



# **MEDIA KIT 2025 POULTRY WORLD**

# Welcome to Poultry World

## Constantly evolving.

Recently Poultry World celebrated its 40th anniversary and I am proud to say that our brand is as relevant as ever. Long gone are the times that we just published a magazine. We have been constantly evolving as a media brand. Today, Poultry World is the leading media brand dedicated to providing comprehensive and insightful coverage of the global poultry industry. Established as a trusted source of information, Poultry World offers a blend of in-depth articles, expert analyses, and up-to-date news, catering to professionals within the poultry sector. Through our various platforms - print, digital, and events - we engage our audience with high-quality content tailored to the dynamic needs of the industry. With our print magazine, known for its authoritative and detailed reporting, our robust online presence, an active social media community and events and webinars we cater in the information that drives innovations and best practices. Be part of our networking and knowledge exchange among industry stakeholders. It's our commitment to keep developing our platforms and offer high value advertising propositions for our partners in an ever-evolving marketing landscape.

Yours truly

**Fabian Brockotter** | Editor in chief Poultry World

**POULTRY WORLD**



Aimed at the international poultry industry, **Poultry World** is our multimedia brand providing insight information on all aspects of the poultry business. **Poultry World** provides the latest market and scientific insights on poultry health, diseases, poultry nutrition, hatchery practices and housing. It also keeps you informed on global poultry meat market reports and disease outbreaks through our interactive poultry health dossier.



### MAGAZINE

9 times a year  
Total database:  
**62,000**



### WEBSITE

poultryworld.net  
Pageviews pm:  
**224,832**  
Visitors pm:  
**176,894**



### NEWSLETTER

Regular  
3 times a week  
Subscribers:  
**29,700**



### EVENTS

Webinars  
Seminars



### SOCIAL MEDIA

LinkedIn  
WeChat  
Instagram  
Twitter  
Facebook

# Target group Magazine total database: 62,000

## GEOGRAPHICAL BREAKDOWN

- 23% Asia
- 22% Africa
- 20% Europe Western
- 13% North America
- 8% South America
- 7% Middle East
- 4% Europe Eastern
- 2% Asia Pacific

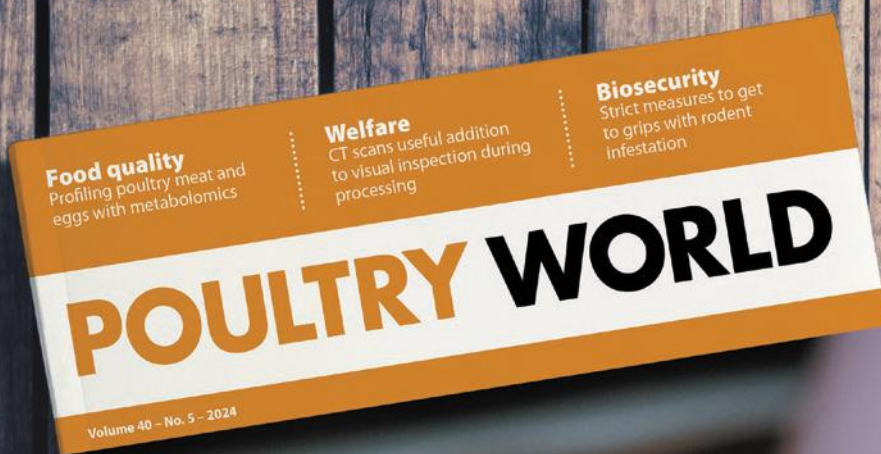
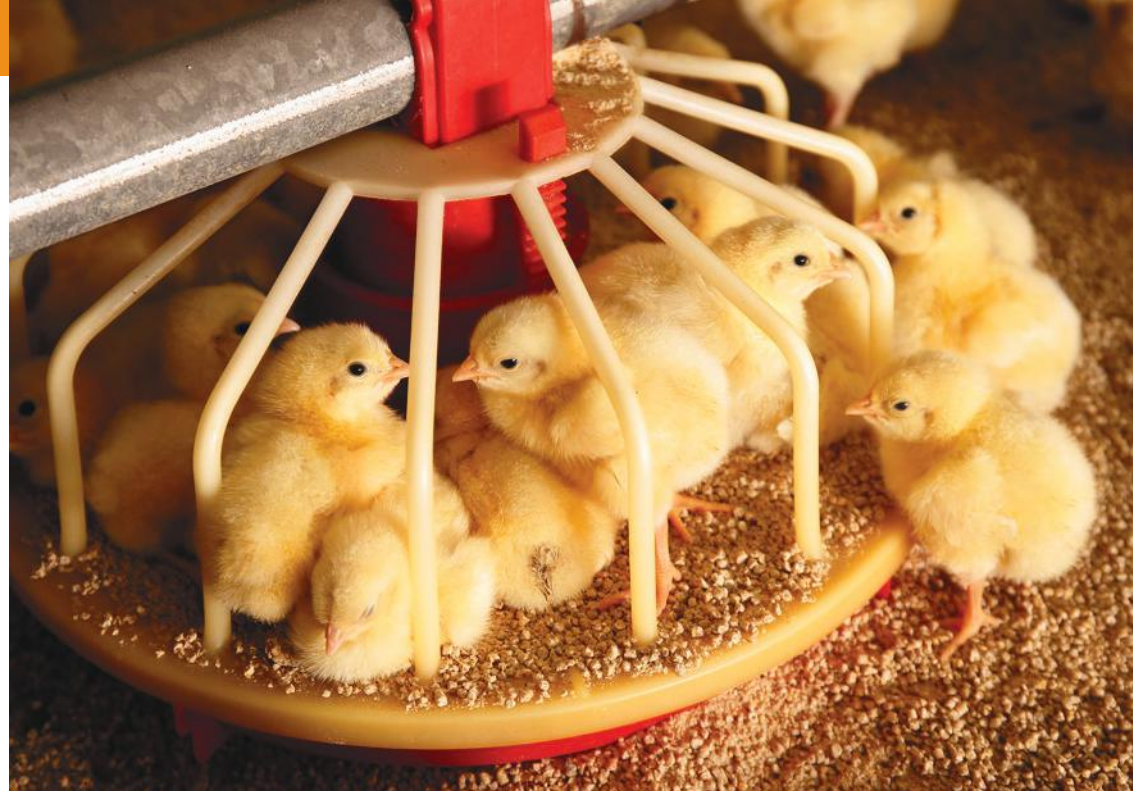
## AREA OF EXPERTISE

- 27% Farming
- 14% Animal health (veterinary)
- 11% Meat processing
- 8% Academic
- 6% Consultancy
- 6% Research and development
- 6% Compound feed production
- 4% Sales/Marketing/Purchasing
- 4% Housing & climate control
- 3% Feed additives production
- 3% Egg processing
- 2% Diet formulation (nutritionist)
- 2% Trading
- 2% Government

## MANAGEMENT LEVEL

- 56% Direct decision
- 30% Technical decision
- 15% Limited decision

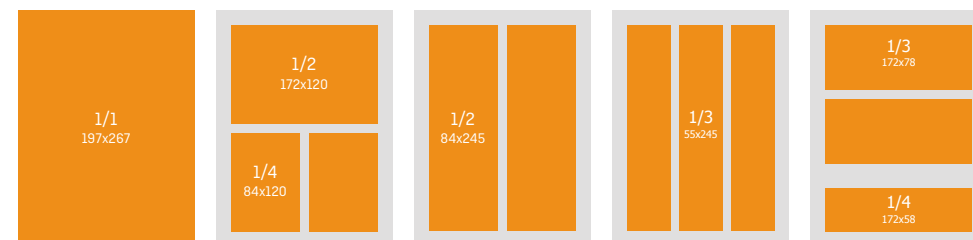
**POULTRY WORLD**



## Magazine propositions

- 1/1 page 197 x 267 mm
- 1/2 page 172 x 120 mm
- 1/2 page 84 x 245 mm
- 1/4 page 84 x 120 mm
- 1/4 page 172 x 58 mm
- 1/3 page 55 x 245 mm
- 1/3 page 172 x 78 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>• Hatchery</li><li>• Disease Prevention &amp; Biosecurity</li></ul>	<ul style="list-style-type: none"><li>• VIV Asia</li></ul>
2	April	7 March	7 February	<ul style="list-style-type: none"><li>• Egg Production</li><li>• Sustainable Poultry</li></ul>	<ul style="list-style-type: none"><li>• PEAK</li></ul>
3	May	8 April	11 March	<ul style="list-style-type: none"><li>• Low Protein</li><li>• Coccidiosis</li></ul>	
4	June	7 May	9 April	<ul style="list-style-type: none"><li>• Poultry Nutrition</li></ul>	<ul style="list-style-type: none"><li>• ESPN</li></ul>
5	July	5 June	8 May	<ul style="list-style-type: none"><li>• Gut Health</li><li>• Vaccination</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>• Genetics: Layer Breeding</li><li>• Avian Influenza</li><li>• Vitamins &amp; Minerals</li></ul>	
7	October	12 September	15 August	<ul style="list-style-type: none"><li>• Food Safety</li><li>• Natural Additives</li></ul>	
8	November	10 October	12 September	<ul style="list-style-type: none"><li>• In-Ovo Tech</li><li>• Smart Poultry Farming (Robotics/Automation)</li></ul>	<ul style="list-style-type: none"><li>• VIV MEA</li></ul>
9	December	14 November	17 October	<ul style="list-style-type: none"><li>• Meat Production</li><li>• Housing &amp; Equipment</li></ul>	<ul style="list-style-type: none"><li>• IPPE</li></ul>





# Target group Website 46,400 accounts

## GEOGRAPHICAL BREAKDOWN

- 24% Asia
- 23% Europe Western
- 21% Africa
- 15% North America
- 6% Middle East
- 4% Europe Eastern
- 4% South America
- 2% Asia Pacific

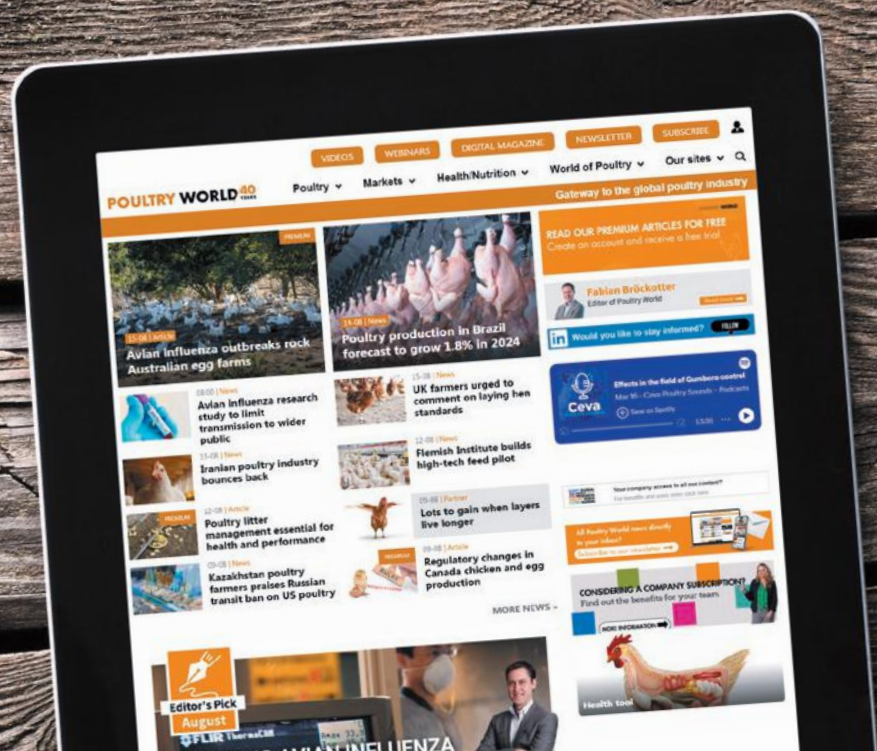
## AREA OF EXPERTISE

- 29% Farming
- 15% Animal health (veterinary)
- 9% Academic
- 8% Research and development
- 6% Consultancy
- 6% Sales/Marketing/Purchasing
- 5% Compound feed production
- 5% Meat processing
- 4% Housing & climate control
- 3% Feed additives production
- 3% Diet formulation (nutritionist)
- 3% Egg processing
- 2% Trading
- 2% Government

## MANAGEMENT LEVEL

- 51% Direct decision
- 31% Technical decision
- 18% Limited decision

# POULTRY WORLD



## Website propositions

<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
<b>Logo link*</b> € 695 ros pm	<b>Native ad**</b> € 125 cpm	<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 29,700 subscribers

## GEOGRAPHICAL BREAKDOWN

- 26% Asia
- 23% Europe Western
- 22% Africa
- 12% North America
- 5% Europe Eastern
- 5% South America
- 5% Middle East
- 2% Asia Pacific

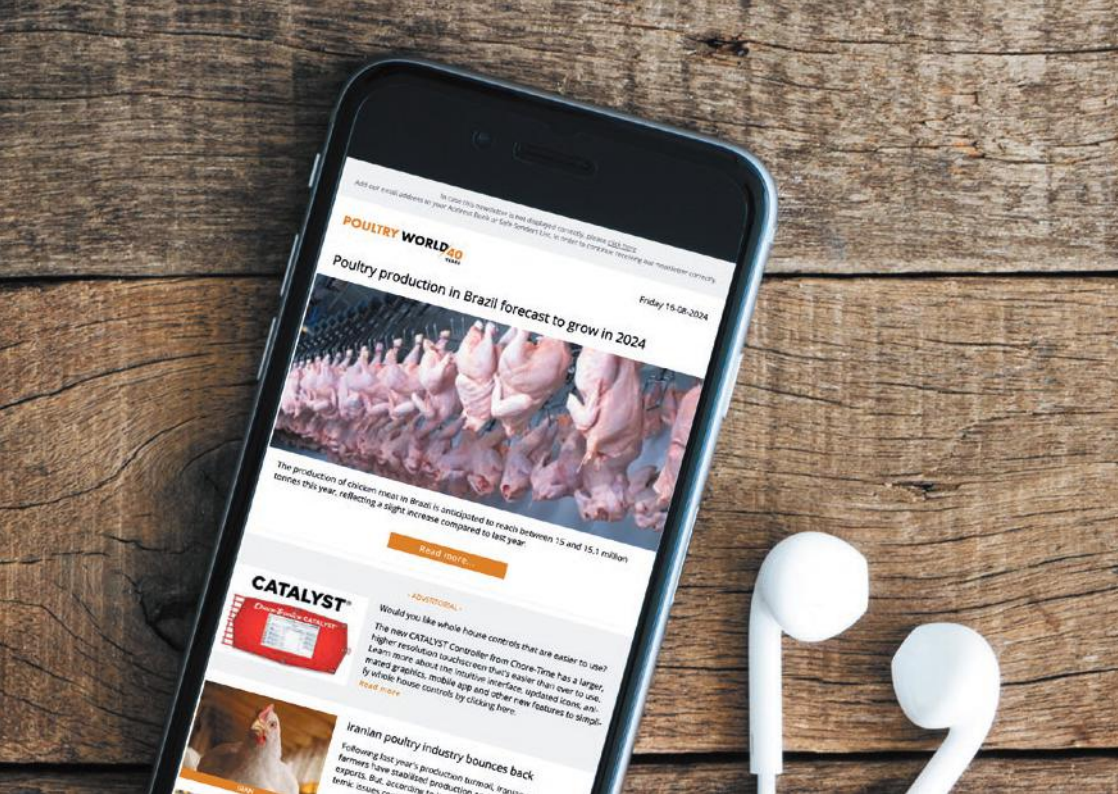
## AREA OF EXPERTISE

- 23% Farming
- 17% Animal health (veterinary)
- 8% Academic
- 7% Compound feed production
- 7% Research and development
- 7% Sales/Marketing/Purchasing
- 6% Feed additives production
- 6% Diet formulation (nutritionist)
- 5% Consultancy
- 4% Housing & climate control
- 3% Meat processing
- 3% Egg processing
- 3% Trading
- 1% Government

## MANAGEMENT LEVEL

- 54% Direct decision
- 26% Technical decision
- 20% Limited decision

**POULTRY WORLD**



## Newsletter propositions

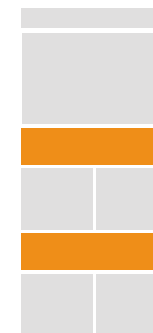
### REGULAR NEWSLETTER

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	30 January	Hatchery
2	27 February	Disease Prevention & Biosecurity
3	27 March	Egg Production
4	24 April	Sustainable Poultry
5	22 May	Coccidiosis
6	12 June	Poultry Nutrition/ESPN
7	3 July	Gut Health
8	28 August	Genetics: Layer Breeding
9	25 September	Avian Influenza
10	30 October	In-Ovo Technology
11	27 November	Smart Poultry Farming: Robotics/Automation
12	18 December	Meat Production

## EDITORIAL CALENDAR 2025 - EVENT NEWSLETTER

No	Publishing date	Focus
1	16 January	IPPE
2	6 March	VIV Asia
3	12 June	ESPN
4	9 September	SPACE
5	13 November	VIV MEA

\* 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)

## POULTRY WORLD



## 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.

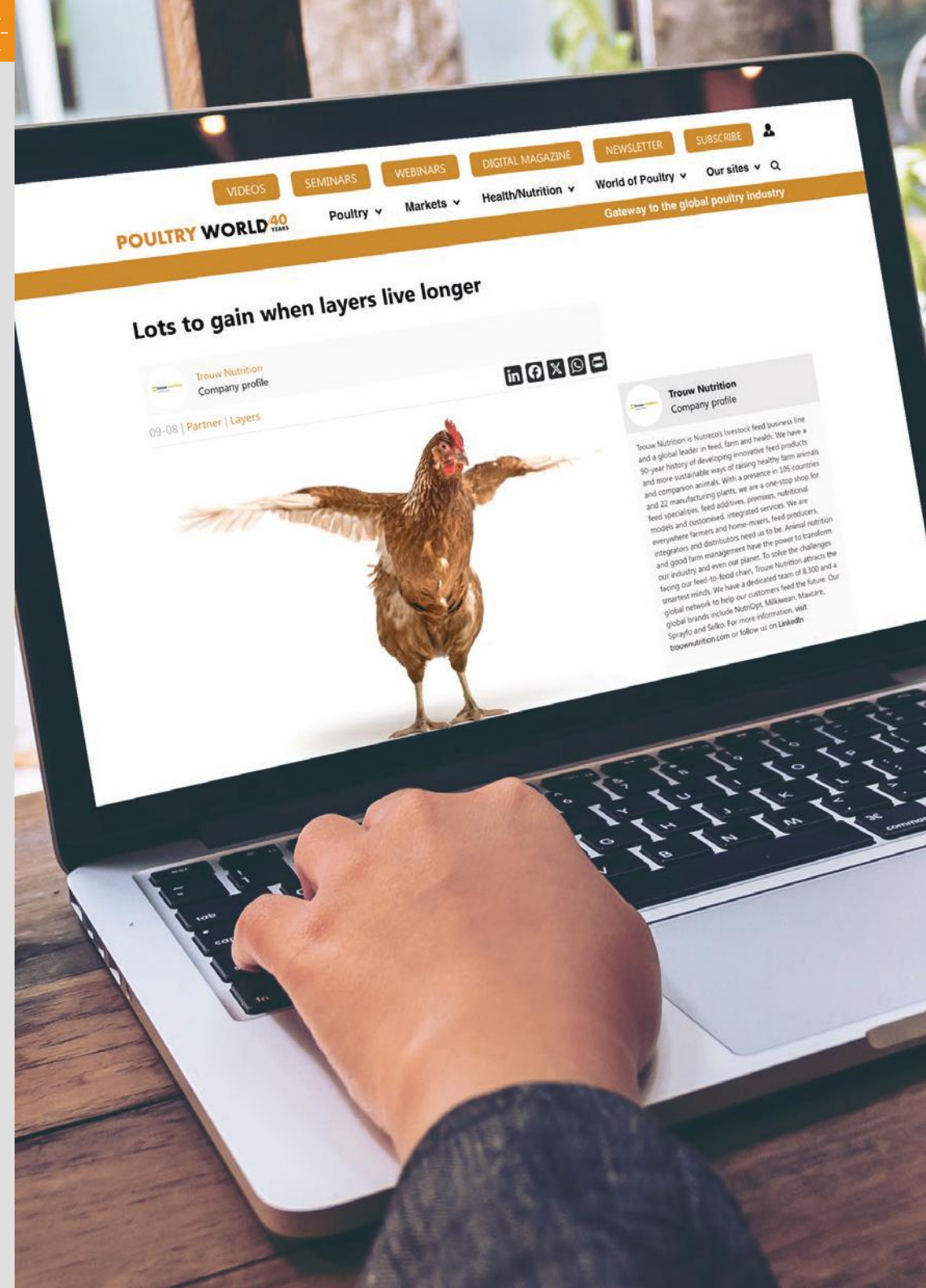
## WHY USE CONTENT MARKETING?

- ✔ 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)



# Poultry World 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?

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