster/advertorial**  
Blockbuster: 660x180 pixels  
Advertorial: Head and body max. 350 characters. Image or logo: 225x150 px | € 390

**FOCUS + EVENT NEWSLETTER**



**Blockbuster/advertorial**  
Blockbuster: 660x180 pixels  
Advertorial: Head, body, pay off max. 350 characters. Image or logo: 225x150 px | € 620



# Newsletter Calendar 2025

## EDITORIAL CALENDAR 2025 - FOCUS NEWSLETTER

No	Publishing date	Focus
1	23 January	Biosecurity
2	20 February	PRRS
3	20 March	Piglet Health
4	17 April	African Swine Fever
5	1 May	ESPHM
6	15 May	Piglet Feed
7	10 June	Gut Health
8	1 July	Uniformity
9	19 August	SOW Management
10	16 September	Pork Quality
11	30 September	Sustainability & Welfare
12	23 October	Housing & Equipment
13	20 November	Antibiotic Reduction
14	11 December	Feed: For Finisher

## EDITORIAL CALENDAR 2025 - EVENT NEWSLETTER

No	Publishing date	Focus
1	4 March	VIV Asia
2	1 May	ESPHM
3	29 May	World Pork Expo
4	9 September	SPACE

\* Material delivery deadline: 5 workdays before publishing date.

\* Under the terms of dates / events.

# Partner newsletter digital

## WHAT IS IT?

This Partner Newsletter is an exclusive newsletter to the subscribers of our regular editions. The content of this newsletter is 80% your information and 20% of the topic is created by our editorial staff. An interesting product to reach a very broad audience within a specific sector.

## WHY THE SPECIAL NEWSLETTER?

- Exclusivity • High quality reach amongst our email subscribers
- Your message to all our email readers
- A high quality editorial environment
- Traffic to your website

## SPECIFICATIONS

### Header logo

Company logo: 175x120 pixels,

Format: .gif, .png, jpeg file + URL

### Sponsored article 1

Title: max 32 characters (including spaces)

Intro: Max 300 characters (including spaces)

Image: 660x295 pixels (3:2 good quality image)

URL of landing page

### Sponsored article 2

Title: Max 41 characters (including spaces)

Image: 325x217 pixels (3:2 good quality image)

URL of landing page

### Sponsored article 3

Title: Max 41 characters (including spaces)

Image: 325x217 pixels (3:2 good quality image)

URL of landing page

### Blockbuster(s) x3

660x180 pixels, Animated: no, Format: .jpg + URL

For more information, please contact our sales team. [salesint@misset.com](mailto:salesint@misset.com)





# Seminars & webinars

**A SEMINAR** is a live presentation about a sector-specific topic during, or previous to, international exhibitions or conferences. People around the world can pre-register for the seminar and join our high quality and interactive seminars. The seminars have a duration between 60-90 minutes. As partner you can participate in our Misset Media 'themed seminars' or we can organise an exclusive 'partner seminar' together with a single partner.

**A WEBINAR** is an online presentation about a sector-specific topic in from a studio in the Netherlands which can be followed all over the world. It is for a speaker/partner also possible to join via a Skype connection. The presentations are broadcast through a live video stream and also recorded so it can be watched on demand. People around the world can register for the webinar and watch it by a simple login procedure. The webinars have a duration between 45-60 minutes. As partner you can participate in our Misset Media 'themed webinars' or we can organise an exclusive 'partner webinar together with you as our partner.



## WHY BECOME A PARTNER?

- ✔ Invite a global audience via our worldwide databases. We will set up a multimedia campaign to attract the audience.
- ✔ Engage via direct, intensive and live contact with a highly interested target group.
- ✔ Your seminar takes place at the exhibition floor of worldwide well-known exhibitions, hosted by one of our editors.
- ✔ Your webinar will be broadcast from a professional studio in a Misset environment, hosted by one of our editors.
- ✔ Interact with your target group both offline and online.
- ✔ One time e-mailing: sent to all registrants with extra info on content related to the event. This HTML e-mail will be sent by Misset.

More info via [misset.com/international-events](https://misset.com/international-events)

## PIG PROGRESS



## Seminars & webinars 2025

Event	Location	Webinar	Seminar hybride	Seminar	Data	ALL ABOUT FEED	PIG PROGRESS	POULTRY WORLD	DAIRY GLOBAL
Feed Cost Reduction	VIV Asia		•		March		•		
Sustainability	VIV Asia		•		March		•		
Gut Health	VIV Asia		•		March		•		
Power of Enzymes	VIV Asia		•		March		•		
Antibiotic Reduction	Amsterdam/Rotterdam	•			April		•		
Antibiotic Reduction	Amsterdam/Rotterdam	•			May		•		
Sustainable Dairy Farming	Amsterdam/Rotterdam	•			June			•	
Feed Efficiency	Amsterdam/Rotterdam	•			October	•			
Disease Management	Amsterdam/Rotterdam	•			November		•		
Disease Management	Amsterdam/Rotterdam	•			December		•		
Mycotoxins	Amsterdam/Rotterdam	•			December	•			

# Content marketing

## PARTNER ARTICLES

This online proposition gives partners the opportunity to publish content on our Misset International website(s). By publishing the content, a partner page will be created containing a company profile and all the partner-specific articles that have been published on our websites.

We can insert online articles into our magazine (digital and print).

## TRAFFIC DRIVERS

- **Home page minimum of 7 days**
- **Section page minimum of 4 weeks** Sections: Raw materials, Feed additives, Equipment, Compound feed.
- **Newsletter** 2x publication in regular newsletter.

## PARTNER PAGE

Your own page on one of the Misset websites containing all articles sponsored by the partner. The company name and logo will be added to an overview page with all other partners.

## PRICING

1 article €2,500 | 3 articles €7,050 | 6 articles €12,900.

All articles must be published before end of calendar or contract year.

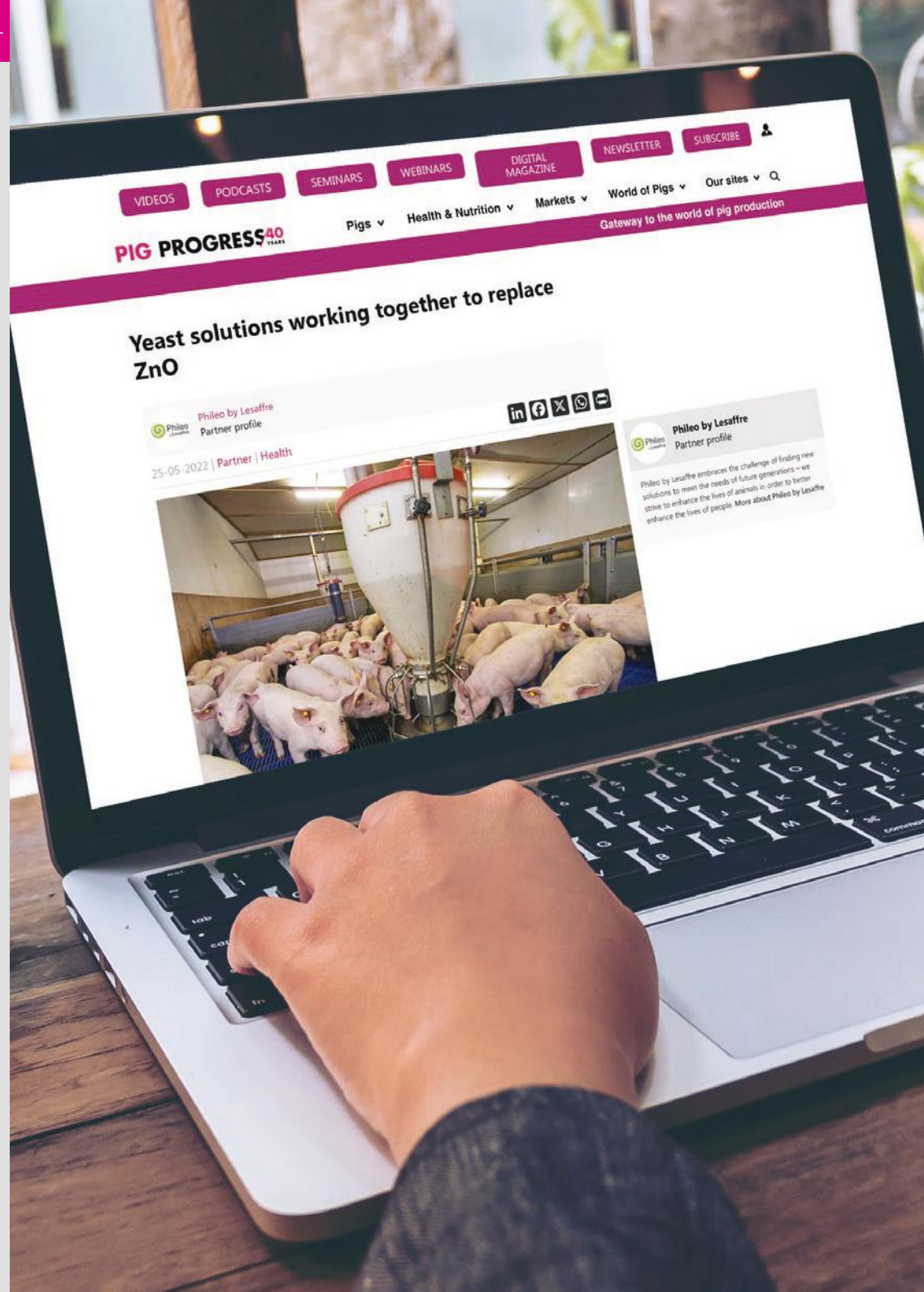
## WHY USE CONTENT MARKETING?

- ✓ Foundation of every marketing campaign
- ✓ Your content in an editorial environment of authority in the market
- ✓ Helps you build your brand and reputation
- ✓ No ad blockers
- ✓ Checked by our editors/specialists
- ✓ Your content stays within our website - SEO effective
- ✓ Opportunity to combine content marketing with other advertising opportunities
- ✓ Stimulate conversations and engagement

Please contact us for more information without any obligations. E-mail: [salesint@misset.com](mailto:salesint@misset.com)

## YOUR ARTICLE ALSO PUBLISHED IN CHINA?

Ask your Account Manager for more information





## Video opportunities

The livestock sector is in a constant state of flux – working on solutions to challenges such as sustainability, animal welfare and feeding an ever growing global population. In today's fast-paced digital landscape, video marketing is more than just a trend, it is a powerful tool that can transform your brands' presence and connect you with your audience like never before. If you are looking to boost engagement, broaden your reach, and make a lasting impact, video marketing needs to be at the heart of your strategy. As an audiovisual editor I get a front row seat. And consider it a privilege to help companies/individuals deliver their message through this illuminating medium. The viewer sees and hears for themselves allowing a more rounded experience. Plus giving a story/message another dimension.

**Let us help you bring your message to life!**

I hope to see you soon (in front of the camera).

**Iris Hofman** | Audiovisual Editor

## ALL ABOUT FEED



## Video opportunities

### WHAT IS IT?

All About Feed, Dairy Global, Future Farming, Pig Progress and Poultry World are our multimedia brands providing information on all aspects of the agricultural industry. We have a global reach - therefore with these video opportunities we are the right partner for your campaign.

### WE OFFER:

#### VIDEO INTERVIEW IPPE/EUROTIER/VIV ASIA/VIV EUROPE

- A 3-minute video interview recorded at your booth
- 1 or 2 speakers in the video
- Video of booth/ product/ employees or customers to support the video

#### CORPORATE VIDEO

- A 3-minute video recorded at location
- 0-2 speakers | 1 location
- Video about specific subject/ innovation/product or research
- Shots at location to support the video

#### VIDEO AT LOCATION - EDITORIAL STYLE

- A 3-5 minute video interview at location
- 1 or 2 speakers | 1 or 2 locations
- Video about specific subject/ innovation/product or research
- Shots at location to support the video

#### SIT DOWN INTERVIEW

- A 10-15 minutes video interview recorded at location
- Interview style - editor + expert on camera
- 2 or 3 cameras
- Possible to use the audio for podcast

### TRAFFIC DRIVERS INCLUDED

- ✓ Published on the homepage of the website for 7 days
- ✓ Published 2x in the regular newsletter
- ✓ Your own company profile page on the website
- ✓ Complete process from start to video
- ✓ To use for your own digital channel(s)



# Pig Progress Specials

## WE OFFER YOU A MEDIA PACKAGE

### Magazine

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

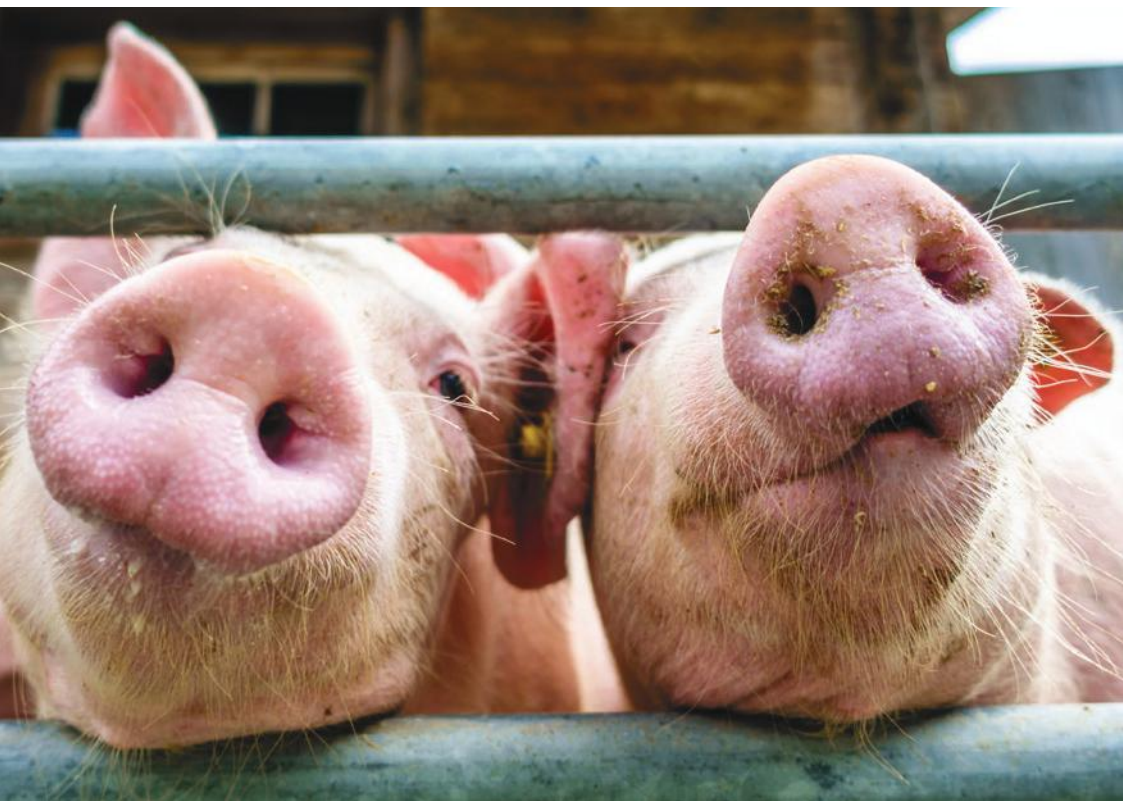
### Website

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

### Focus newsletter

- Blockbuster (660 x 180 pixels) or advertorial (Head, body, payoff, max 400 characters)
- Attention: MS Outlook 2007-2010 will only display the first frame of an animated banner.

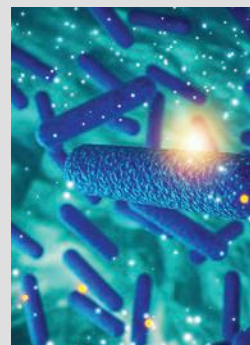
Please contact our sales team for more information. [Salesint@misset.com](mailto:Salesint@misset.com)



### Mycotoxins April 2025

Climate change and extreme weather events are factors that influence mycotoxin prevalence around the globe for the last years. Mycotoxins contamination of grains causes economic losses and has negative consequences for the health of all livestock. Mycotoxins management, therefore, has the utmost priority for animal producers. In this webinar, broadcasted Thursday, April 1, we will discuss the toxicology of mycotoxins in farm animals and the different strategies for mycotoxin prevention and elimination.

**Circulation** All About Feed, Pig Progress, Poultry World & Dairy Global



### Antibiotic Reduction November 2025

The industry and consumers alike realize that a healthy livestock production is increasingly linked to methods without the use of preventive antibiotics. That is why this special delves into the challenges and opportunities of moving away from antibiotics, new ways of thinking, adapting feeding practices and strengthening gut health and immunity.

**Circulation** All About Feed, Pig Progress, Poultry World & Dairy Global



### Disease management December 2025

This Special Edition will focus on various aspects of disease management. Covering rigorous biosecurity as the foundation of an effective disease mitigation strategy, swift identification of diseases thru regular health assessments, monitoring of feed and water consumption, and observation of behavioral changes and crucial vaccination strategies. Last but not least, our disease Special covers the effect of nutrition on the animals immune system and overall wellbeing. Nutrition plays a pivotal role in ensuring that the animals receive a balanced and nutritionally comprehensive diet on which they can thrive.

**Circulation** All About Feed, Pig Progress, Poultry World & Dairy Global

## Contact

# STAY AHEAD OF THE TRENDS EXCLUSIVE ACCESS FOR YOUR TEAM

More information about a collective subscription?

Ask Geke Koudenburg

+31 (0) 6 22 03 70 55 | [Geke.Koudenburg@misset.com](mailto:Geke.Koudenburg@misset.com)



### ELINE DE RIJK

Key Account Manager  
Switzerland, Austria, Germany,  
United States & Canada  
+31 (0)6 57131092  
[eline.de.rijck@misset.com](mailto:eline.de.rijck@misset.com)



### JOEY WENSINK

Sales Manager  
UK & Ireland  
+31 (0) 6 13779329  
[joey.wensink@misset.com](mailto:joey.wensink@misset.com)



### GEKE KOUDENBURG

Key Account Manager  
Asia & Pacific  
+31 (0) 6 22037055  
[geke.koudenburg@misset.com](mailto:geke.koudenburg@misset.com)



### DHIERINDER RAMCHARAN

Key Account Manager  
Scandinavia, Eastern Europe, MEA,  
Southern Europe, South America  
+31 (0) 6 10559938  
[dhierinder.ramcharan@misset.com](mailto:dhierinder.ramcharan@misset.com)



### KARIN BENNING

Traffic Multimedia  
+31 (0)314 358128  
[karin.benning@misset.com](mailto:karin.benning@misset.com)