



Specials International

Your advantages with our specials

Our specials focus on the most pressing challenges and innovations in the global agricultural sector. They provide a dedicated platform where industry professionals actively look for insights, solutions and practical strategies.

Advertising in these specials allows you to:

- ✓ **Highly Engaged Audience:** Reach professionals who are actively looking for solutions and innovations within their sector.
- ✓ **Topical Relevance:** Each special focuses on a current, high-impact theme in the global agricultural market, giving your brand maximum relevance.
- ✓ **Cross-Media Impact:** Your message appears across trusted channels – print, online and newsletters – creating multiple touchpoints and stronger visibility among decision-makers.
- ✓ **Thought Leadership:** Position your brand as a knowledge partner by sharing expertise and solutions around key industry challenges.
- ✓ **Article Longevity:** Your content remains visible and discoverable over time, continuing to generate exposure and engagement beyond the initial publication.

Specials schedule

SPECIAL	PUBLICATION	ARTICLE DEADLINE	ADVERTISING DEADLINE	OVERVIEW
Heat Stress	May 2026	31 March 2026	28 April 2026	Heat stress impacts health, productivity, and quality in poultry, pigs, and dairy cows. This special explores practical solutions and strategies to minimize losses and optimize performance.
Sustainability	Oct. 2026	28 Aug. 2026	25 Sept. 2026	Focused on sustainable and animal-friendly production, this special highlights innovations and practices that help producers meet consumer expectations while ensuring long-term viability.
Gut Health	Dec. 2026	16 Oct. 2026	13 Nov. 2026	Healthy gut function is crucial for feed efficiency and overall animal performance. This special examines feeding solutions, additives, and management practices that enhance gut health and farm profitability.



International special package 2026

Why advertise in our specials?

- ✓ **Highly Engaged Audience:** Reach professionals actively seeking solutions and innovations.
- ✓ **Topical Relevance:** Align your brand with current industry challenges and advancements.
- ✓ **Perfect Timing:** Your message appears when it has the most impact.

Secure your spot today

Don't miss the opportunity to showcase your brand to a targeted audience at the forefront of the agricultural sector. **Contact us now at salesint@misset.com to reserve your ad space or discuss tailor-made packages.**

What You Get

Magazine/special edition

- Offers a choice of:
 - 2/1 page technical article (content & images, approx. 6,500 characters including spaces) or
 - 1/1 page advertisement (197 x 267 mm)
- Published as a tipped-in or bound-in special edition, printed separately but attached to the back of the regular magazine, inverted orientation to clearly indicate it is a separate issue
- Distributed at major international livestock fairs for maximum exposure

Website

- Article published on website in our special section with 2 tag
- Banner (336 x 140 px, max. 49 kB)

Social media

- Article posted on the LinkedIn page of a brand (choice of our titles)
- PDF version of the article available for download on LinkedIn
- Article posted twice on the social channels of a brand (choice of our titles)

Focus newsletter

- Blockbuster (660 x 180 px) or advertorial (headline, body, payoff; max. 350 characters)
- Article featured twice in the newsletter (blockbuster, regular + focus newsletter)

Price

on request

Optional add-ons

- Paid promotion of articles on social media (targeted reach beyond organic): **€1,250**
- Special propositions bellybands: **€3,500** (specifications to follow)
- Cover/back page: **on request**
- Video placement about the special: **€2,500**
- Boosten PDF article on LinkedIn: **€1,000**
- Round the table discussion: **on request**