



**Positive Action  
Publications Ltd**

Publishers of international magazines  
in the pig, poultry and dairy sectors

# Media Information 2024

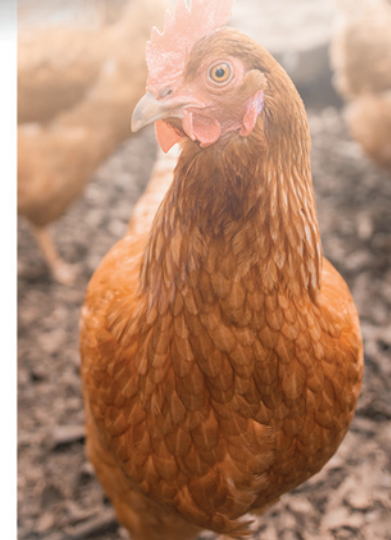
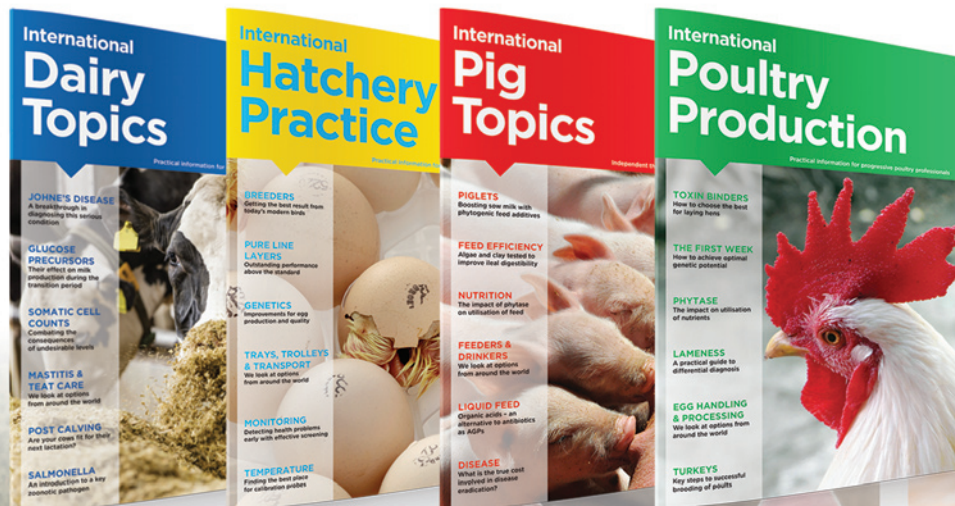
**Editorial**

**Circulation**

**Advertising**

**Deadlines**

**Digital**





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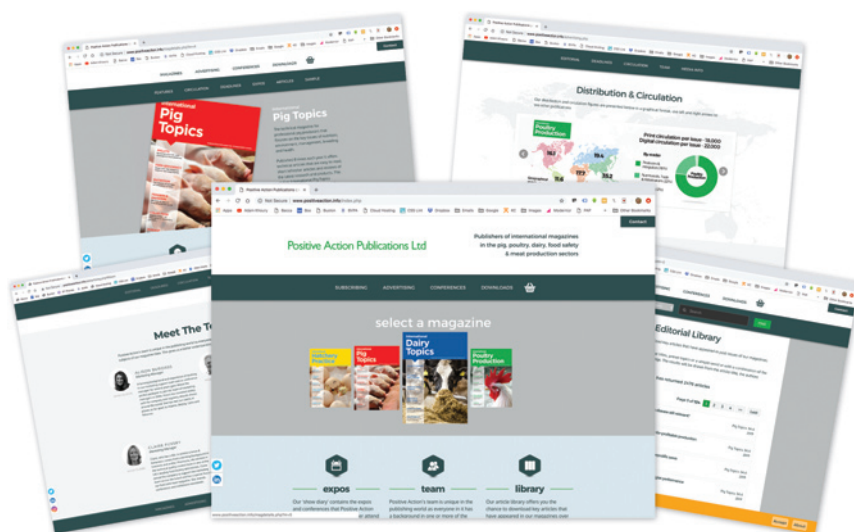
# Contents

Key contacts	3
Distribution & circulation profiles	4 - 7
Digital services	8 - 11
International Poultry Production	12 - 13
International Hatchery Practice	14 - 15
International Pig Topics	16 - 17
International Dairy Topics	18 - 19
Meet the team at expos & events	20 - 21
Technical specification & trading terms	22 - 23



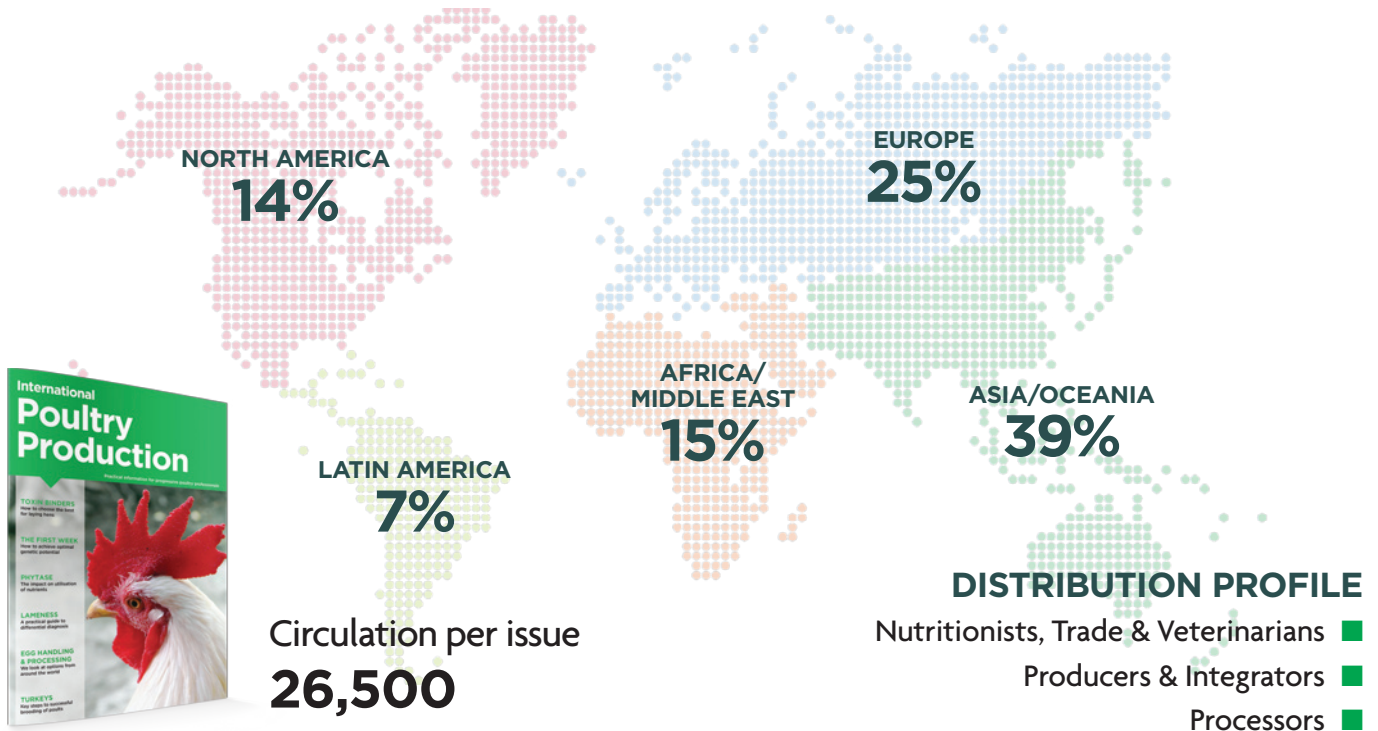
A digital version of this information is also available from our website or your usual contact at Positive Action Publications Ltd

[www.positiveaction.info](http://www.positiveaction.info)

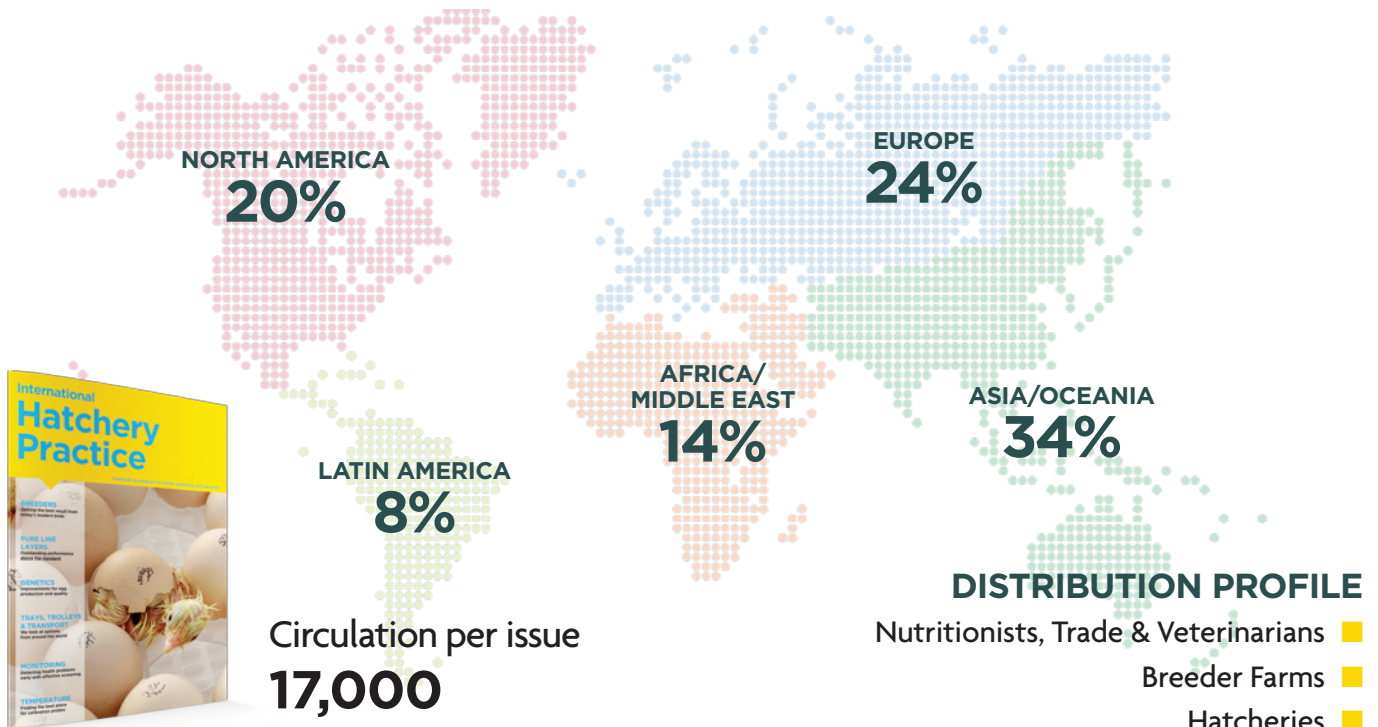


# Distribution & circulation

## IPP GEOGRAPHICAL DISTRIBUTION



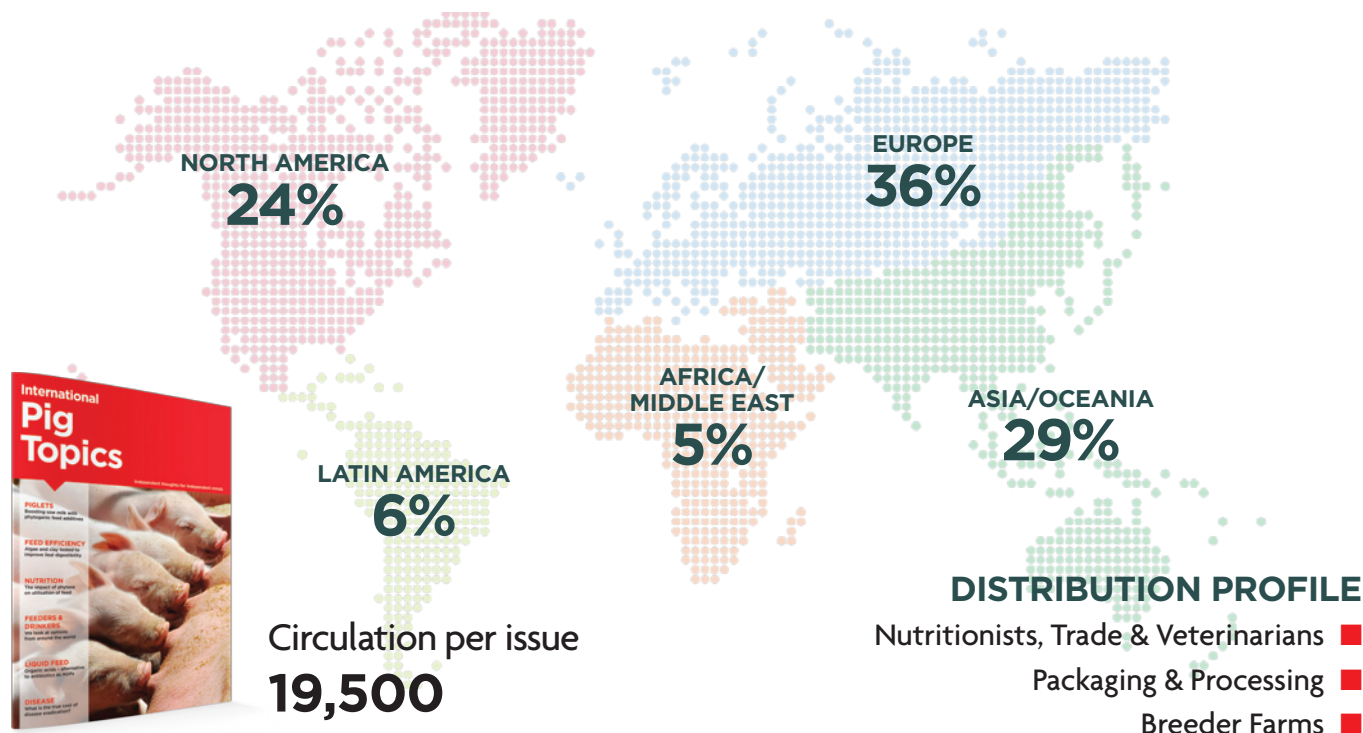
## IHP GEOGRAPHICAL DISTRIBUTION



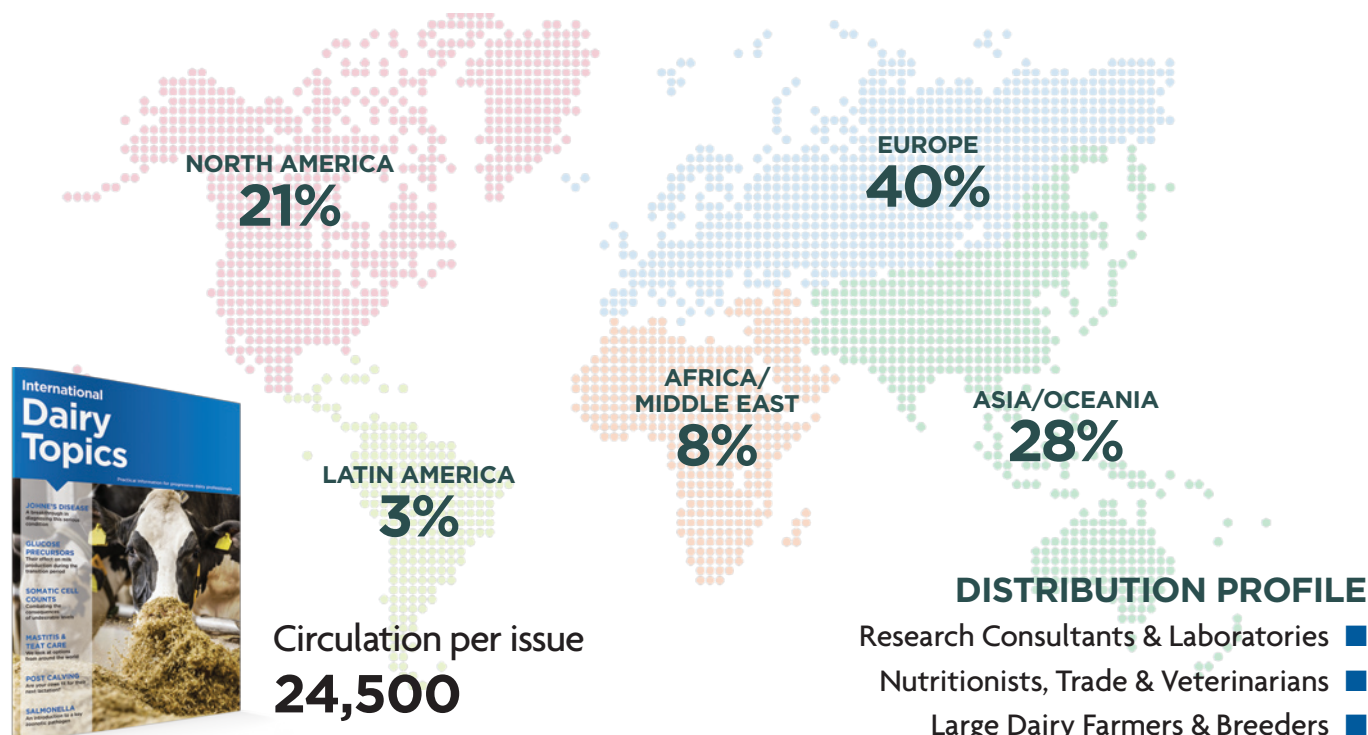


# Distribution & circulation

## IPT GEOGRAPHICAL DISTRIBUTION



## IDT GEOGRAPHICAL DISTRIBUTION



	International Poultry Production	International Hatchery Practice	International Pig Topics	International Dairy Topics
<b>EUROPE</b>				
AUSTRIA	161	59	94	721
BELARUS	42	16	15	18
BELGIUM	192	158	285	559
BOSNIA	10	8	5	8
BULGARIA	70	27	45	50
CROATIA	72	28	39	85
CYPRUS	37	20	34	58
CZECH REP.	240	55	115	360
DENMARK	238	69	409	299
ESTONIA	21	9	34	27
FINLAND	126	58	104	104
FRANCE	383	324	439	759
GERMANY	779	331	1106	935
GREECE	172	128	109	127
HUNGARY	228	125	167	168
ICELAND	10	7	4	11
IRELAND	152	40	390	690
ITALY	424	238	507	643
LATVIA	25	11	24	77
LITHUANIA	53	25	38	100
LUXEMBOURG	8	2	7	59
MACEDONIA	14	8	1	5
MALTA	28	6	7	13
MOLDOVA	16	3	2	3
NETHERLANDS	424	409	452	845
NORWAY	67	31	45	41
POLAND	401	275	208	551
PORTUGAL	144	66	107	60
ROMANIA	112	79	70	63
RUSSIA	529	385	292	162
SERBIA	72	30	48	39
SLOVAKIA	140	15	40	124
SLOVENIA	46	20	25	44
SPAIN	323	226	656	642
SWEDEN	233	111	188	96
SWITZERLAND	105	84	90	122
UK	387	529	738	1076
UKRAINE	127	56	43	45
OTHERS	14	9	38	11
<b>ASIA/OCEANIA</b>				
AUSTRALIA	714	206	335	1063
BANGLADESH	258	189	31	139
BRUNEI	47	42	0	7
CAMBODIA	28	15	24	14
CHINA	1454	594	966	587
HONG KONG	27	9	18	14
INDIA	2068	1733	346	1494
INDONESIA	652	263	196	308
JAPAN	210	108	160	107
MALAYSIA	864	638	406	260
MYANMAR	237	69	63	71
NEPAL	63	49	16	25
NEW ZEALAND	175	103	88	1282
PAKISTAN	327	229	35	188
PHILIPPINES	905	369	1087	212
SINGAPORE	170	69	104	78
SOUTH KOREA	275	91	264	146
SRI LANKA	193	131	78	120
TAIWAN	223	100	205	111
THAILAND	991	554	759	334
VIETNAM	374	172	442	258
OTHERS	80	57	32	42

	International Poultry Production	International Hatchery Practice	International Pig Topics	International Dairy Topics
<b>LATIN AMERICA</b>				
ARGENTINA	138	125	186	122
BAHAMAS	17	9	2	3
BARBADOS	14	9	4	2
BOLIVIA	38	27	14	11
BRAZIL	403	332	352	171
CHILE	96	52	57	66
COLOMBIA	93	114	57	35
COSTA RICA	42	24	24	18
CUBA	24	19	21	17
DOM REP	60	40	21	15
ECUADOR	90	64	27	21
EL SALVADOR	43	24	11	8
GUATEMALA	73	37	29	17
HONDURAS	40	26	10	6
JAMACIA	35	17	10	9
MEXICO	228	155	198	101
NICARAGUA	17	9	7	5
PANAMA	35	22	7	5
PARAGUAY	20	15	6	6
PERU	120	95	37	28
PUERTO RICO	8	2	3	11
TRINIDAD & TOBA.	36	22	11	7
URUGUAY	30	18	9	18
VENEZUELA	146	85	59	24
OTHERS	9	18	8	9
<b>NORTH AMERICA</b>				
CANADA	450	415	441	486
USA	3260	2975	4239	4659
<b>AFRICA/MIDDLE EAST</b>				
ALGERIA	55	51	8	17
BAHRAIN, QATAR	35	14	5	26
BENIN, TOGO	26	16	5	7
BOTSWANA	53	34	7	9
BURKINA FASO, MALI, NIGER	45	18	6	8
CAMEROON	31	21	16	11
EGYPT	473	265	19	262
ETHIOPIA	48	28	3	21
GHANA	82	74	20	15
IRAN	204	118	12	93
ISRAEL	160	107	20	58
IVORY COAST	22	15	5	3
JORDAN	67	46	10	23
KENYA	277	67	93	257
KUWAIT	30	11	5	14
LEBANON	21	14	4	12
MALAWI, MOZAMBIQUE	48	21	6	17
MAURITIUS	28	14	3	16
MOROCCO	103	32	8	19
NAMIBIA	16	35	4	4
NIGERIA	386	273	108	96
OMAN	28	15	0	13
SAUDI ARABIA	141	103	9	57
SENEGAL	23	12	2	8
SOUTH AFRICA	589	311	410	410
SUDAN	41	27	3	0
TANZANIA	46	26	14	36
TUNISIA	79	40	6	41
TURKEY	417	314	70	168
UAE	178	72	16	128
UGANDA	50	36	13	25
YEMEN	36	14	3	3
ZAMBIA	38	25	14	19
ZIMBABWE	63	45	17	24
OTHERS	36	66	31	40

# Digital editions

Enhance the scope of your advertising with our digital editions



## Digital magazine editions

Soon after the distribution of our printed editions, each of our titles is digitised and distributed through our e-base. All advertisers and subscribers receive this digital edition, via email, free of charge.

The digital editions come in the form of an interactive flipbook using the latest HTML5 scripting and technologies. They include fully working links to both your email and web addresses that will drive more traffic to you or your site.

Along with the HTML5 version, a fully linked and interactive PDF of the magazine will also be available for download. This will give you and your customers access to the magazine on tablets and mobile devices while on the go, or even the option to share the issue with colleagues.

Further information can be obtained from your marketing contact (see page 3).



# Digital services

Focused digital services  
add even more coverage

## health BYTES educational resource

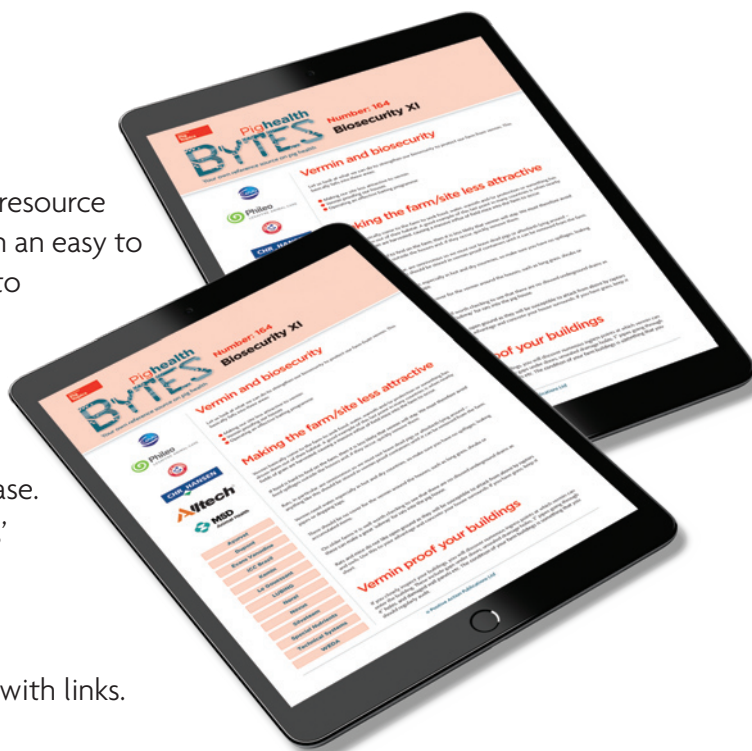
Our **health BYTES** are a single page educational resource designed to explain the complexities of diseases in an easy to understand format. They are distributed regularly to each of the magazine e-bases:

**Poultryhealth BYTES** – International Poultry Production's e-base.

**Pighealth BYTES** – International Pig Topics' e-base.

**Dairyhealth BYTES** – International Dairy Topics' e-base.

Companies advertising are acknowledged with supporting logos (full page), listings (half page), all with links.



## Optionsfor digital mailings and social media

An exclusive for our advertisers, our 'Options**for**' feature runs in every issue of our magazines and is almost a mini supplement highlighting a range of topics that have been specifically selected to promote your products. The topics for 2024 can be seen in the relevant editorial features pages in this booklet.

These 'Options**for**' pages are circulated independently after the printed publication. All of our 'Options**for**' pages are also posted to our social media channels. This further increases the exposure of your products to potential customers.

Further information can be obtained from your marketing contact (see page 3).

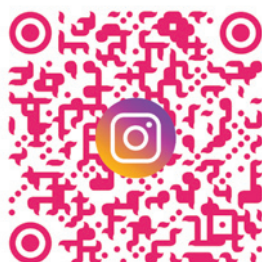


# Social media

Articles | Options**for** | Digital Magazines | Shows & Conferences  
News | Research | STARs | health BYTES and more



Impressions	415,929
Engagement	28.2%



Reach	7,754
<i>These figures are taken from data between July 2022 and July 2023</i>	



Impressions	142,028
Engagement	7.7%

## Why Social Media?

Taking advantage of our social media platforms to promote your company provides a unique opportunity to connect with your target audience and reach an ever growing customer base.

## What do we post?

We share your articles individually to our followers with added tags to credit both the company, and the author where applicable. We aim to post articles within one month of publishing in each of the magazines.

The Options**for** pages, which are primarily for advertising companies only, are also distributed this way to enhance the exposure for your latest products. This can be a great way to expand new product awareness and brand publicity.

NEW  
FOR 2024



Talking  
POINTS

INDUSTRY QUESTIONS ANSWERED

Our new LinkedIn promotional opportunity offers a **Q&A** style newsletter, giving you the chance to answer some of your sectors most topical and technical questions.

Further information can be obtained from your marketing contact (see page 3).

# Email services

Promote your email marketing  
via our digital address base

## Email marketing Focus your message

Promote your email marketing via our digital address base.  
We can assist you with the creation, testing and launch of your marketing campaign.

Our database contains almost 70,000 addresses spread across our four titles so you can focus your message on a specific species or even a specific region.

Average Unique Opens: 26.2%

Average Unique Clicks: 10.3%

If you would like to create your own HTML email see the technical specifications (page 23) for details of how to maximise your delivery and open rates.

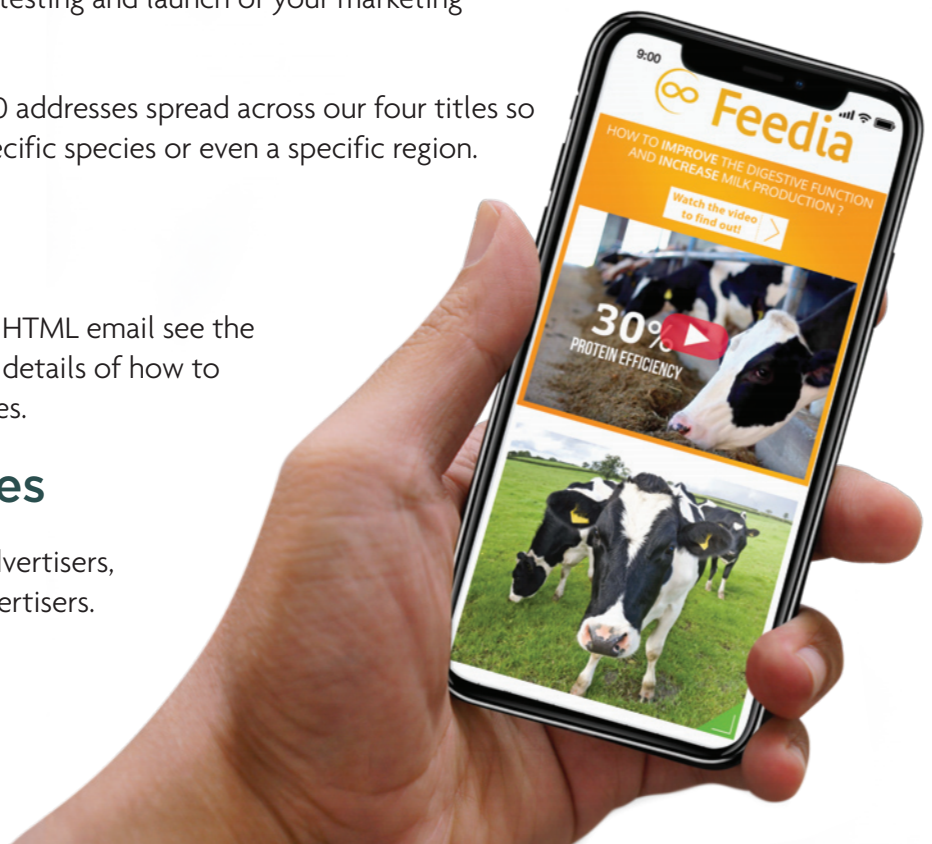
## Email marketing rates

Rates: £150 per 1,000 for magazine advertisers,  
£275 per 1,000 for non-magazine advertisers.

Target by title and/or region.

The four regions are:

Europe | Asia/Middle East |  
Americas | Africa




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## www.positiveaction.info

Our website receives over 500,000 visits per year and contains over 3,200 articles, STARs, health BYTES and supplements. Many of these visitors are directed via **customer email campaigns** and various **social media posts**.

Over 481,000 downloads during the last 12 months

120,000 Options**for** pages across all magazines

BYTES : 24,000 Pig BYTES | 52,000 Poultry BYTES | 45,000 Dairy BYTES

Magazines : 22,000 IPT | 27,000 IPP | 18,000 IDT | 18,000 IHP

Articles : 10,000 across all magazines

International  
**Poultry  
Production**

# Editorial Features 2024

SHOWS	ISSUE	MAIN EDITORIAL THEME	OPTIONS FOR
 <b>VIV HEALTH &amp; NUTRITION ASIA</b>	<b>32.1</b> FEB	<b>Heat stress and a healthy gut</b> Benefits of a healthy gut to minimise heat stress.	Laying systems
	<b>32.2</b> MAR	<b>Broiler and layer nutrition</b> Latest developments in nutrition to optimise flock productivity.	Feeder & drinkers
 <b>ILDEX VIETNAM</b>	<b>32.3</b> MAY	<b>Mycotoxin control</b> The threat and challenges to performance. <b>POULTRY PROCESSING FEATURE</b>	Egg handling
	<b>32.4</b> JUNE	<b>A quality start</b> Getting chicks off to a good start to maximise performance.	Phytogenic feed additives
 <b>SPACE 2024</b>	<b>32.5</b> AUG	<b>Maintaining flock health</b> Looking at how to keep broilers, layers, turkeys and ducks healthy for productivity.	Hygiene & disinfection
 <b>POULTRY AFRICA</b>	<b>32.6</b> SEPT	<b>Sustainable table egg production</b> Sustainable table egg production via nutrition, management and health.	Prebiotics & Probiotics
 <b>EuroTier</b> First in animal farming.	<b>32.7</b> OCT	<b>Feeding for productivity</b> Optimising feed inputs.	Salmonella control
 <b>IPPE</b> PRODUCTION & PROCESSING EXPO	<b>32.8</b> DEC	<b>Disease control strategies</b> Vaccination and disease control strategies for broilers and layers. <b>POULTRY PROCESSING FEATURE</b>	Environmental control



# Advertisement rates 2024

NUMBER OF INSERTIONS	1	2-4	5-7	8
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## Advertisement Rates

Double page	8411	7487	6948	6397
Full page	4658	4133	3851	3546
Half page*	2373	2110	1961	1803
Third page*	2132	1899	1762	1624
Quarter page*	1324	1178	1094	1007
Eighth page	729	646	581	532

All prices are per insertion and in British pounds (£UK)

\*Available in premium positions at an extra 20%

See page 22 for advertisement specifications

## Cover Rates

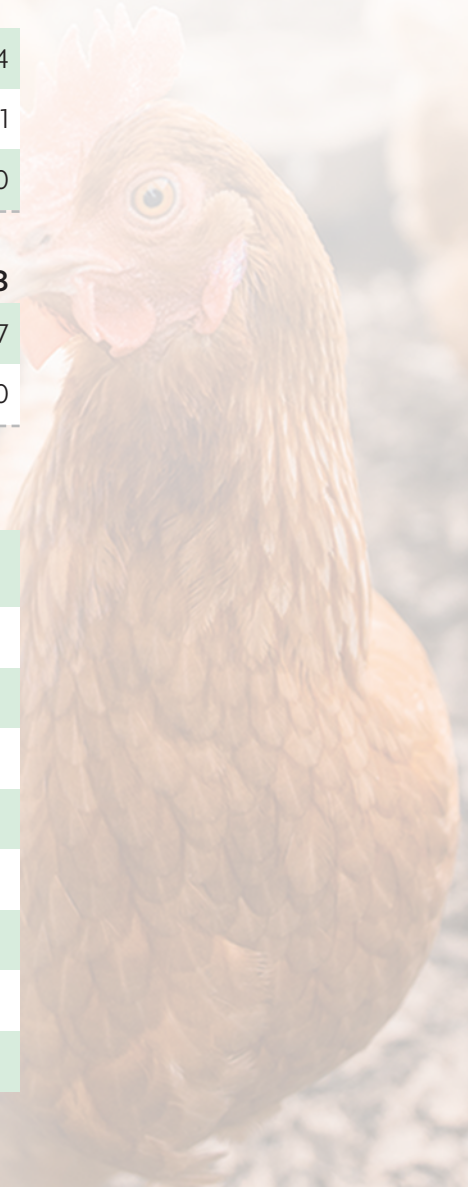
Outside back	5498	4890	4537	4,174
Inside front	5270	4688	4348	4001
Inside back	5043	4485	4160	3830

## Mini Ads

	1-2	3-7	8
5cm single column	157	147	137
10cm single or 5cm double column	314	293	270

## Deadlines 2024

ISSUE	EDITORIAL	ADVERTISEMENTS	PUBLISHED	DIGITAL
32.1 - FEB	19 Jan	26 Jan	9 Feb	19 Feb
32.2 - MAR	23 Feb	1 Mar	15 Mar	25 Mar
32.3 - MAY	12 Apr	19 Apr	3 May	13 May
32.4 - JUNE	7 June	14 June	28 June	8 July
32.5 - AUG	12 July	19 July	2 Aug	12 Aug
32.6 - SEPT	23 Aug	30 Aug	13 Sept	23 Sept
32.7 - OCT	4 Oct	11 Oct	25 Oct	4 Nov
32.8 - DEC	15 Nov	22 Nov	6 Dec	16 Dec



International  
**Hatchery  
Practice**

# Editorial Features 2024

SHOWS	ISSUE	MAIN EDITORIAL THEME	OPTIONS FOR
 <b>VIV HEALTH &amp; NUTRITION ASIA</b>	<b>38.1</b> FEB	<b>Producing healthy chicks</b> Healthy progeny through interventions on the breeder farm and in the hatchery.	Coccidiosis
	<b>38.2</b> MAR	<b>Optimising breeder nutrition</b> Maximising liveability, egg production and chick viability through good nutrition in rear and lay.	Trays, trolleys & transport
 <b>ILDEX VIETNAM</b>	<b>38.3</b> APR	<b>Successful incubation</b> Ensuring we achieve the maximum potential from new technologies.	Vaccinators
	<b>38.4</b> MAY	<b>Best quality hatching eggs</b> Genetic selection, housing and managing nutrition to egg quality parameters and sexing technology.	Breeder nests
 <b>SPACE 2024</b>	<b>38.5</b> JULY	<b>Advancements in vaccination technology</b> Looking at developments in technology to enhance hatchery and breeder performance.	Vitamins & minerals
 <b>POULTRY AFRICA</b>	<b>38.6</b> SEPT	<b>Salmonella in breeders</b> The challenge in the hatchery and in breeders.	Feeders & drinkers
 <b>EuroTier</b> <small>First in animal farming.</small>	<b>38.7</b> OCT	<b>Incubation &amp; breeding technology</b> Developments in temperature, humidity and environmental monitoring to enhance performance. <b>INTERNATIONAL BREEDER REVIEW</b>	Mycotoxins
 <b>IPPE</b> <small>PRODUCTION &amp; PROCESSING EXPO</small>	<b>38.8</b> NOV	<b>Hatchery and on farm biosecurity</b> Effective cleaning and sanitation for improved health and zoonotic pathogen freedom.	Automation

# Advertisement rates 2024

NUMBER OF INSERTIONS	1	2-4	5-7	8
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## Advertisement Rates

Double page	7325	6619	5861	5260
Full page	4120	3769	3250	2922
Half page*	2190	1965	1737	1592
Third page*	1970	1768	1568	1403
Quarter page*	1235	1102	975	872
Eighth page	674	603	533	479

All prices are per insertion and in British pounds (£UK)

\*Available in premium positions at an extra 20%

See page 22 for advertisement specifications

## Cover Rates

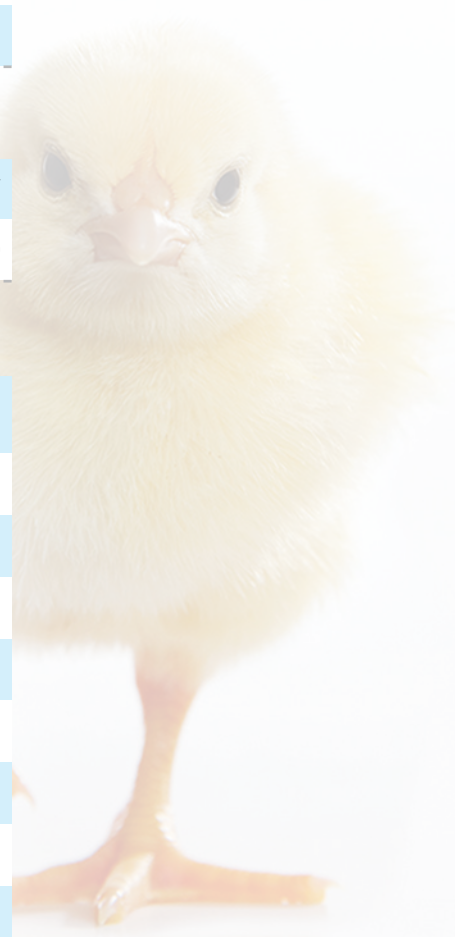
Outside back	5210	4667	4128	3698
Inside front	4783	4280	3912	3398
Inside back	4355	3893	3695	3098

## Mini Ads

	1-2	3-7	8
5cm single column	157	147	137
10cm single or 5cm double column	314	293	270

## Deadlines 2024

ISSUE	EDITORIAL	ADVERTISEMENTS	PUBLISHED	DIGITAL
38.1 - FEB	12 Jan	19 Jan	2 Feb	12 Feb
38.2 - MAR	9 Feb	16 Feb	1 Mar	11 Mar
38.3 - APR	28 Mar	5 Apr	19 Apr	29 Apr
38.4 - MAY	3 May	10 May	24 May	3 June
38.5 - JULY	22 June	28 June	12 July	22 July
38.6 - SEPT	2 Aug	9 Aug	23 Aug	2 Sept
38.7 - OCT	13 Sept	20 Sept	4 Oct	14 Oct
38.8 - NOV	25 Oct	1 Nov	15 Nov	25 Nov



International  
**Pig  
Topics**

# Editorial Features 2024

SHOWS	ISSUE	MAIN EDITORIAL THEME	OPTIONS FOR
 <b>VIV HEALTH &amp; NUTRITION ASIA</b>	<b>39.1</b> FEB	<b>Production in hot climates</b> Nutrition, genetics and effective management to combat heat stress.	Mycotoxins
	<b>39.2</b> APR	<b>Producing robust piglets</b> Successful production and rearing of fit and healthy piglets.	Scanners & vaccinators
 	<b>39.3</b> MAY	<b>Nutrition for productive sows</b> Feeding strategies to maximise sow productivity.	Environmental control
 <b>WORLD PORK EXPO</b>	<b>39.4</b> JUNE	<b>Mycotoxin threat</b> The challenges and control options.	Flooring & penning
	<b>39.5</b> JULY	<b>Health &amp; biosecurity</b> Ensuring zoonotic freedom by adopting early health strategies and interventions.	Piglet nutrition
	<b>39.6</b> SEPT	<b>Feed for maximising growth</b> Optimise the return on feed through reducing margins. <b>INTERNATIONAL BREEDER REVIEW</b>	Feeders & drinkers
 <b>EuroTier</b> First in animal farming.	<b>39.7</b> OCT	<b>Raising healthy piglets</b> Health and nutrition for a good early start and subsequent performance.	Vitamins & minerals
	<b>39.8</b> NOV	<b>Improving &amp; sustaining gut health</b> Managing gut health to optimise productivity and produce quality pork.	Enzymes



# Advertisement rates 2024

NUMBER OF INSERTIONS	1	2-4	5-7	8
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## Advertisement Rates

Double page	7325	6619	5861	5260
Full page	4120	3769	3250	2922
Half page*	2190	1965	1737	1592
Third page*	1970	1768	1568	1403
Quarter page*	1235	1102	975	872
Eighth page	674	603	533	479

All prices are per insertion and in British pounds (£UK)

\*Available in premium positions at an extra 20%

See page 22 for advertisement specifications

## Cover Rates

Outside back	5210	4667	4128	3698
Inside front	4783	4280	3912	3398
Inside back	4355	3893	3695	3098

## Mini Ads

	1-2	3-7	8
5cm single column	157	147	137
10cm single or 5cm double column	314	293	270

## Deadlines 2024

ISSUE	EDITORIAL	ADVERTISEMENTS	PUBLISHED	DIGITAL
39.1 - FEB	12 Jan	19 Jan	2 Feb	13 Feb
39.2 - APR	8 Mar	15 Mar	28 Mar	8 Apr
39.3 - MAY	19 Apr	26 Apr	10 May	20 May
39.4 - JUNE	24 May	31 May	14 June	24 June
39.5 - JULY	28 June	5 July	19 July	29 July
39.6 - SEPT	9 Aug	16 Aug	30 Aug	9 Sept
39.7 - OCT	20 Sept	27 Sept	11 Oct	21 Oct
39.8 - NOV	1 Nov	8 Nov	22 Nov	2 Dec



# Editorial Features 2024

SHOWS	ISSUE	MAIN EDITORIAL THEME	OPTIONS FOR
 VIV HEALTH & NUTRITION ASIA	<b>23.1</b> FEB	<b>Heat stress challenges</b> Effective environmental and health management strategies to maximise productivity from the herd.	Hoof care
	<b>23.2</b> APR	<b>Nutrition, feed and forage</b> Optimising nutrition for welfare and increased milk production. <b>MILKING PARLOURS FEATURE</b>	Mastitis & teat care
 SPACE 2024	<b>23.3</b> JULY	<b>Health &amp; welfare management</b> Keeping cows healthy to manage reproductive performance and milk yield returns.	Ketosis
 WORLD DAIRY EXPO	<b>23.4</b> SEPT	<b>Parlour management &amp; hygiene</b> Adopting smart dairy farm management and improving hygiene standards to counter mastitis and somatic cell counts.	Forage & feeding
 EuroTier® First in animal farming.	<b>23.5</b> OCT	<b>Healthy calves &amp; heifers</b> Sustainable management of young stock to achieve their potential within the milking herd.	Rumen efficiency
	<b>23.6</b> DEC	<b>Mastitis control</b> Strategies to manage and protect against mastitis and maximise milk returns.	Housing & cow comfort

## milking parlours FEATURE

International  
Dairy  
Topics

**23.2**  
APR

The milking parlours feature gives providers of milking equipment the opportunity to highlight how their products can benefit dairy farmers in terms of the productivity of their cows and the quality of the milk they produce.

Further information can be obtained from your marketing contact at Positive Action Publications Ltd (see page 3).



# Advertisement rates 2024

## NUMBER OF INSERTIONS

1

2-3

4-5

6

## Advertisement Rates

Double page	8999	8008	7143	6846
Full page	4987	4425	4122	3790
Half page*	2539	2254	2094	1930
Third page*	2286	2030	1883	1735
Quarter page*	1530	1258	1172	1076
Eighth page	777	690	620	568

All prices are per  
insertion and in British  
pounds (£UK)

\*Available in premium  
positions at an extra  
20%

See page 22 for  
advertisement  
specifications

## Cover Rates

Outside back	5882	5231	4854	4469
Inside front	5639	5012	4652	4282
Inside back	5395	4794	4450	4096

## Mini Ads

1-2

3-5

6

5cm single column	152	142	132
10cm single or 5cm double column	305	284	263

## Deadlines 2024

ISSUE	EDITORIAL	ADVERTISEMENTS	PUBLISHED	DIGITAL
32.1 - FEB	19 Jan	26 Jan	9 Feb	20 Feb
32.2 - APR	22 Mar	28 Mar	12 Apr	22 Apr
32.3 - JULY	14 June	21 June	5 July	15 July
32.4 - SEPT	16 Aug	23 Aug	6 Sept	16 Sept
32.5 - OCT	27 Sept	4 Oct	18 Oct	28 Oct
32.6 - DEC	22 Nov	29 Nov	13 Dec	23 Dec

# Meet the team



**ALISON  
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**JAMES  
SHIMMIN**

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# Expos & events 2024

JANUARY	FEBRUARY	MARCH	APRIL
IPPE 30th January - 1st February Atlanta • USA	Sudan Poultry Dates to be confirmed Khartoum • Sudan	VIV H&N 12 - 14th March Bangkok • Thailand	NIPOLI Dates to be confirmed Ibadan • Nigeria
MAY	JUNE	JULY	AUGUST
Pig & Poultry Fair 15 - 16th May Stoneleigh • UK	World Pork Expo 5 - 7th June Des Moines IA • USA	Indo Livestock 17th July Jakarta • Indonesia	ILDEX Philippines 28 - 30th August Manila • Philippines
World Buiatrics Congress 20 - 24th May Cancun • Mexico	ESPHM & IPVS 4 - 7th June Leipzig • Germany		
Livestock Philippines 22nd - 24th May Manila • Philippines	Avi Africa Dates to be confirmed Johannesburg • South Africa		
ILDEX Vietnam 29th - 31st May Ho Chi Minh City • Vietnam	Dairy, Livestock & Poultry Africa Dates to be confirmed Nairobi • Kenya		
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
UK Dairy Day 11th September Shropshire • UK	World Dairy Expo 1st - 4th October Madison WI • USA	Eurotier 12 - 15th November Hannover • Germany	
SPACE 12 - 14th September Rennes • France	Poultry Africa 2nd - 3rd October Kigali • Rwanda	OVUM 12 - 15th November Punta del Este • Uruguay	
AgriBITS 4-6th September Utrecht • The Netherlands	Agrena Dates to be confirmed New Cairo • Egypt	ILDEX Indonesia Dates to be confirmed Jakarta • Indonesia	
	Ethiopex Dates to be confirmed Addis Ababa • Ethiopia	Poultry India Dates to be confirmed Hyderabad • India	
	Vietstock October Ho Chi Minh City • Vietnam	Livestock Malaysia Dates to be confirmed Kuala Lumpur • Malaysia	

*These dates are correct at time of going to press and may be subject to change*

# Advertising technical specifications

- Complete advertisements should be sent via email in PDF, JPG or Photoshop formats.
- Large files (over 6Mb) can be sent via online file transfer sites, such as WeTransfer.
- All files must be high resolution (minimum of 300dpi) and include all relevant bleed and trim marks.



## Double page spread

Bleed	303mm deep	x	426mm wide
Trimming to	297mm deep	x	420mm wide
Type area	255mm deep	x	390mm wide



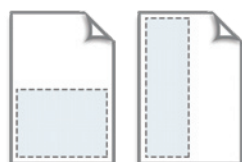
## Half page spread

Bleed	145mm deep	x	426mm wide
Trimming to	142mm deep	x	420mm wide
Type area	125mm deep	x	390mm wide



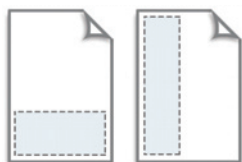
## Full page

Bleed	303mm deep	x	216mm wide
Trimming to	297mm deep	x	210mm wide
Type area	255mm deep	x	180mm wide



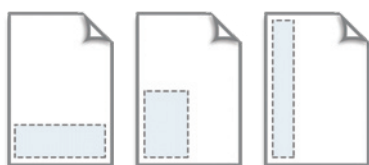
## Half page

Horizontal	125mm deep	x	180mm wide
Vertical	255mm deep	x	88mm wide



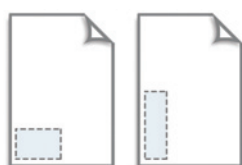
## Third page

Horizontal	85mm deep	x	180mm wide
Vertical	255mm deep	x	57mm wide



## Quarter page

Horizontal	60mm deep	x	180mm wide
Vertical	125mm deep	x	88mm wide
Single column	255mm deep	x	42mm wide



## Eighth page

Horizontal	60mm deep	x	88mm wide
Vertical	125mm deep	x	42mm wide

The number of certain advertisement sizes may be limited in some issues.

# Email technical specifications

- Emails must not exceed a maximum width of 600 pixels and should be constructed using tables (avoid the use of DIVS).
- Use fixed widths and add the border-collapse property to all tables.
- No maximum height, if email exceeds viewable area a scroll bar will automatically appear.
- All emails must be supplied with a text only version (.txt file or word document).
- All Images and logos must be supplied and will be hosted on the Positive Action Publications Ltd servers.

There are a few things to keep in mind when building your HTML emails.

Not all email clients display them in the same way, some automatically block images, others will not honour certain styling rules. In order to minimise the effects of these differences and to prevent firewalls and spam filters blocking or quarantining your emails we require that the following specifications are used.

This will ensure that the emails we send adhere to the latest standards and maximise the success of your campaign.

- Avoid using too many images (or a single large image).
- Always use ALT tags in images.
- No animated gifs, video or flash embedded in the email.
- Avoid using cascading style sheets, use inline styling.
- File size should always be kept as small as possible. A range of 40 - 100kb is ideal.
- All links to external web pages should be absolute (contain entire web address), for example:  
<http://www.mywebsite/targetpage>
- If you require tracking statistics please include these when creating your emails via the preferred coding techniques.
- Clients can supply their own finished HTML to the specifications shown here.
- All files must be received 14 days prior to the date of distribution to allow time for testing.
- The client will accept all responsibility for the contents and ensuring their compliance with relevant regulations and laws, including copyright with regards to materials sourced from third parties.

## Trading Terms

1. All advertisements in magazines owned by Positive Action Publications Ltd must comply with the requirements of English laws and customs. The infringement of any of these is a matter for the advertiser, and not for the publisher, to resolve with the aggrieved party.

2. All invoices are for settlement in full within 28 days and British VAT, where appropriate, will be added at the rate ruling on the date of invoice. In the event of late payment, the publisher reserves the right to levy a 10% late payment surcharge and appropriate interest.

3. Payment may be made by bank transfer (IBAN Number: GB 40 BARC 20434750724343) or by cheque in British Pounds Sterling drawn on a London bank, in US dollars drawn on a US bank or in Euros.

4. When Positive Action Publications Ltd designs, makes or amends an advertisement, no liability is accepted by Positive Action Publications Ltd for any errors unless the advertiser has proofed the advertisement and Positive Action Publications Ltd has then failed to amend proofing corrections. Proofs are only supplied on request. Liability is limited to a maximum of the purchase price of the advertisement.

5. When Positive Action Publications Ltd designs, or otherwise amends an advertisement for an advertiser the copyright for the advertisement remains with Positive Action Publications Ltd until they transfer it to the advertiser in writing. The transfer of copyright will not be unreasonably withheld but may be withheld if any agreement, including payment, between advertiser and Positive Action Publications Ltd has not been fulfilled.

6. Orders for advertisements may only be cancelled in writing and the cancellation is only valid if it is received at least 10 weeks before the publication date.

7. Materials will only be returned or transferred to a third party on receipt of a written request and it is Positive Action Publications Ltd's policy not to retain materials in their possession that have not been used in the previous 12 months.

8. In the event of a series of advertisements being cancelled mid-series, Positive Action Publications Ltd reserves the right to charge the advertiser the difference in the series rates.

9. All contracts between Positive Action Publications Ltd and advertisers are subject to the laws of England only.

10. While Positive Action Publications Ltd, its employees, agents and subcontractors will endeavour to take every care of materials submitted to them, they accept no liability for damage (including loss) of these materials.

11. Discounts, including those for series and those given to agencies, are given on the understanding that the account is paid on time. In the event of late payment Positive Action Publications Ltd reserve the right to reclaim the discount.

12. Where an agency is involved, the agency and their client are jointly and severally liable for all charges.

13. While Positive Action Publications Ltd makes every effort to ensure that magazines reach their destinations by the appropriate time, the company accepts no liability for late delivery and no liability for the actions of its distributing agents should these cause such delays.

14. Agency discounts are only applicable for approved agencies and then only when Positive Action Publications Ltd have been advised of and agreed the agency's role in the transaction. No agency discount will be given retrospectively. Recognised agencies qualify for a discount providing it is agreed and shown on the confirmation of order.

15. Placement of any order is deemed acceptance of these trading terms.



# Positive Action Publications Ltd

Publishers of international magazines  
in the pig, poultry and dairy sectors



## International Office

(for individual contact details see page 3)

Telephone: +44 1377 241724 • Fax: +44 1377 253640

Email: [info@positiveaction.co.uk](mailto:info@positiveaction.co.uk) • Website: [www.positiveaction.info](http://www.positiveaction.info)

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## Postal Address

Positive Action Publications Ltd

PO Box 4 • Driffield • East Yorkshire YO25 9DJ • England

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## Geographical Address

(please use for all shipments by courier)

Positive Action Publications Ltd

Thorpe House • Kelleythorpe Estate • Driffield • East Yorkshire YO25 9DJ • England

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## Asia Office

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