

Positive Action Publications Ltd

Publishers of international magazines in the pig, poultry, dairy, food & meat production sectors

Media Information 2020



Editorial



Circulation



Advertising



Deadlines



Digital

The global technical leader

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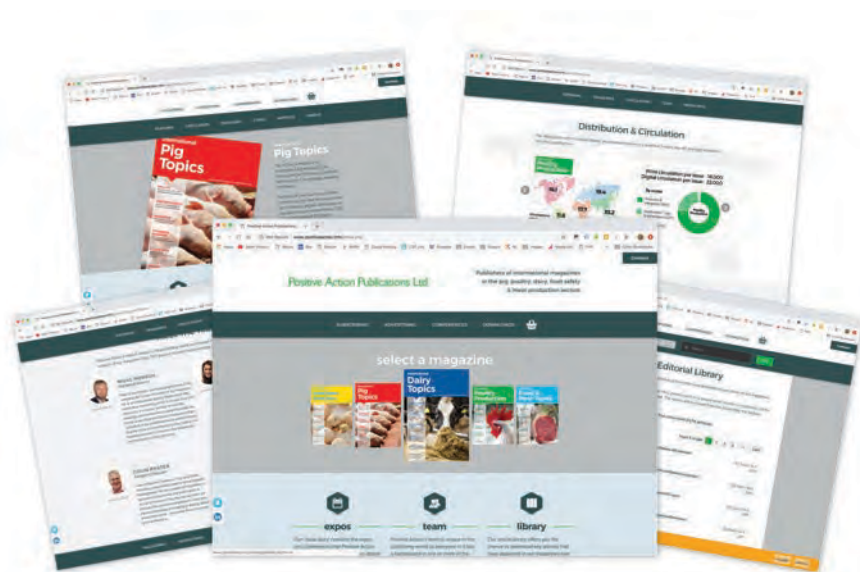
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A digital version of this information is also available from our website or your usual contact at Positive Action Publications Ltd

www.positiveaction.co.uk

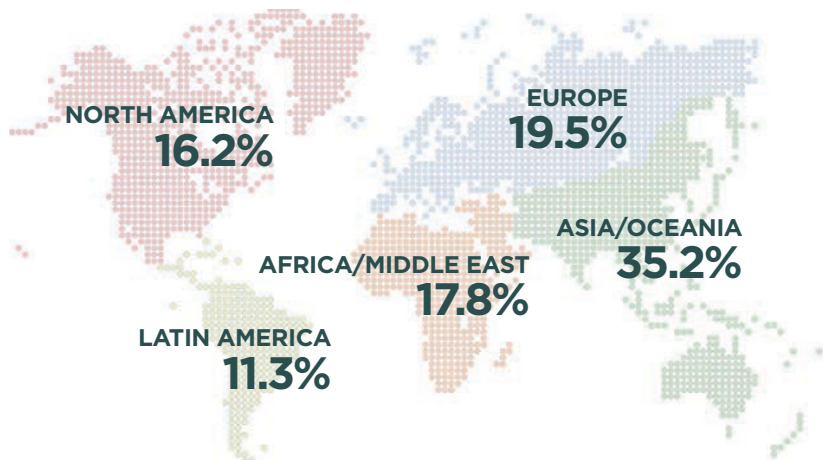


Print distribution & circulation



Getting where it matters – distribution and circulation information for International Poultry Production, International Hatchery Practice, International Pig Topics, International Dairy Topics and International Food & Meat Topics.

GEOGRAPHICAL DISTRIBUTION

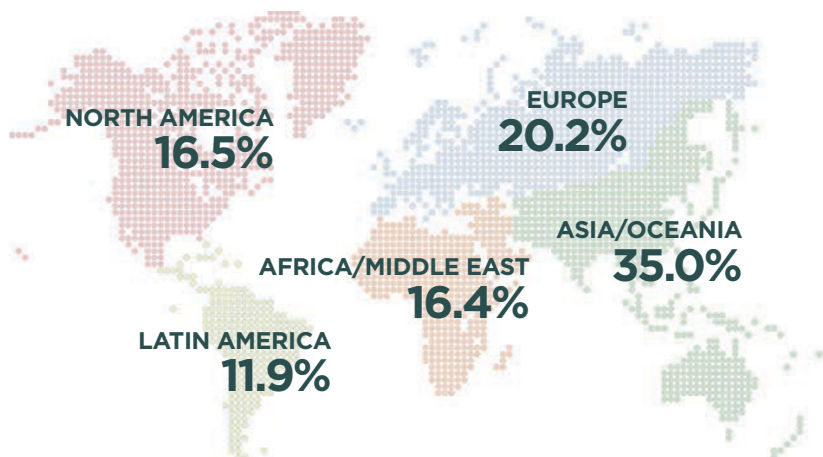


Print circulation per issue
18,000

DISTRIBUTION BY READER

Producers & Integrators (76%)
Nutritionists, Trade & Veterinarians (22%)
Processors (2%)

GEOGRAPHICAL DISTRIBUTION



Print circulation per issue
13,000

DISTRIBUTION BY READER

Breeder Farms (43%)
Hatcheries (39%)
Nutritionists, Trade & Veterinarians (18%)

Print distribution & circulation

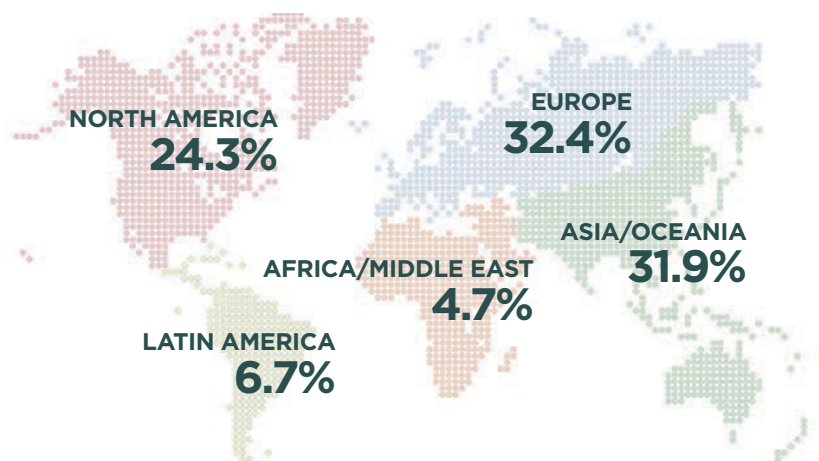
International
**Pig
Topics**

Print circulation per issue
17,000

DISTRIBUTION BY READER

Breeder Farms (78%)
Nutritionists, Trade & Veterinarians (20%)
Packaging & Processing (2%)

GEOGRAPHICAL DISTRIBUTION



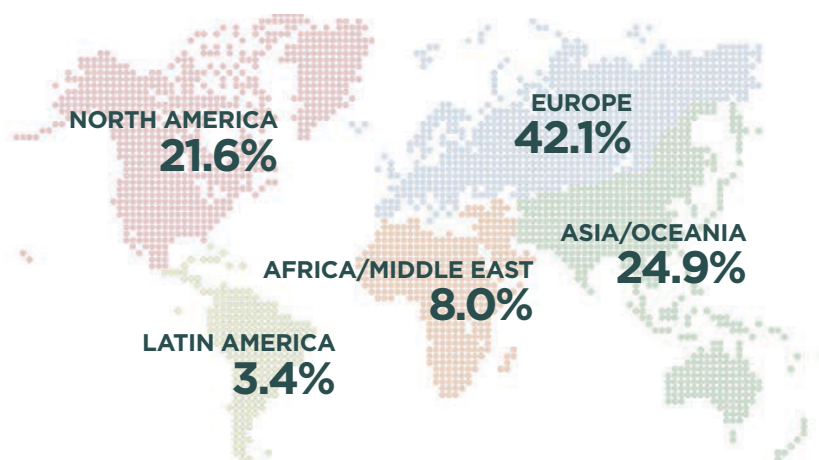
International
**Dairy
Topics**

Print circulation per issue
20,000

DISTRIBUTION BY READER

Large Dairy Farmers & Breeders (74%)
Nutritionists, Trade & Veterinarians (18%)
Research Consultants & Laboratories (8%)

GEOGRAPHICAL DISTRIBUTION



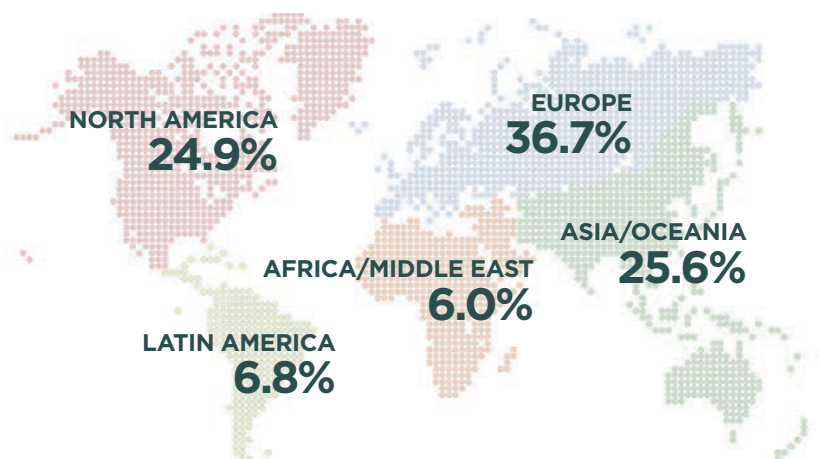
International
**Food &
Meat Topics**

Print circulation per issue
20,000

DISTRIBUTION BY READER

Primary and Further Processing (43%)
Food Producers (37%)
Laboratories, Technical & Trade (20%)

GEOGRAPHICAL DISTRIBUTION



	International Poultry Production	International Hatchery Practice	International Pig Topics	International Dairy Topics	International Food & Meat Topics
EUROPE					
Austria	40	42	78	326	135
Belarus	39	15	13	17	31
Belgium	49	57	230	496	210
Bosnia	10	8	5	8	11
Bulgaria	67	27	44	51	43
Croatia	67	25	38	84	36
Cyprus	37	22	37	61	52
Czech Rep.	139	53	116	188	114
Denmark	60	57	336	212	139
Estonia	18	9	33	26	33
Finland	30	48	90	105	84
France	139	112	272	682	702
Germany	329	177	878	786	891
Greece	65	60	106	105	182
Hungary	214	117	171	171	133
Iceland	10	7	4	11	34
Ireland	52	36	319	653	557
Italy	136	120	326	589	538
Latvia	23	10	23	76	8
Lithuania	55	24	39	96	40
Luxembourg	8	1	6	59	16
Macedonia	15	6	1	4	13
Malta	30	7	9	15	47
Moldova	17	3	3	3	14
Netherlands	205	204	339	766	409
Norway	36	34	43	32	59
Poland	229	166	193	534	212
Portugal	51	42	101	56	79
Romania	107	78	67	62	42
Russia	471	467	292	158	421
Serbia	76	32	48	39	30
Slovakia	83	15	37	123	49
Slovenia	46	20	26	46	26
Spain	135	134	440	612	436
Sweden	39	83	81	94	181
Switzerland	40	52	85	113	132
UK	204	188	527	910	1130
Ukraine	126	54	42	41	40
Others	13	14	10	10	31
ASIA/OCEANIA					
Australia	186	161	342	612	727
Bangladesh	174	151	31	129	69
Brunei	47	42	0	7	27
Cambodia	28	15	24	14	30
China	994	540	1040	542	681
Hong Kong	26	9	23	13	44
India	911	953	315	932	679
Indonesia	537	264	199	278	130
Japan	171	102	160	98	277
Malaysia	567	476	398	241	190
Myanmar	93	67	62	71	36
Nepal	64	50	17	26	12
New Zealand	120	78	93	640	564
Pakistan	134	220	32	163	107
Philippines	564	341	789	200	216
Singapore	148	72	114	89	122
South Korea	300	107	288	149	134
Sri Lanka	150	119	79	110	81
Taiwan	166	88	203	105	162
Thailand	624	518	739	305	597
Vietnam	310	160	441	239	203
Others	22	17	34	17	32



LATIN AMERICA					
Argentina	221	148	185	118	163
Bahamas	14	6	2	3	10
Barbados	12	8	3	2	12
Bolivia	38	27	14	11	5
Brazil	553	384	327	124	268
Chile	80	53	56	65	68
Colombia	91	80	54	34	46
Costa Rica	37	23	24	18	23
Cuba	24	19	20	16	4
Dominican Republic	55	40	21	14	23
Ecuador	90	64	26	21	24
El Salvador	39	23	11	8	4
Guatemala	68	37	29	17	15
Honduras	37	26	10	6	8
Jamaica	33	16	10	9	35
Mexico	228	275	197	101	440
Nicaragua	17	9	7	5	4
Panama	34	23	8	6	11
Paraguay	16	11	6	6	22
Peru	121	115	40	27	52
Puerto Rico	11	5	3	12	21
Trinidad & Tobago	33	24	12	7	32
Uruguay	28	16	8	18	24
Venezuela	144	103	59	24	17
Others	10	14	7	8	29
NORTH AMERICA					
Canada	306	156	373	392	662
USA	2610	1989	4131	4320	4980
AFRICA/MIDDLE EAST					
Algeria	54	49	5	15	15
Bahrain, Qatar	36	16	3	24	23
Benin, Togo	26	17	5	3	4
Botswana	54	34	5	9	9
Burkina Faso, Mali, Niger	45	18	6	8	10
Cameroon	29	20	16	11	7
Egypt	267	221	10	187	84
Ethiopia	44	26	3	21	11
Ghana	77	70	18	13	13
Iran	202	118	8	92	47
Israel	144	105	11	60	64
Ivory Coast	23	15	5	3	5
Jordan	66	43	6	20	21
Kenya	275	65	89	223	32
Kuwait	35	12	4	15	16
Lebanon	24	16	3	14	17
Malawi, Mozambique	48	22	6	17	13
Mauritius	28	13	3	16	14
Morocco	106	36	7	18	54
Namibia	12	31	4	4	5
Nigeria	349	246	104	94	43
Oman	29	15	1	14	30
Saudi Arabia	135	107	5	56	77
Senegal	21	10	2	7	7
South Africa	232	237	322	212	238
Sudan	40	25	3	17	8
Tanzania	45	26	14	36	12
Tunisia	77	37	3	40	14
Turkey	309	281	64	144	110
UAE	163	71	7	111	119
Uganda	48	35	12	25	8
Yemen	36	14	2	3	4
Zambia	38	25	13	19	12
Zimbabwe	61	43	17	23	30
Others	26	13	13	26	24

International Poultry Production

Editorial features 2020

SHOWS	ISSUE	MAIN EDITORIAL THEME	Optionsfor
	28.1 FEB	Mycotoxin control Minimising the hidden threat to performance from in feed mycotoxins. Egg Focus 1	Laying systems
	28.2 MAR	Intestinal gut health Keeping flocks productive by optimising the gut environment. Egg Focus 2	Drinkers
	28.3 APR	Broiler & layer nutrition Utilising technologies and developments in nutrition to make the most of our greatest cost. Egg Focus 3	Egg handling
	28.4 JUNE	First week management Managing health, nutrition and the environment to give flocks the best possible start. Egg Focus 4	Enzymes
	28.5 AUG	Effective health strategies Taking a practical look at the new developments that ensure healthy chickens, turkeys and ducks. Egg Focus 5	Feeders
	28.6 SEPT	Feeding for performance Managing the balance between environment, health and nutrition for optimal performance. Egg Focus 6	Environmental control
	28.7 OCT	Producing quality table eggs Meeting consumer demands through management, vaccination and nutrition. Egg Focus 7	Oils & flavours
	28.8 DEC	Vaccination & disease control Latest thinking and practices to maximise the health benefits of broilers and layers. Egg Focus 8	Prebiotics & probiotics

Advertisement rates 2020

NUMBER OF INSERTIONS	1	2, 3 OR 4	5, 6 OR 7	8
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All prices are per insertion and in British pounds (EUR)

Advertisement Rates

Double page	7925	7055	6547	6028
Full page	4389	3895	3628	3341
Half page†	2235	1988	1848	1699
Third page†	2009	1789	1660	1530
Quarter page†	1248	1110	1031	949
Eighth page	687	609	548	502

†Available in premium positions at an extra 20%

Cover Rates

Inside front or back	4752	4226	3920	3609
Outside back	5180	4608	4275	3933

Mini Ads

	1-2	3-7	8
5cm single column	148	138	128
10cm single or 5cm double column	296	275	255

Deadlines 2020

ISSUE	MONTH	EDITORIAL	ADVERTISEMENTS	PUBLICATION
28.1	Feb	24/1/20	31/1/20	14/2/20
28.2	Mar	28/2/20	6/3/20	20/3/20
28.3	Apr	3/4/20	10/4/20	24/4/20
28.4	June	22/5/20	29/5/20	12/6/20
28.5	Aug	17/7/20	24/7/20	7/8/20
28.6	Sept	28/8/20	4/9/20	18/9/20
28.7	Oct	2/10/20	9/10/20	23/10/20
28.8	Dec	13/11/20	20/11/20	4/12/20

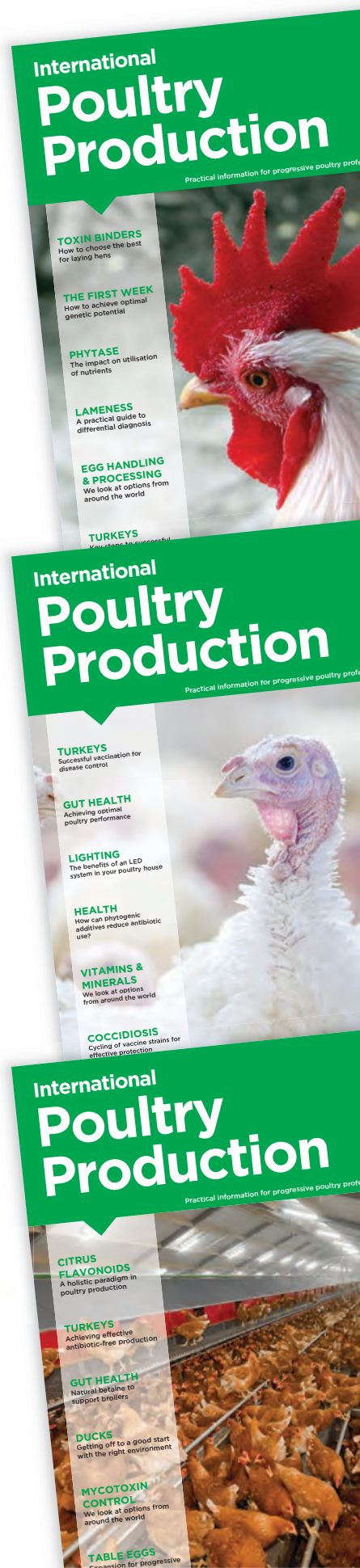


EGGfocus

MODERN TABLE LAYER MANAGEMENT & THE PRODUCTION OF SAFE, QUALITY TABLE EGGS

Our EGGFocus series of short, informative, technical articles looks at different aspects of modern table layer management and the production of safe, quality table eggs

For further information on this EGGFocus series please get in touch with your usual contact at Positive Action Publications Ltd (see page 3 for details)



Editorial features 2020

SHOWS	ISSUE	MAIN EDITORIAL THEME	Optionsfor
	34.1 FEB	Feeding the breeder The importance of nutrition to maximise viability, egg production and chick quality. Duck Breeder Focus 1	Feeders & drinkers
	34.2 MAR	Producing quality chicks Achieving healthy progeny by way of management on the breeder farm and in the hatchery. Duck Breeder Focus 2	Vaccinators
	34.3 APR	Successful incubation Getting the basics right to maximise hatchability and viability. Duck Breeder Focus 3	Salmonella control
	34.4 MAY	Hatching egg quality Managing vaccination and nutrition inputs to produce quality hatching eggs. Duck Breeder Focus 4	Breeder nests
	34.5 JULY	Exploring new technologies Reaping the benefits and advantages of new developments and technologies. Duck Breeder Focus 5	Trays & trolleys
	34.6 SEPT	Breeder & hatchery vaccination Protecting the health of breeders and chicks to enhance their performance. Duck Breeder Focus 6	Mycotoxin control
	34.7 OCT	International Breeder Review Performance data from the breeders of broilers, layers, turkeys & ducks. Duck Breeder Focus 7	Energy saving
	34.8 DEC	Health & biosecurity Ensuring zoonotic freedom with effective health strategies and attention to detail. Duck Breeder Focus 8	Hatchery automation

Advertisement rates 2020

NUMBER OF INSERTIONS

1

2, 3 OR 4

5, 6 OR 7

8

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

Advertisement Rates

Double page	6902	6237	5523	4957
Full page	3882	3552	3063	2754
Half page†	2064	1851	1637	1500
Third page†	1856	1666	1477	1322
Quarter page†	1164	1038	919	822
Eighth page	635	568	503	452

†Available in premium positions at an extra 20%

Cover Rates

Inside front or back	4104	3669	3482	2919
Outside back	4910	4397	3890	3484

Mini Ads

	1-2	3-7	8
5cm single column	148	138	128
10cm single or 5cm double column	296	275	255

Deadlines 2020

ISSUE	MONTH	EDITORIAL	ADVERTISEMENTS	PUBLICATION
34.1	Feb	10/1/20	17/1/20	31/1/20
34.2	Mar	14/2/20	21/2/20	6/3/20
34.3	Apr	27/3/20	3/4/20	20/4/20
34.4	May	1/5/20	8/5/20	22/5/20
34.5	July	26/6/20	3/7/20	17/7/20
34.6	Sept	7/8/20	14/8/20	28/8/20
34.7	Oct	11/9/20	18/9/20	2/10/20
34.8	Dec	30/10/20	6/11/20	20/11/20



Duck breederfocus

THE CHALLENGES OF REARING DUCKS FOR QUALITY MEAT PRODUCTION

In 2020 our Duck Breeder Focus series of short, informative, technical articles will look at the challenges of rearing ducks for quality meat production.

For further information on this series please get in touch with your usual contact at Positive Action Publications Ltd (see page 3 for details)



Editorial features 2020

SHOWS	ISSUE	MAIN EDITORIAL THEME	Optionsfor
	35.1 FEB	Nutrition strategies Focusing on strategies to maximise returns and to produce quality pork.	Disinfectants
	35.2 MAR	Producing quality piglets Health and nutrition for a good early start and subsequent performance.	Environmental control
	35.3 APR	International Health Review The latest developments to help optimise the health and quality of your herd.	Mycotoxin control
	35.4 MAY	Feeding the prolific sow Paying attention to feed, feeding and nutrition for the best returns.	Piglet nutrition
	35.5 JULY	Gut health management Managing the gut microbiota to optimise productivity.	Scanners, vaccinators & AI
	35.6 SEPT	Raising healthy piglets Successful production, rearing and weaning of fit and healthy piglets. International Breeder Review Supplement	Flooring & penning
	35.7 OCT	Achieving genetic potential Encompassing management, health and nutrition to realise genetic potential.	Vitamins & minerals
	35.8 DEC	Feeding for growth Maximising the return on your feed through the best live performance.	Feeders & drinkers

Advertisement rates 2020

NUMBER OF INSERTIONS	1	2, 3 OR 4	5, 6 OR 7	8
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Double page	6902	6237	5523	4957
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Deadlines 2020

ISSUE	MONTH	EDITORIAL	ADVERTISEMENTS	PUBLICATION
35.1	Feb	17/1/20	24/1/20	7/2/20
35.2	Mar	21/2/20	28/2/20	13/3/20
35.3	Apr	20/3/20	27/3/20	9/4/20
35.4	May	24/4/20	1/5/20	15/5/20
35.5	July	3/7/20	10/7/20	24/7/20
35.6	Sept	21/8/20	28/8/20	11/9/20
35.7	Oct	25/9/20	2/10/20	16/10/20
35.8	Dec	6/11/20	13/11/20	27/11/20



Supplements

Promotional supplements are available across all of our titles. They are the most cost effective way of disseminating large amounts of information to a wide audience.

If this is an option you would like to consider, we will be pleased to assist and guide you (see page 3 for contact details).

International Pig Topics

Independent thoughts for independent pig production

- PIGLETS**
Boosting sow milk with phytochemical feed additives
- FEED EFFICIENCY**
Algae and clay tested to improve ileal digestibility
- NUTRITION**
The impact of phytase on utilisation of feed
- FEEDERS & DRINKERS**
We look at options from around the world
- LIQUID FEED**
Organic acids - an alternative to antibiotics as AGPs
- DISEASE**
What is the true cost of disease?

International Pig Topics

Independent thoughts for independent pig production

- PIGLETS**
Early life performance is critical for success
- PERFORMANCE**
Watch piglets make gains with novel isotonic protein drink
- NUTRITION**
Managing post-weaning stress: nutritional considerations
- ENVIRONMENTAL CONTROL**
We look at options from around the world
- THE SOW**
Supporting the prolific sow for better lifetime performance
- HEAT STRESS**
Using live yeast in the management of sows

International Pig Topics

Independent thoughts for independent pig production

- HERD HEALTH**
An effective vaccine for the control of ileitis
- FEEDING**
Improving performance with organic oil
- FLY CONTROL**
Reducing disease and productivity losses
- MYCOPLASMA HYOPNEUMONIAE**
Essential questions and answers on vaccine efficacy
- VITAMINS & MINERALS**
We look at options from around the world
- NUTRITION**
Enriching the future

Editorial features 2020

SHOWS	ISSUE	MAIN EDITORIAL THEME	Optionsfor
	19.1 FEB	Countering heat stress Obtaining the best returns through effective environment and herd health management.	Mastitis & teat care
	19.2 APR	Managing cow nutrition Looking at feed, forage and nutrition to advance productivity & improve health and cow well being. Milking Parlours Supplement	Hoof care
	19.3 JULY	Health & performance Maintaining herd health for cow longevity, reproductive performance and milk production.	Housing & cow comfort
	19.4 SEPT	Hygiene & parlour management Optimum hygiene standards, countering mastitis and minimising somatic cell counts.	Rumen efficiency
	19.5 OCT	Calf & heifer management Managing young stock to lay the foundations for a long and productive life.	Ketosis control
	19.6 DEC	Preventing mastitis Effective mastitis management to maximise milk yield. Breed & Genetics Review	Parlour equipment

milking parlours SUPPLEMENT

International
Dairy
Topics

19.2
March 2020

The Milking Parlours Supplement 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 2020

NUMBER OF INSERTIONS	1	2 OR 3	4 OR 5	6
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All prices are per insertion and in British pounds (EUK)

Advertisement Rates

Double page	8564	7621	6798	6515
Full page	4746	4211	3923	3607
Half page†	2416	2146	1993	1837
Third page†	2175	1932	1792	1651
Quarter page†	1456	1197	1115	1024
Eighth page	740	656	590	541

†Available in premium positions at an extra 20%

Cover Rates

Inside front or back	5134	4562	4235	3898
Outside back	5598	4977	4620	4252

Mini Ads

	1-2	3-5	6
5cm single column	145	135	125
10cm single or 5cm double column	290	270	250

Deadlines 2020

ISSUE	MONTH	EDITORIAL	ADVERTISEMENTS	PUBLICATION
19.1	Feb	31/1/20	7/2/20	21/2/20
19.2	Apr	10/4/20	17/4/20	1/5/20
19.3	July	19/7/20	26/7/20	10/7/20
19.4	Sept	14/8/20	21/8/20	4/9/20
19.5	Oct	9/10/20	16/10/20	30/10/20
19.6	Dec	27/11/20	4/12/20	18/12/20



International Mini Ads

An International Mini Ad series gives you regular access to our global readership at a cost effective price. They can be used across our titles to promote products and services and to seek distributors and agents.

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



International Food & Meat Topics

Editorial features 2020

SHOWS	ISSUE	MAIN EDITORIAL THEME	Optionsfor	
	31.1 FEB	Testing & analysis How to identify, manage and control chemical, microbiological and physical threats. Focus on Science & Technology 1		Filling & packaging
	31.2 APR	Productivity in processing Looking at new technologies and how they improve processing efficiency. Focus on Science & Technology 2		Hygiene control
	31.3 JUNE	Controlling pathogens Effective management of microbiological hazards in the food production chain. Focus on Science & Technology 3		Food preservation
	31.4 AUG	Sustainable packaging New developments in packaging to help reduce environmental impact. Focus on Science & Technology 4		Testing & monitoring
	31.5 OCT	Contamination control Identifying risks and achieving best practice in the production process. Focus on Science & Technology 5		Primary processing
	31.6 DEC	Meat & poultry processing Increasing efficiency, productivity and providing quality in processing. Focus on Science & Technology 6		Foreign body detection

**Be listed and enjoy the benefit
of being seen by at least 20,000
QA and production managers**



Key Service Providers

These features are published twice a year in International Food & Meat Topics and are seen by at least 20,000 key professionals worldwide. In the digital edition your potential customers will have direct access to your website and email address using links within your entry.

At a cost of only £200, this is an excellent opportunity to promote your services.

For further information please get in touch with your marketing contact at Positive Action Publications Ltd (see page 3)

Advertisement rates 2020

NUMBER OF INSERTIONS	1	2 OR 3	4 OR 5	6
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All prices are per insertion and in British pounds (£UK)

Advertisement Rates

Double page	7925	7055	6547	6028
Full page	4389	3895	3649	3341
Half page†	2235	1988	1848	1699
Third page†	2009	1789	1660	1530
Quarter page†	1248	1110	1031	949
Eighth page	687	609	548	502

†Available in premium positions at an extra 20%

Cover Rates

Inside front or back	4794	4227	3922	3610
Outside back	5184	4607	4276	3935

Mini Ads

	1-2	3-5	6
5cm single column	148	138	128
10cm single or 5cm double column	296	275	255

Deadlines 2020

ISSUE	MONTH	EDITORIAL	ADVERTISEMENTS	PUBLICATION
31.1	Feb	3/1/20	10/1/20	24/1/20
31.2	Apr	13/3/20	20/3/20	3/4/20
31.3	June	29/5/20	5/6/20	19/6/20
31.4	Aug	24/7/20	31/7/20	14/8/20
31.5	Oct	18/9/20	25/9/20	9/10/20
31.6	Dec	20/11/20	27/11/20	11/12/20



FOCUS on Science & Technology

In 2020 our 'FOCUS on' series of informative articles will look at practical, scientific, technical and regulatory information in modern food and meat processing.



Digital editions

Reap the added benefits of print advertising with us



Digital magazine editions

A digital copy of each of our magazine titles is emailed 14-21 days after the print version is published.

Links to websites are added to all advertisements, news items, articles and our 'Options for' features to maximise traffic back to your website or email inbox.

Access to our titles is available on the move to

share with colleagues, customers, distributors and suppliers.

Our e-base as at July 2019:

International Hatchery Practice	13,000
International Pig Topics	14,500
International Poultry Production	21,500
International Dairy Topics	20,000
International Food & Meat Topics	30,000

Digital article library

Our article library gives complete access to previous articles from across all of our titles. It is fully searchable and available as a FREE service to all our readers. With over 2,500 articles covering topics such as health, nutrition, breeding, management, food safety and meat processing there is something for everyone.

The library is constantly updated, with new articles being added weekly to keep readers up to date with the latest technologies and techniques employed in the sectors we serve.

Reap the added benefits
of print advertising with us

Digital services

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 the following e-bases:

poultryhealth BYTES – emailed to 21,500 on International Poultry Production's e-base.

pighealth BYTES – emailed to 14,500 on International Pig Topics' e-base.

dairyhealth BYTES – emailed to 20,000 on International Dairy Topics' e-base.

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



Special Optionsfor digital mailings



Our 'Optionsfor' 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 2020 can be seen in the relevant editorial features pages in this booklet.

Some of these 'Options for' pages are selected for independent digital mailing and are circulated 7-14 days after the printed publication. This further increases the exposure of your products to potential customers.

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 over 90,000 addresses spread across our 5 titles so you can focus your message on a specific species or even a specific region.

If you would like to create your own HTML email see the technical specifications (page 27) for details of how to maximise your delivery and open rates.



Email marketing rates

Rates: £125 per 1000 for magazine advertisers, £250 per 1000 for non-magazine advertisers.

E-base as at July 2019:

International Hatchery Practice	13,000
International Pig Topics	14,500
International Poultry Production	21,500
International Dairy Topics	20,000
International Food & Meat Topics	30,000

Target by title and/or region. The four regions are: Europe | Asia/Middle East | Americas | Africa

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



Social media

Follow us for all the latest news



@positiveaction



positive-action-publications

Follow us for the latest digital magazine editions, Options for and Health BYTES or just to keep informed of our latest exhibition and conference updates

figures show monthly averages at time of going to press



IMPRESSIONS
48,500



FOLLOWER
SECTORS

Sales
Business development
Marketing
Operations
Media & communications



FOLLOWER
INDUSTRIES

Food production
Farming
Veterinary
Biotechnology
Pharmaceuticals



ENGAGEMENTS
5.58%



ENGAGEMENTS
2,933



MEDIA VIEWS
1,785

Meet the team at expos &



NIGEL HORROX

Managing Director

neh@positiveaction.co.uk
[@nhorrox](https://twitter.com/nhorrox)

Nigel is the founder and managing director of the company. He is an experienced poultry veterinarian who undertakes consultancy work in Europe, Asia and Africa and regularly attends scientific meetings and conferences around the world.

He brings to our titles a technical competence that is unrivalled in the publishing world, ensuring that our contents are technically correct, topical and able to help producers improve their businesses.



ALISON BURDASS

Marketing Manager

ab@positiveaction.co.uk
[@burdassab](https://twitter.com/burdassab)

A farming background and experience of working as our conference manager for several years gave Alison the perfect pedigree to join our team of marketing managers in 2006.

Alison has travelled widely with the company and regularly attends shows around the world. She has met our clients in places as far apart as Atlanta, Beijing, Cairo and Moscow.



COLIN FOSTER

Marketing Manager

cf@positiveaction.co.uk
[@colinfo9137775](https://twitter.com/colinfo9137775)

Colin joined the company in the early 1990s following a successful career in turkey breeder management. He has a wealth of experience in agricultural advertising and works with his accounts to ensure that they can optimise our titles as their promotional platform.

Colin also travels extensively and regularly attends shows around the world – especially those in Europe and the Americas.



CLAIRE FUSSEY

Marketing Manager

claire@positiveaction.co.uk
[@claiefusseyapp](https://twitter.com/claiefusseyapp)

Claire, who has a BSc in animal science & behaviour, comes from a farming background in livestock and arable. Previously, she worked in the technical quality control team of one of the UK's leading food testing laboratories.

Claire's expertise also includes a good understanding of our social media presence and how we can utilise this to further enhance our clients' digital requirements.

JANUARY	FEBRUARY	MARCH	APRIL	MAY
IPPE 28-30th January Atlanta • GA • USA	GFSI Conference 25-28th February Seattle • WA • USA	VIV MEA 9-11th March Abu Dhabi • UAE	Agritech Zambia 2-4th April Chisamba • Zambia	Livestock Philippines 28-30th May Manila • Philippines
		CFIA 10-12th March Rennes • France	Livestock Malaysia 7-9th April Malacca • Malaysia	
		Ildex Vietnam 18-20th March Ho Chi Minh • Vietnam	ESPHM 29th April-1st May Bern • Switzerland	
		PPDFA 23-24th March Bangkok • Thailand	AVIANA Nigeria TBC Ibadan • Nigeria	
		VIV H&N / Victam Asia 24-26th March Bangkok • Thailand		

events in 2020



STEPH WEIGHTMAN

Marketing

steph@positiveaction.co.uk
[@s_weightman](https://twitter.com/s_weightman)

Steph has a BSc from Aston University and this, coupled with her working knowledge of the pig and food trading sectors, gives her a good basic insight into the sectors our magazines serve.

Since joining the marketing team in 2017, Steph has represented the company at numerous shows and events around the world.

She also has involvement with our social media activities.



NDUTA MBUTHIA

Africa Office

nduta@positiveaction.co.uk
[@nduta_mbuthia](https://twitter.com/nduta_mbuthia)

Nduta gained her BA and MA from the University of Nairobi.

Nduta works at shows and other events in sub-Saharan Africa to further enhance our position in this key market. She is also working with our customers in India.



JOJO (PRISARA SAENGVANICH)

Asia Office

jojo@positiveaction.co.uk

Prisara, who is known to everyone as Jojo, joined the team in the first half of 2017 as our conference manager.

Previously she worked in the airline industry and in corporate events and hospitality, including with some pharmaceutical companies.

In her role, Jojo is developing links between our magazines and southeast Asian and Chinese companies.

JUNE	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
IPVS 2-5th June Florianopolis • Brazil	IAFP 2-5th August Cleveland • OH • USA	SPACE 15-18th September Rennes • France	Alimentaria Foodtech 6-9th October Barcelona • Spain	Eurotier 17-20th November Hannover • Germany
World Pork Expo 3-5th June Des Moines • IA • USA	World Poultry Congress 16-20th August Paris • France	World Buiatrics Congress 27th Sept-1st October Madrid • Spain	Vietstock 14-16th October Ho Chi Minh • Vietnam	Gulfood Manufacturing TBC Dubai • UAE
Avi Africa 9-11th June Johannesburg • S. Africa		World Dairy Expo 29th Sept-3rd October Madison • WI • USA	SIAL 18-22nd October Paris • France	Poultry India TBC Hyderabad • India
			Agrena TBC Cairo • Egypt	PALS TBC Kumasi • Ghana

Colour key

Exhibiting

Attending

Global presence

Just a few of the many p
marketing team have vis



places and events around the world that members of our
visited in recent years

Frankfurt, Germany



IFFA



Istanbul, Turkey



VIV
Turkey



Hyderabad, India



Poultry
India



Zhengzhou, China



WSI
Expo



Sapporo, Japan



WBC
2018



Bangkok, Thailand



VIV
Asia



Jakarta, Indonesia



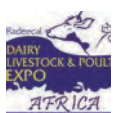
Ildexx



Nairobi, Kenya



DLP
Expo
Africa



Cairo, Egypt



Agrena



Dubai, UAE



Gulfood
Manufacturing



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 or Dropbox.
- 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



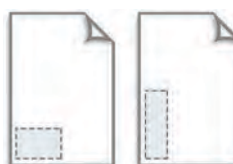
Third page

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

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, (inline styling should be used).
- File size should always be kept as small as possible. A range of 40 - 100k is ideal.
- All links to external web pages should be absolute (contain entire web address), for example:
`http://www.mywebsite/targetpage`
- 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.



International Office

(for individual contact details see page 3)

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

Email: info@positiveaction.co.uk • Website: www.positiveaction.co.uk

Postal Address

Positive Action Publications Ltd
PO Box 4 • Drifffield • East Yorkshire YO25 9DJ • England

Geographical Address

(please use for all shipments by courier)

Positive Action Publications Ltd
Thorpe House • Kelleythorpe Estate • Drifffield • East Yorkshire YO25 9DJ • England

Asia Office

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Email: jojo@positiveaction.co.uk

Africa Office

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Email: nduta@positiveaction.co.uk