

# FEED Business *Worldwide*

a publication of *eFeedLink*

## Editorial Calendar 2015

### Influences opinions of feed millers and livestock producers worldwide



**PURCHASING DIRECTOR**



**VETERINARIAN**





## Helps influence decisions of feed millers and livestock producers worldwide

Reaching out to a target industry audience of feed millers and livestock producers responsible for 70% of the global production, **FEED Business Worldwide** helps shape the future of the feed-to-meat chain.

Over the last nine years, the magazine has been keeping feed and livestock business leaders updated on feed and grain supply situations, market trends, industry happenings and the latest in industry-related technologies.

In each issue, **FEED Business Worldwide** focuses on a certain aspect of the industry or an issue, giving it in-depth analysis and comprehensive reportage complete with the latest statistics.

And that's on top of the other equally important sections like animal nutrition, technical discussions, updates on companies involved in the industry, a one-on-one chat with an industry mover or shaker, among many other things.

All this makes **FEED Business Worldwide** a *must-read* among people who influence any aspect of the entire feed and meat-production processes.

Here's more. As part of the magazine's continuing effort to make it the most comprehensive source of industry-related information, **FEED Business Worldwide** is coming up, beginning with its January 2015 issue, a thoroughly researched monthly Industry Feature focused on feed supplements, additives, feed milling technology, animal health products and the like.

Published 10 times a year and distributed at major industry events worldwide, **FEED Business Worldwide** is the perfect channel with which to hit your marketing target head on.

Issue	Focus Topic	Industry Feature	Distributed At
January	Poultry & Chicken	Amino Acids	IPPE 2015 Livestock Myanmar 2015 Animalia Istanbul 2015
March	Feed Milling & Feed Market	Feed Milling Technology	Global Grain Asia VIV Asia 2015
April	China's Feed & Livestock Markets	Feed Enzymes	FIPPPA China Feed Expo
May	Swine & Pork	Swine Genetics	VIV Russia China Animal Husbandry Expo
June	Ruminant & Dairy	Minerals	FIAAP/VICTAM/GRAPAS International 2015 Livestock Philippines 2015 VIV Turkey 2015 VIV Europe 2015 World Dairy Expo Summit
July	South America's Feed & Livestock Markets	Poultry Genetics	INDO LIVESTOCK Expo & Forum
August	Animal Health & Nutrition	Veterinary Drugs	
September	Feed Input & Feed Grain	Mycotoxin Binders	Livestock Asia 2015 VIV China 2015
October	Aquaculture	Natural Growth Promoter	ILDEX Indonesia 2015
December	US & Canadian Feed & Livestock Markets	Vitamins	

Visit [www.efeedlink.com/publication](http://www.efeedlink.com/publication) for more information. If you have any enquiry, please email to [marketing@efeedlink.com](mailto:marketing@efeedlink.com) or call us at +65 6742 6717 from Monday to Friday between 0900 and 1800 (GMT +8).

## Advertisement Artwork Specifications



**Double Page Spread**  
Printed size:  
406 x 267 mm (wxh)



**Full Page**  
Printed size:  
203 x 267 mm (wxh)



**Half Page (V)**  
Printed size:  
102 x 267 mm (wxh)



**Half Page (H)**  
Printed size:  
180 x 118 mm (wxh)



**Quarter Page**  
Printed size:  
87 x 114 mm (wxh)



**Banner**  
Printed size:  
203 x 67 mm (wxh)

All artwork and graphics for advertisements should be of at least 300 dpi resolution, preferably in tiff or jpg format, in CMYK colour with all fonts embedded. Please allow 3mm bleed.

## Insertions

Advertise with your own brochure into our magazine. Hard copies should be submitted by the same deadline specified for advertisement artwork.

\*Insertion fee applies for each brochure provided by the advertiser. A separate fee will be incurred for design and/or printing service.

## FEED Business Worldwide Readership

Reach out to key decision makers and industry leaders from worldwide who shape the current and future developments of the global agribusiness industry.

Business Type	Percentage
Feed Manufacturers	23%
Animal Producers/Animal Nutritionists	22%
Premix Manufacturers	18%
Feed Additives/Ingredient Manufacturers/Dealers	13%
Meat Processing/Rendering/Meat Packaging	7%
Slaughtering/Processing/Cutting	6%
Equipment Manufacturers/Dealers	3%
Purchasing Offices/Wholesalers/Distributors	3%
Government Agencies	2%
Education/Research/Extension	2%
Others	1%

Job Function	Percentage
Management	38%
Purchasing	29%
Sales & Marketing	19%
Plant Operations/Production	8%
Research & Development	5%
Others	1%

Region	Percentage
Southeast Asia	25%
Americas	22%
East Asia	20%
Europe	19%
South Asia	9%
Others	5%







*eFeedLink* - The agribusiness knowledge provider



eFeedLink Pte Ltd  
 10 Ubi Crescent  
 #05-87 Ubi TechPark  
 Singapore 408564

Website: [www.efeedlink.com](http://www.efeedlink.com)  
 Email: [marketing@efeedlink.com](mailto:marketing@efeedlink.com)  
 Tel: +65 6742 6717  
 Fax: +65 6749 8821