

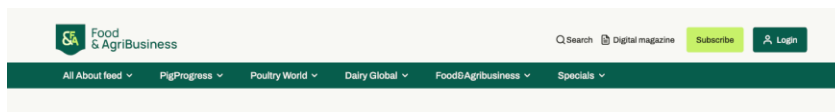
Special Misset: Gut Health

Content Longevity

- Cross-medial high quality exposure
- Article permanently on dedicated Special page
- Accessible main navigation
- Magazine edition + available at exhibitions

Promotion

- Special landing page
- Specials are part of main navigation website



- Article in carrousel of relevant articles around topic



- Article promotion on brand of choice (website + newsletter)
Article will be published on profile page partner

ALL ABOUT FEED Feed ▾ The industry ▾ Market ▾ Focus topics ▾ Our sites ▾ Q

**Huvepharma**
Company profile

03-06-2024 | Partner | Feed additives

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**Huvepharma**
Company profile

Huvepharma is a fast-growing, global pharmaceutical company with a focus on developing, manufacturing and marketing human and animal health and nutrition products. Building on our strong foundations, dynamic drive and clear business orientation have resulted in Huvepharma being one of the top ten veterinary pharmaceutical companies operating around the world today. With offices and representatives on every continent, there is always a member of the Huvepharma team ready and willing to help.

By superdosing phytase, more phytate is broken down, which ensures that nutrients stay available to the animal. Photo: Hans Prinsen

It has been shown that increasing the inclusion levels of phytase in animal diets improves protein digestibility and performance.

In recent years, increasing prices of inorganic phosphorus (P) sources has led to higher inclusion levels of phytase in feeds, rising from 500 to 1000 FTU/kg and even 2000 FTU/kg. Although the recent drop in prices has tempered this tendency, it is still economically viable to consider higher dosing (and superdosing) of phytase as it optimises animal performance.

The antinutritional effects of phytate

- 1 x as main article newsletter of choice

- Article posted on the social channel of preferred brand
- PDF available LinkedIn
- Campaign management report after 3, 6, 9 months
- Print special attached to December issues of 3 brands database.

Premium package

- Online Article Promotion
 - 2 page article and 1 page advertisement in print
- Total: 7.500

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.