

# eFeedLink

The agribusiness knowledge provider

# MEDIA KIT 2021

A Marketing Service of *eFeedLink*



## DIGITAL MEDIA

- eFeedLink.com
- The Week in Review (LIVESTOCK & FEED e-Newsletter)
- AQUACULTURE Business e-Newsletter
- TECHNICAL FORUM e-Newsletter
- Spotlight Features

## PRINT MEDIA

- LIVESTOCK & FEED Business
- Animal Health Bulletin

eFeedLink is a premier information media in the livestock & feed industry value chain. Interact with our audience through our several print and digital platforms. Whichever sector your business is in The Livestock & Feed Industry, we have the means to reach out to your customers and potentials.

## CONTACT US

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Email: advertise@efeedlink.com

# OUR CONCEPT OF CONTENT MARKETING

## Publication

**LIVESTOCK & FEED Business Worldwide**  
**DAIRY Business Worldwide**  
Company write-up, technical paper, product update published on benchmark publications of the industry.

## Special Bulletin

A bulletin created in your company's corporate image with selected eFeedLink's market and industry information and your contents.

## The Industry Web Portal

Keep your customers and industry associates promptly informed – press releases, announcements, company latest developments - @ [www.efeedlink.com](http://www.efeedlink.com).

## Technical Forum

Post technical papers online in our monthly technical campaigns, and moderate discussion with our readers on subjects of specialized interests.

## Animal Health Bulletin

Sponsor papers or dispense information on latest discoveries, approach to treatment of diseases or any animal health topic on a bulletin created for veterinarians.

**Dissemination  
of  
YOUR CONTENTS  
via  
eFeedlink**

TECH

## AQUACULTURE Business Newsletter

Share your expertise in fishes, shrimps and other aquatic species in this newsletter circulated to readers in major aquaculture production countries.

## The Weekly Newsletter

Summarizing key industry developments, market updates in feed and livestock sectors, this newsletter will also keep readers informed of latest news from your company.

## Spotlight Features

Whether it's a new product, an innovative service, a new company development, a story can be written about it and share as a spotlight feature with our readers.



# THE INDUSTRY WEB PORTAL

www.eFeedLink.com READERSHIP



**APPROVED**  
Pull animals out of fire with a bioactive alleviator

SpoutINFO - Market Data for Feed & Livestock Sectors NEW

**NEWS**  
US pork sector survives trade war by tapping into smaller markets  
As the US-China trade war cost US hog farmers hundreds of millions of dollars in export sales to China and Mexico, the pork sector attempts to ride out the dispute by turning to other countries. Reuters reported.

**Latest**  
• RVC Aquaculture marks 35th anniversary with new leadership  
• HatchTech celebrates opening of production facility in Ukraine  
• DSM appoints new president of DSM Japan  
• Indonesian watchdog to investigate further into chicken price drop  
• After 22 years, Taiwan declared free from FMD

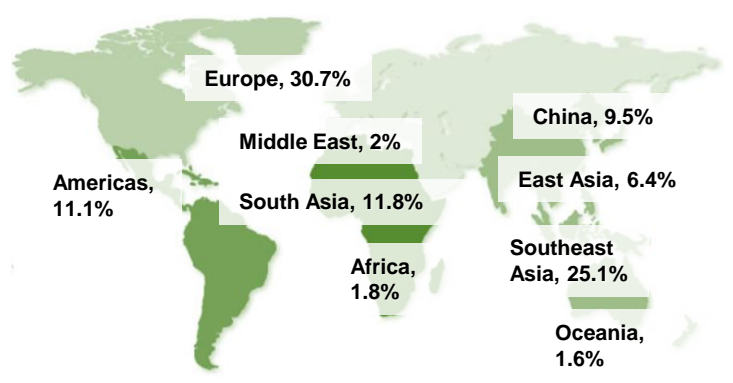
**Hot Topics**  
A One Man Show: The Western Hemisphere's disparity-ridden, American...  
US technology and scale-driven consolidation single-handedly transformed the Americas into a world-leading dairy exporting region. Will trade wars and...  
China becomes the world's top shrimp buyer but its output remains a mystery  
Whether China produces closer to 400,000 tonnes or a million tonnes of shrimp annually is no longer in question. In less than a decade, a top shrimp exporter has turned...  
Leveraging conservative USDA feed crop estimates into a longer bull market run  
The USDA's predictably conservative early estimates do not capture the full extent of lost acreage and yields. This makes it a good time to invest in the first leg of a multi-year...

**China Market**  
China Lysine Weekly: Market shows signs of weakening (week ended Jul 1, 2019)  
Trade war tight as hog feed consumption declined amid diminishing animal inventories. Although supplies decreased as producers started to halt operation for routine maintenance, prices showed signs of weakening amid ample availability.

>484,000  
Page Views

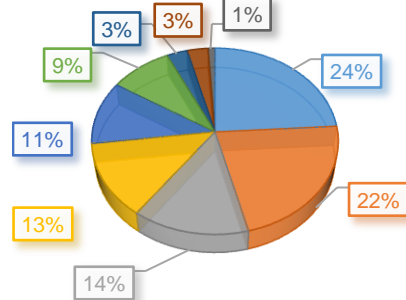
>180,000  
Visits  
>26,000  
Readers

2.2mins  
Avg. Time on Page



**BUSINESS TYPE**

Animal Producers	24%
Feed Manufacturers	22%
Premix Manufacturers	14%
Feed Additives Producers	13%
Trading Companies	11%
Macro ingredient	9%
Equipment Manufacturers	3%
Government Agencies / Academic / Industry Bodies	3%
Others	1%



**READERS' DEVICE**

Desktop  
68%

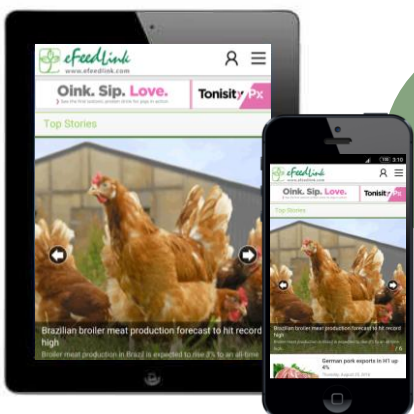
Mobile & Tablet  
32%

www.efeedlink.com

m.efeedlink.com



Mobile website



# THE INDUSTRY WEB PORTAL

## Spotlight Features READERSHIP



CIRCULATION:

>30,000

Per Issue Per Week

>1,400

Page Views

2:21mins

Avg. Time on Page

### SPOTLIGHT



## Adisseo launches new AME database for corn DDGS



Adisseo has launched a new metabolisable energy database for corn DDGS, where the company's Precise Nutrition Evaluation (PNE) can predict its apparent metabolisable energy (AME) and digestible amino acids, based on a database built on in-vivo measurements.

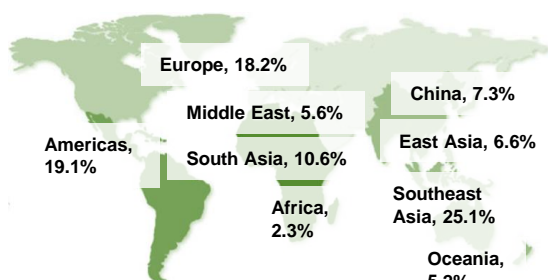
Corn DDGS can be used as partial replacement of high cost feed ingredients, as protein and energy sources. Due to the wide range of variation and different processing conditions, it is important for feed producers to obtain its real-time nutritional value in order to save feed costs and maintain expected animal performance.

Samples of 97 batches of corn DDGS were collected from around the world and tested. AME content was determined using 22-day-old broilers as a model (adapted from Bourdillon et al, 1990). AME values were calculated as the difference between the amount of ingested and excreted gross energy. They were then corrected for zero nitrogen retention (AMEn). From these in-vivo measurements, NIRs calibrations were built for PNE.

A poor prediction of ME content may negatively impact the corn DDGS shadow price, nutritional feed value and cost, as well as animal performances. The PNE platform is an ideal decision-making tool for nutritionists, formulators, purchasers and quality control managers. It allows the monitoring of raw material quality over time and the comparison of raw materials of different geographical origins, which brings users a step closer to precise nutrition formulation.

Visit Adisseo at: [www.adisseo.com/en/](http://www.adisseo.com/en/)

An information service of *eFeedLink*



#### BUSINESS TYPE

Animal Producers	24%
Feed Manufacturers	22%
Premix Manufacturers	14%
Feed Additives Producers	13%
Trading Companies	11%
Macro ingredient	9%
Equipment Manufacturers	3%
Government Agencies / Academic / Industry Bodies	3%
Others	1%

#### JOB FUNCTION

Management	40%
Purchasing	28%
Sales & Marketing	20%
Plant Operations/Production	6%
Research & Development	5%
Others	1%

# PUBLICATION

## LIVESTOCK & FEED Business READERSHIP



**DISTRIBUTION:**  
**>32,000**  
 Per Issue  
**12**  
 Issues  
 Per Annum

### READERS FROM FEED MILL INDUSTRY

READERS FROM SOUTHEAST ASIA	
Thailand	31%
Indonesia	22%
Vietnam	20%
Malaysia	19%
Philippines	8%

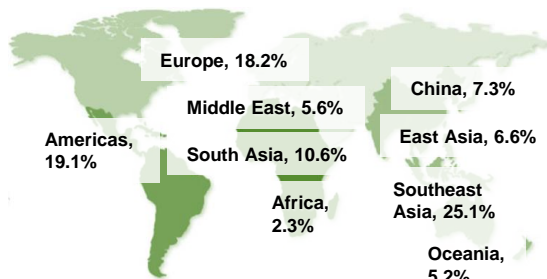
### READERS FROM POULTRY INDUSTRY

READERS FROM SOUTHEAST ASIA	
Thailand	32%
Indonesia	25%
Philippines	18%
Vietnam	13%
Malaysia	12%

### READERS FROM SWINE INDUSTRY

READERS FROM SOUTHEAST ASIA	
Thailand	36%
Indonesia	29%
Vietnam	25%
Malaysia	7%
Philippines	3%

**NEW**  
**Classified**  
**Section!**



### BUSINESS TYPE

Feed Manufacturer	22%
Animal Producers	21%
Premix Manufacturers	14%
Feed Additives/ Ingredient Manufacturers	12%
Wholesalers/ Distributors/ Traders	10%
Meat Processing/ Rendering/ Meat Packaging	7%
Slaughtering/ Processing/ Cutting	5%
Equipment Manufacturers	3%
Academic/ Research/ Financial	3%
Government Agencies	2%
Others	1%

### JOB FUNCTION

Management	28%
Nutritionist/ Formulation	22%
Purchasing	22%
Sales & Marketing	13%
Plant Operations/Production	9%
Research & Development	5%
Others	1%

# TECHNICAL

## Technical Forum READERSHIP

TECH

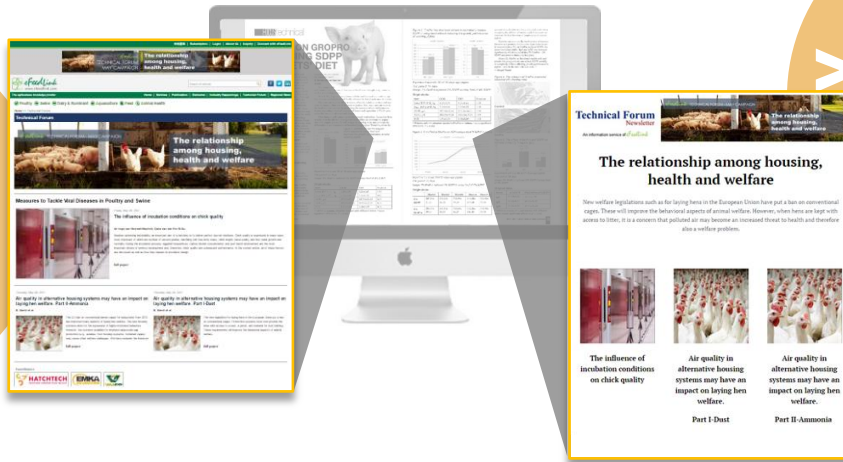


>1,500

Downloads  
Per Annum

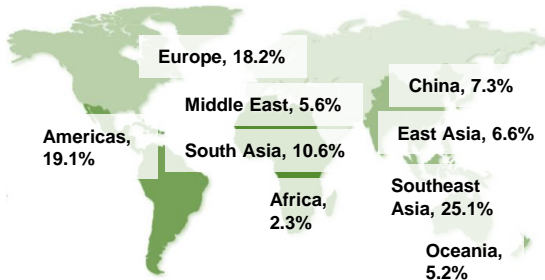
>150

New Featured  
Papers  
Per Annum



CIRCULATION:  
>13,800  
Per Issue

4 to 6  
Issues per  
Campaign



### BUSINESS TYPE

Feed Manufacturers / Premix Manufacturers	28%
Animal Producers	22%
Feed Additives Producers	17%
Macro ingredient	2%
Trading Companies	15%
Government Agencies / Education / Association	6%
Equipment Manufacturers	5%
Others	1%

### NEWSLETTER ENGAGEMENT

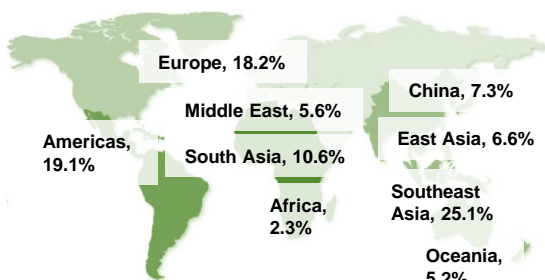
Newsletter Open Rate	22%
Unique Click Rate	15%

## Animal Health Bulletin READERSHIP



4  
Issues  
Per Annum

CIRCULATION:  
>32,000  
per issue



### BUSINESS TYPE

Feed Manufacturer	22%
Animal Producers	21%
Premix Manufacturers	14%
Feed Additives/ Ingredient Manufacturers	12%
Wholesalers/ Distributors/ Traders	10%
Meat Processing/ Rendering/ Meat Packaging	7%
Slaughtering/ Processing/ Cutting	5%
Equipment Manufacturers	3%
Academic/ Research/ Financial	3%
Government Agencies	2%
Others	1%

### JOB FUNCTION

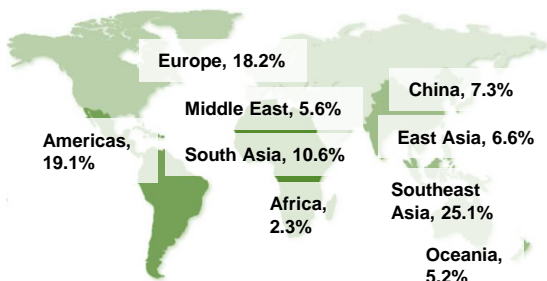
Management	28%
Nutritionist/ Formulation	22%
Purchasing	22%
Sales & Marketing	13%
Plant Operations/Production	9%
Research & Development	5%
Others	1%

# NEWSLETTER

## The Weekly Newsletter READERSHIP



**CIRCULATION:**  
**>27,000**  
Per Issue Per Week



BUSINESS TYPE	
Feed Manufacturer	25%
Animal Producers/ Animal Nutritionists	24%
Premix Manufacturers	20%
Feed Additives/ Ingredient Manufacturers/ Dealers	10%
Meat Processing/ Rendering/ Meat Packaging	5%
Slaughtering/ Processing/ Cutting	5%
Equipment Manufacturers/ Dealers	3%
Purchasing Offices/ Wholesalers/ Distributors	3%
Government Agencies	2%
Education/ Research/ Extension	2%
Others	1%

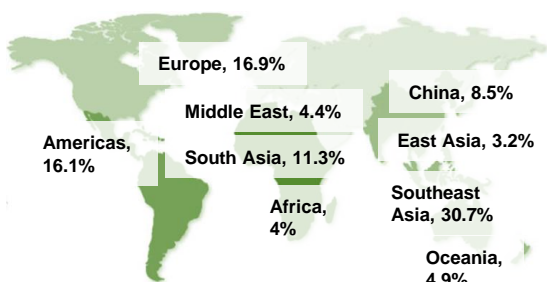
JOB FUNCTION	
Management	40%
Purchasing	28%
Sales & Marketing	20%
Plant Operations/Production	6%
Research & Development	5%
Others	1%

NEWSLETTER ENGAGEMENT	
Newsletter Open Rate	46%
Unique Click Rate	19%

## AQUACULTURE Business Newsletter READERSHIP



**CIRCULATION:**  
**>3,000**  
Per Issue Per Month



BUSINESS TYPE	
Animal Producers	26%
Premix Manufacturers	22%
Feed Manufacturer	21%
Feed Additives/ Ingredient Manufacturers	10%
Wholesalers/ Distributors/ Traders	7%
Meat Processing/ Rendering/ Meat Packaging	5%
Academic/ Research/ Financial	4%
Government Agencies	2%
Slaughtering/ Processing/ Cutting	1%
Equipment Manufacturers	1%
Others	1%

JOB FUNCTION	
Management	30%
Nutritionist/ Formulation	23%
Purchasing	19%
Sales & Marketing	11%
Plant Operations/Production	10%
Research & Development	6%
Others	1%

NEWSLETTER ENGAGEMENT	
Newsletter Open Rate	45%
Unique Click Rate	18%

# EDITORIAL CALENDAR

## LIVESTOCK & FEED BUSINESS EDITORIAL CALENDAR 2021

ISSUE	SPECIE FOCUS	SUGGESTED SUB-TOPICS: CONTRIBUTIONS FROM ADVERTISERS ARE WELCOME	AD SUBMISSION	DISTRIBUTE AT EVENTS
JAN	Poultry	<ul style="list-style-type: none"> <li>• Poultry Feed Markets</li> <li>• Husbandry (Incubation, Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Broiler And Layer Genetics</li> <li>• Meat And Egg Processing</li> </ul>	DEC 10 2020	<ul style="list-style-type: none"> <li>• IPPE</li> <li>• MVC CEREALS</li> </ul>
FEB	Swine	<ul style="list-style-type: none"> <li>• Swine Feed Markets</li> <li>• Husbandry (Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Genetics</li> <li>• Meat Processing</li> </ul>	JAN 10 2021	<ul style="list-style-type: none"> <li>• GLOBAL GRAIN ASIA</li> </ul>
MAR	Feed Milling	<ul style="list-style-type: none"> <li>• World's Feed Markets</li> <li>• Feed Milling Technology ('Software' and 'Hardware' Aspects)</li> <li>• Feed Storage and Transportation</li> </ul>	FEB 10 2021	<ul style="list-style-type: none"> <li>• VIV MEA 2021</li> <li>• ILDEX VIETNAM 2020</li> <li>• VICTAM &amp; ANIMAL HEALTH AND NUTRITION ASIA 2021</li> </ul>
APR	Aquaculture	<ul style="list-style-type: none"> <li>• Aqua Feed Markets</li> <li>• Husbandry (Farming Systems, Environmental Management)</li> <li>• Health, Diseases</li> <li>• Genetics</li> <li>• Seafood Processing</li> </ul>	MAR 10 2021	<ul style="list-style-type: none"> <li>• LIVESTOCK MALAYSIA 2021</li> <li>• AQUACULTURE ASIA EXPO</li> </ul>
MAY	Dairy and Ruminant	<ul style="list-style-type: none"> <li>• Ruminant Feed Markets</li> <li>• Husbandry (Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Dairy And Beef Cattle Genetics</li> <li>• Meat Processing</li> </ul>	APR 10 2021	<ul style="list-style-type: none"> <li>• AGRITECHNICA ASIA 2021,</li> <li>• LIVESTOCK PHILIPPINES EXPO</li> <li>• VIV RUSSIA 2020</li> <li>• CAHE - CHINA ANIMAL HUSBANDRY EXHIBITION</li> </ul>
JUN	Swine	<ul style="list-style-type: none"> <li>• Swine Feed Markets</li> <li>• Husbandry (Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Genetics</li> <li>• Meat Processing</li> </ul>	MAY 10 2021	<ul style="list-style-type: none"> <li>• WORLD PORK EXPO</li> </ul>
JUL	Poultry	<ul style="list-style-type: none"> <li>• Poultry Feed Markets</li> <li>• Husbandry (Incubation, Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Broiler And Layer Genetics</li> <li>• Meat And Egg Processing</li> </ul>	JUN 10 2021	<ul style="list-style-type: none"> <li>• INDOLIVESTOCK 2021</li> <li>• INDO FEED</li> </ul>
AUG	Feed Milling	<ul style="list-style-type: none"> <li>• World's Feed Markets</li> <li>• Feed Milling Technology ('Software' and 'Hardware' Aspects)</li> <li>• Feed Storage and Transportation</li> </ul>	JUL 10 2021	<ul style="list-style-type: none"> <li>• TARS</li> </ul>
SEP	Dairy and Ruminant	<ul style="list-style-type: none"> <li>• Ruminant Feed Markets</li> <li>• Husbandry (Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Dairy And Beef Cattle Genetics</li> <li>• Meat Processing</li> </ul>	AUG 10 2021	<ul style="list-style-type: none"> <li>• VIV QINGDAO</li> <li>• LIVESTOCK MYANMAR</li> <li>• SPACE</li> </ul>
OCT	Aquaculture	<ul style="list-style-type: none"> <li>• Aqua Feed Markets</li> <li>• Husbandry (Farming Systems, Environmental Management)</li> <li>• Health, Diseases</li> <li>• Genetics</li> <li>• Seafood Processing</li> </ul>	SEP 10 2021	<ul style="list-style-type: none"> <li>• POULTRY AFRICA 2021</li> <li>• AQUACULTURE VIETNAM 2021</li> <li>• AGRI LIVESTOCK CAMBODIA</li> <li>• VIETSTOCK 2021 EXPO &amp; FORUM</li> </ul>
NOV	Poultry	<ul style="list-style-type: none"> <li>• Poultry Feed Markets</li> <li>• Husbandry (Incubation, Housing, Environment, Farm Management)</li> <li>• Health, Diseases, Welfare</li> <li>• Broiler And Layer Genetics</li> <li>• Meat And Egg Processing</li> </ul>	OCT10 2021	<ul style="list-style-type: none"> <li>• EUROTIER</li> <li>• LIVESTOCK TAIWAN EXPO</li> </ul>
DEC	Aquaculture	<ul style="list-style-type: none"> <li>• Aqua Feed Markets</li> <li>• Husbandry (Farming Systems, Environmental Management)</li> <li>• Health, Diseases</li> <li>• Genetics</li> <li>• Seafood Processing</li> </ul>	NOV 10 2021	

# RATE CARD

<b>PRINT MEDIA</b> This is single insertion rate. Special rate is available for advertisement packages for mix of our media services.				
PACKAGE	ADVERTISEMENT TYPE	DIMENSION (W x H) mm	PRICE	PRICE China Edition
LIVESTOCK & FEED Business	Back cover	209 x 273 (incl. 3mm bleed)	USD 8,200	RMB 8,000
	Inside Front Cover	209 x 273 (incl. 3mm bleed)	USD 7,600	RMB 7,000
	Inside Back Cover	209 x 273 (incl. 3mm bleed)	USD 7,200	RMB 7,000
	Double-page spread	412 x 273 (incl. 3mm bleed)	USD 7,200	RMB 10,000
	Full page	209 x 273 (incl. 3mm bleed)	USD 4,200	RMB 6,000
	Half page (Horizontal)	180 x 118 (no need bleed)	USD 2,600	RMB 4,500
	Half page (Vertical)	108 x 273 (incl. 3mm bleed)	USD 2,600	RMB 4,500
	Banner	209 x 73 (incl. 3mm bleed)	USD 1,500	RMB 2,700
	Quarter Page	87 x 114 (no need bleed)	USD 1,500	RMB 2,700
	Classified Section Advertisement A	87 x 60 (no need bleed)	USD 800	
Classified Section Advertisement B	42 x 60 (no need bleed)	USD 500		

<b>DIGITAL MEDIA</b> This is single insertion rate. Special rate is available for advertisement packages for mix of our media services.					
PACKAGE		POSITION	DIMENSION (W X H) PX	PRICE	REMARKS
www.efeedlink.com	Homepage	Top Banner	760 x 92	USD 6,000	1 week/month x 6 months, rotational basis
		Square Banner	320 x 320	USD 6,000	1 week/month x 6 months, rotational basis
		Middle Banner	760 x 92	USD 3,500	1 week/month x 6 months, rotational basis
		Pop-Up Banner	658 x 458	USD 4,000	1 week
	Community Page	Top Banner	760 x 92	USD 3,500	1 week/month x 12 months, rotational basis
		Square Banner	320 x 320	USD 3,500	1 week/month x 12 months, rotational basis
		Sponsorship	760 x 92	USD 20,000	12 months
	Job Adv.		320 x 320	USD 750	One month
	eNewsletter	Logo	170 x 170	USD 600	One logo per insertion
		Job Advertisement	240 x 112	USD 500	Banner will be placed below last logo in eNewsletter (Prime post above first logo cost USD 600)
m.efeedlink.com (Mobile website)	Homepage	Top Banner	760 x 952	US 1,000	One month, rotational basis
		Middle Banner	320 x 320	US 500	One month, rotational basis
		Bottom Banner	320 x 320	US 500	One month, rotational basis
		Full Screen Pop-Up	760 x 1520	US 1,500	2 weeks, rotational basis
		Square Pop-Up	320 x 320	US 1,000	2 weeks, rotational basis
	Community Page	Top Banner	760 x 952	US 500	One month, rotational basis
	Content Page	Top Banner	760 x 92	US 500	One month, rotational basis
		Middle Banner	320 x 320	US 500	One month, rotational basis
LIVESTOCK & FEED Business: The Week in Review	Newsletter	eNewsletter Logo	170 x 170	USD 600	One logo per insertion
		eNewsletter Job Adv.	240 x 112	USD 500	Banner will be placed below last logo in eNewsletter (Prime post above first logo cost USD 600)
AQUACULTURE Business Newsletter	Logo	Sponsorship	170 x 170	USD 2,400	Appear every issue (12 times a year). Post up to 3 technical papers/feature products per year. Priority is given to post Press Release and Appointment.
	Newsletter	Top Banner	760 x 92	USD 1,000	Appear once within a year
				USD 5,000	Appear 6 times within a year
		Middle Banner	760 x 92	USD 800	Appear once within a year
	Content			USD 4,000	Appear 6 times within a year
		Top Banner	760 x 92	USD 800	Appear once within a year
			USD 4,000	Appear 6 times within a year	
		Middle Banner	760 x 92	USD 500	Appear once within a year
			USD 3,000	Appear 6 times within a year	