

Special: Gut Health 2018

What is it?

The efficiency in which an animal converts food to energy is of vital importance. The gastrointestinal tract, or 'gut' as it is otherwise known, is where this magic happens. Intestinal health problems lead to animal performance and profitability being jeopardised with infections being a major source of feed efficiency loss, downtime and additional costs for veterinary treatment. Certain feed components and feed additives can positively influence the microflora in the gut and in turn boost intestinal health. These ingredients often contain immune system stimulating components, antioxidants and other innovative solutions. A healthy gut means that the animal can process the diet more efficiently, has a better immune system and is less susceptible to pathogenic bacteria and viruses. In this special edition we examine further the feeding solutions and managements practices regarding gut health and how they can positively influence animal health, performance and profitability of the farm.

Topics Covered

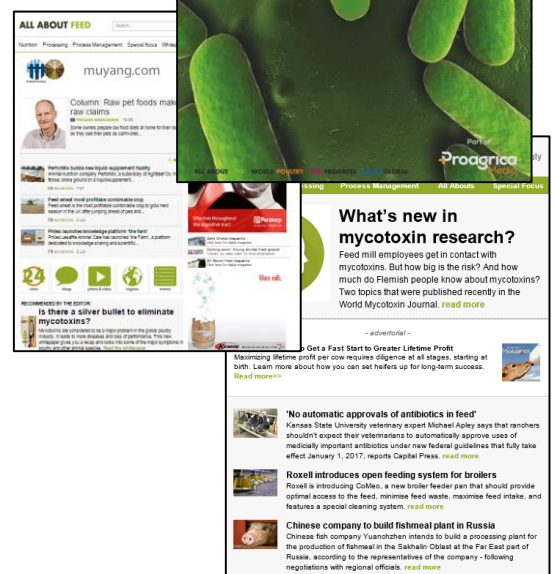
- The use of novel ingredients / additives to stimulate gut health
- Gut health and its relationship with animal production
- Effect of environment and management on gut health
- Effect of feed composition on intestinal and villi development
- The immune-modulatory effects of feed ingredients
- Novel strategies to test and monitor gut health in animals

Published

- December 2018

Circulation (print + digital)

- Magazine: > 60.000
- Newsletter: > 50,000
- Unique visitors on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 80,000


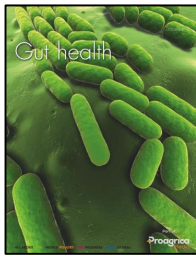

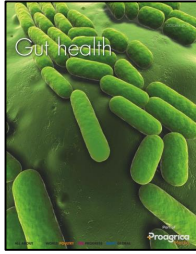






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MEDIA PACKAGE

<p>Magazine:</p> <ul style="list-style-type: none"> • 2/1 page technical article (content and pictures) • About 6,500 characters including spaces 		<p>Published:</p> <ul style="list-style-type: none"> • December 2018 <p>Closing date article:</p> <ul style="list-style-type: none"> • 5 October 2018 	
<p>Magazine:</p> <ul style="list-style-type: none"> • 1/1 page ad (197 x 267 mm) 		<p>Published:</p> <ul style="list-style-type: none"> • December 2018 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 16 November 2018 	
<p>Webpage:</p> <ul style="list-style-type: none"> • Article (same as in magazine) • Banner (336 x 140 pixels, max. 49kB) 		<p>Published:</p> <ul style="list-style-type: none"> • 18 December 2018 <p>Closing date article:</p> <ul style="list-style-type: none"> • 5 October 2018 <p>Closing date banner :</p> <ul style="list-style-type: none"> • 4 December 2018 	
<p>Focus Newsletter:</p> <ul style="list-style-type: none"> • Blockbuster (550 x 150 pixels) or advertorial (Head, body, pay off, max 400 characters) • Attention: MS Outlook 2007-2010 will only display the first frame of an animated banner. 		<p>Published:</p> <ul style="list-style-type: none"> • 18 December 2018 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 4 December 2018 	

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