

FEED & LIVESTOCK

ฟีด แอนด์ ไหล่สัตว์

FEED AND LIVESTOCK MAGAZINE

is a trade publication launched in 2003 with circulation in 10 ASEAN countries and across Asia-Pacific.

Key reader groups are integrators, feed mills, producers, managers and various stakeholders along the supply chain. Featuring bilingual content, the magazine helps both Thai and international readers keep track of trends and developments in the region.

SPECIFICATIONS:

- **Circulation:** 4,000 copies
- **Frequency:** 6 issues/year
- **Readership:** 12,000 poultry and swine producers, feedmillers, veterinarians, nutritionists, researchers, consultants
- **Distribution:** Mail direct to readers, electronic platform, www.feedlivestock.com and [Facebook: Feed & Livestock Magazine](https://www.facebook.com/feedlivestock)

We have 2,500 online readers from the Philippines 28%, Myanmar 26%, India 14%, Pakistan 7%, Brazil 6%, Cambodia 4%, Laos 3% and Vietnam 3%. The online version is accessible to remote readers in the Middle East and Africa.

ARE WE FAST ENOUGH TO SURVIVE AN ERA OF RADICAL CHANGE?

At Feed & Livestock, our mission is to keep you informed so that you can make sense of the latest industry trends. You'll see us out in the fields and on the farms talking to the people who know what's happening before it becomes mainstream news.

Big changes are afoot in both international trade and geopolitics as new global alliances form. Markets are changing at breakneck speed. Rising affluence and the emergence of a new middle class in many Asian countries is resulting in rapid demographic shifts. Families are shrinking and the influence of elderly consumers is soaring. Vegan diets are becoming more popular, putting more pressure on stagnant animal protein consumption growth in most Western countries.

Lab grown and plant-based meat substitutes that are indistinguishable from real, farm-raised meat can't be dismissed as science fiction anymore. Non-traditional players are already investing millions in potentially disruptive technologies. Synthetic meat may begin stealing market share from animal protein as early as 2020.

International trade conflicts, particularly between the US and China, are a simmering pot that may boil over. New Chinese pork production standards aimed at reducing dependence on American soybeans may have long-term ramifications for soybean growers and oil crushers.

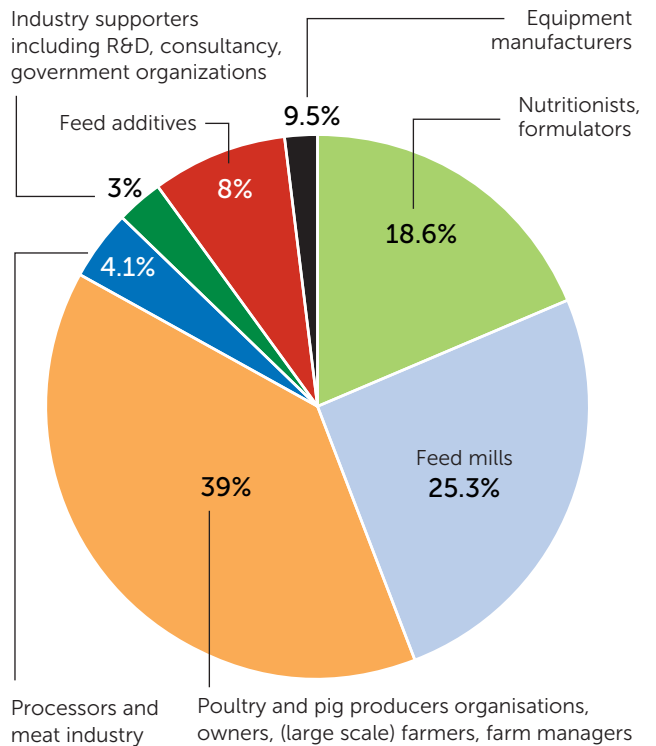
Social concerns are driving changes in the industry. Bans on antimicrobial growth promoters, layer cages, sow stalls and antibiotics are reshaping the industry landscape, especially for producers of feed additives and livestock equipment.

Demand for meat in the next 20 years will grow sharply in Asia, with broiler meat taking the lead. Economic development is the main driver for new trends in consumer demand. Meat consumption will grow globally, but Asia will be where the real story plays out.

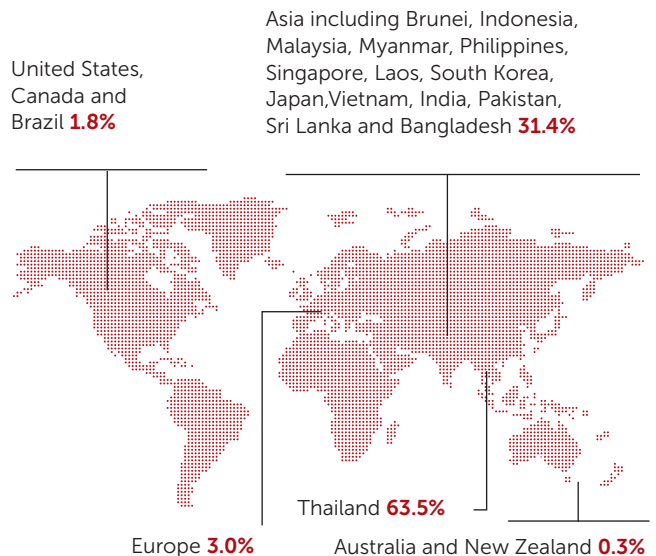
The top producers are becoming more international in their goals, tapping multiple species and reaching for ever-greater economies of scale. But even the biggest commodity players are seeing the need to develop value-added products to capture higher margins. At the same time, there are always new opportunities and unexpected niches for clever marketers and entrepreneurs.

Looking further ahead, sustainable agriculture and efficiency will be critically important as the world's resources are stretched to the limit. With relatively little arable land to feed its enormous population, Asia will be the world's top buyer for grains and oil seeds. The industry is ready for smart solutions, and innovators will be richly rewarded.

READERSHIP



CIRCULATION BREAKOUT



ADVERTISING RATES (US\$)

(Vat 7% to be included in all rates)

	Size	1 Booking	3 Bookings	6 Bookings
Outside back cover	292x210mm	1,547	1,470	1,396
Inside front cover	292x210mm	1,485	1,410	1,336
Page 1,2,3	292x210mm	1,485	1,410	1,336
Full page	292x210mm	1,428	1,356	1,285
½ page vertical	146x210mm	929	884	838
½ page horizontal	292x105mm	929	884	838
1/3 page vertical	100x210mm	771	734	707
1/3 page horizontal	292x70 mm	771	734	707

PRODUCTION SCHEDULE

	Vol 13 no 5	Vol 13 no 6	Vol 14 no 1	Vol 14 no 2	Vol 14 no 3	Vol 14 no 4
• Booking and material submission	4 th W, Nov 2018	1 st W, Feb 2019	1 st W, April 2019	1 st W, June 2019	1 st W, Aug 2019	1 st W, Oct 2019
• Printing	2 nd W, Dec 2018	2 nd W, Feb, 2019	3 rd W, April 2019	3 rd W, June 2019	3 rd W, Aug 2019	3 rd W, Oct 2019
• Editorial Highlights	<ul style="list-style-type: none"> • Philippines swine industry • Vietnam feed industry update • Thailand broiler industry's latest development 	<ul style="list-style-type: none"> • Philippines feed industry development • Myanmar swine industry to date 	<ul style="list-style-type: none"> • Vietnam layer current development • Thailand feed update 	<ul style="list-style-type: none"> • Thailand's swine processing highlights • Cambodia feed industry 	<ul style="list-style-type: none"> • Myanmar layer production • Malaysia poultry updates 	<ul style="list-style-type: none"> • Thailand feed latest development • Indonesia feed industry updates
	<ul style="list-style-type: none"> • Agrilivestock Myanmar 6-8 Dec, 2018 	<ul style="list-style-type: none"> • VIV Asia March 13-15, 2019 • Ildex Vietnam March 18-20, 2019 		<ul style="list-style-type: none"> • Livestock Philippines Philippines Expo, June 26-29, 2019 	<ul style="list-style-type: none"> • Ildex Jakarta Sept 18-20, 2019 	<ul style="list-style-type: none"> • Agrilivestock Myanmar Dec 5-7, 2019