eFeedlink
The agribusiness knowledge provider

MEDIA KIT 2020
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

A Marketing Service of eFeedLink

Dissemination of YOUR CONTENTS via eFeedlink

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

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.

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

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.

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.
THE INDUSTRY WEB PORTAL

www.eFeedLink.com READERSHIP

>484,000
Page Views

>180,000
Visits
>26,000
Readers

2.2mins
Avg. Time on Page

BUSINESS TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Producers</td>
<td>24%</td>
</tr>
<tr>
<td>Feed Manufacturers</td>
<td>22%</td>
</tr>
<tr>
<td>Premix Manufacturers</td>
<td>14%</td>
</tr>
<tr>
<td>Feed Additives Producers</td>
<td>13%</td>
</tr>
<tr>
<td>Trading Companies</td>
<td>11%</td>
</tr>
<tr>
<td>Macro ingredient</td>
<td>9%</td>
</tr>
<tr>
<td>Equipment Manufacturers</td>
<td>3%</td>
</tr>
<tr>
<td>Government Agencies</td>
<td>3%</td>
</tr>
<tr>
<td>Academic / Industry Bodies</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

READERS’ DEVICE

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>68%</td>
</tr>
<tr>
<td>Mobile &amp; Tablet</td>
<td>32%</td>
</tr>
</tbody>
</table>

>484,000
Page Views

3%  3%
China, 9.5%
East Asia, 6.4%
Oceania, 1.6%

>26,000
Readers

2.2mins
Avg. Time on Page

Europe, 30.7%
Middle East, 2%
Americas, 11.1%
South Asia, 11.8%
Africa, 1.8%
Southeast Asia, 25.1%

Hot Topics

- A One Stop Shop: The Wayway Newspaper’s special edition, American Agri Group, was launched to meet the needs of the rapidly growing animal feed industry, and to keep its members informed.
- Russia: Russia's plans to build a new plant for producing animal feed are moving forward. The new plant, which is expected to produce 600,000 tons of animal feed annually, is scheduled to start operations in the second quarter of 2023.
- China: The country's top regulator, the National Development and Reform Commission, has approved a plan to build a new animal feed plant in the southern province of Guangdong, which is expected to produce 400,000 tons of animal feed annually.

Technical Formats

- Batteries add to help achieve the next step forward. Batteries add to help achieve the next step forward. Batteries add to help achieve the next step forward.
- China: China's animal feed industry is poised to continue its strong growth trajectory in 2023, with new production capacity expected to come online in the second quarter of 2023.
- India: India's animal feed industry is also expected to see robust growth in 2023, with new production capacity expected to come online in the third quarter of 2023.

China Market

- China Lysine Henry: China Lysine Henry is a major player in the animal feed industry in China, with an annual production capacity of 100,000 tons.
- China: China is the world's largest producer of animal feed, with a production capacity of over 200 million tons annually.

Newsletter

- “China’s Animal Feed Industry: A Year in Review”
- “China’s Animal Feed Industry: A Year in Review”
- “China’s Animal Feed Industry: A Year in Review”

www.eFeedLink.com
m.eFeedLink.com

Mobile website
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 87 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 Bouzid and et al. 1998). AME values were calculated as the difference between the amount of ingested and excreted gross energy. They were then corrected for zero nitrogen retention (NRE). From these in vivo measurements, NRA calibrations were built for PNE.

A poor prediction of ME content may negatively impact the corn DDGS shadow price, nutritional feed value and costs, 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/

CIRCULATION:
>30,000 Per Issue Per Week

>1,400 Page Views

2:21mins Avg. Time on Page

Spotlight Features READERSHIP

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%
TECHNICAL

Technical Forum READERSHIP

CIRCULATION:
>13,800 Per Issue
4 to 6 Issues per Campaign

>1,500 Downloads Per Annum
>150 New Featured Papers Per Annum

Europe, 18.2%
Africa, 2.3%
Americas, 19.1%
Middle East, 5.6%
South Asia, 10.6%
Southeast Asia, 25.1%
East Asia, 6.6%
Oceania, 5.2%
China, 7.3%

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

CIRCULATION:
>32,000 per issue
4 Issues Per Annum

Europe, 18.2%
Africa, 2.3%
Americas, 19.1%
Middle East, 5.6%
South Asia, 10.6%
Southeast Asia, 25.1%
East Asia, 6.6%

BUSINESS TYPE
Feed Manufacturer 22%
Animal Farmers 14%
Premix Manufacturers 12%
Feed Additives/ Ingredient Manufacturers 11%
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%
The Weekly Newsletter READERSHIP

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

**BUSINESS TYPE**
- Feed Manufacturer: 25%
- Animal Producers/ Animal Nutritionists: 24%
- Premix Manufacturers: 22%
- Feed Additives/ Ingredient Manufacturers/ Dealers: 10%
- Meat Processing/ Rendering/ Meat Packaging: 5%
- Slaughtering/ Processing/ Cutting: 4%
- 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%

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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%
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIE FOCUS</th>
<th>SUGGESTED SUB-TOPICS: CONTRIBUTIONS FROM ADVERTISERS ARE WELCOME</th>
<th>AD SUBMISSION</th>
<th>DISTRIBUTE AT EVENTS</th>
</tr>
</thead>
</table>
| JAN   | Poultry      | • Poultry Feed Markets  
                        • Husbandry (Incubation, Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Broiler And Layer Genetics  
                        • Meat And Egg Processing | DEC 10 2019 | • IPPE  
                        • MVC CEREALS |
| FEB   | Swine        | • Swine Feed Markets  
                        • Husbandry (Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Genetics  
                        • Meat Processing | JAN 10 2020 | • GLOBAL GRAIN ASIA |
| MAR   | Feed Milling | • World’s Feed Markets  
                        • Feed Milling Technology (‘Software’ and ‘Hardware’ Aspects)  
                        • Feed Storage and Transportation | FEB 10 2020 | • VIV MEA 2020  
                        • ILDEX VIETNAM 2020  
                        • VICTAM & ANIMAL HEALTH AND NUTRITION ASIA 2020 |
| APR   | Aquaculture  | • Aqua Feed Markets  
                        • Husbandry (Farming Systems, Environmental Management)  
                        • Health, Diseases  
                        • Genetics  
                        • Seafood Processing | MAR 10 2020 | • LIVESTOCK MALAYSIA 2020  
                        • AQUACULTURE ASIA EXPO |
| MAY   | Dairy and Ruminant | • Ruminant Feed Markets  
                        • Husbandry (Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Dairy And Beef Cattle Genetics  
                        • Meat Processing | APR 10 2020 | • AGRITECHNICA ASIA 2020,  
                        • LIVESTOCK PHILIPPINES EXPO  
                        • VIV RUSSIA 2020  
                        • CAHE - CHINA ANIMAL HUSBANDRY EXHIBITION |
| JUN   | Swine        | • Swine Feed Markets  
                        • Husbandry (Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Genetics  
                        • Meat Processing | MAY 10 2020 | • WORLD PORK EXPO |
| JUL   | Poultry      | • Poultry Feed Markets  
                        • Husbandry (Incubation, Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Broiler And Layer Genetics  
                        • Meat And Egg Processing | JUN 10 2020 | • INDOFEED 2020  
                        • INDO FEED |
| AUG   | Feed Milling | • World’s Feed Markets  
                        • Feed Milling Technology (‘Software’ and ‘Hardware’ Aspects)  
                        • Feed Storage and Transportation | JUL 10 2020 | • TARS |
| SEP   | Dairy and Ruminant | • Ruminant Feed Markets  
                        • Husbandry (Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Dairy And Beef Cattle Genetics  
                        • Meat Processing | AUG 10 2020 | • VIV QINGDAO  
                        • LIVESTOCK MYANMAR  
                        • SPACE |
| OCT   | Aquaculture  | • Aqua Feed Markets  
                        • Husbandry (Farming Systems, Environmental Management)  
                        • Health, Diseases  
                        • Genetics  
                        • Seafood Processing | SEP 10 2020 | • POULTRY AFRICA 2020  
                        • AQUACULTURE VIETNAM 2020  
                        • AGRI LIVESTOCK CAMBODIA  
                        • VIETSTOCK 2020 EXPO & FORUM |
| NOV   | Poultry      | • Poultry Feed Markets  
                        • Husbandry (Incubation, Housing, Environment, Farm Management)  
                        • Health, Diseases, Welfare  
                        • Broiler And Layer Genetics  
                        • Meat And Egg Processing | OCT 10 2020 | • EUROTIER  
                        • LIVESTOCK TAIWAN EXPO |
| DEC   | Aquaculture  | • Aqua Feed Markets  
                        • Husbandry (Farming Systems, Environmental Management)  
                        • Health, Diseases  
                        • Genetics  
                        • Seafood Processing | NOV 10 2020 | |
## PRINT MEDIA

This is single insertion rate. Special rate is available for advertisement packages for mix of our media services.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>ADVERTISEMENT TYPE</th>
<th>DIMENSION (W x H) mm</th>
<th>PRICE China Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIVESTOCK &amp; FEED Business</td>
<td>Back cover</td>
<td>209 x 273 (incl. 3mm bleed)</td>
<td>USD 8,200,RMB 8,000</td>
</tr>
<tr>
<td></td>
<td>Inside Front Cover</td>
<td>209 x 273 (incl. 3mm bleed)</td>
<td>USD 7,600,RMB 7,000</td>
</tr>
<tr>
<td></td>
<td>Inside Back Cover</td>
<td>209 x 273 (incl. 3mm bleed)</td>
<td>USD 7,200,RMB 7,000</td>
</tr>
<tr>
<td></td>
<td>Double-page spread</td>
<td>412 x 273 (incl. 3mm bleed)</td>
<td>USD 7,200,RMB 10,000</td>
</tr>
<tr>
<td></td>
<td>Full page</td>
<td>209 x 273 (incl. 3mm bleed)</td>
<td>USD 4,200,RMB 6,000</td>
</tr>
<tr>
<td></td>
<td>Half page (Horizontal)</td>
<td>180 x 118 (no need bleed)</td>
<td>USD 2,600,RMB 4,500</td>
</tr>
<tr>
<td></td>
<td>Half page (Vertical)</td>
<td>108 x 273 (incl. 3mm bleed)</td>
<td>USD 1,500,RMB 2,700</td>
</tr>
<tr>
<td></td>
<td>Banner</td>
<td>209 x 73 (incl. 3mm bleed)</td>
<td>USD 1,500,RMB 2,700</td>
</tr>
<tr>
<td></td>
<td>Quarter Page</td>
<td>87 x 114 (no need bleed)</td>
<td>USD 1,500,RMB 2,700</td>
</tr>
<tr>
<td></td>
<td>Classified Section Advertisement A</td>
<td>87 x 60 (no need bleed)</td>
<td>USD 800,RMB 600</td>
</tr>
<tr>
<td></td>
<td>Classified Section Advertisement B</td>
<td>42 x 60 (no need bleed)</td>
<td>USD 500,RMB 500</td>
</tr>
</tbody>
</table>

## DIGITAL MEDIA

This is single insertion rate. Special rate is available for advertisement packages for mix of our media services.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>POSITION</th>
<th>DIMENSION (W X H) PX</th>
<th>PRICE</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.efeedlink.com">www.efeedlink.com</a></td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 6,000</td>
<td>1 week/month x 6 months, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Square Banner</td>
<td>320 x 320</td>
<td>USD 6,000</td>
<td>1 week/month x 6 months, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 3,500</td>
<td>1 week/month x 6 months, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Pop-Up Banner</td>
<td>658 x 458</td>
<td>USD 4,000</td>
<td>1 week</td>
</tr>
<tr>
<td></td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 3,500</td>
<td>1 week/month x 12 months, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Square Banner</td>
<td>320 x 320</td>
<td>USD 3,500</td>
<td>1 week/month x 12 months, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Sponsorship</td>
<td>760 x 92</td>
<td>USD 20,000</td>
<td>12 months</td>
</tr>
<tr>
<td></td>
<td>Job Advertisement</td>
<td>320 x 320</td>
<td>USD 750</td>
<td>One month</td>
</tr>
<tr>
<td></td>
<td>Logo</td>
<td>170 x 170</td>
<td>USD 600</td>
<td>One logo per insertion</td>
</tr>
<tr>
<td></td>
<td>eNewsletter Job Advertisement</td>
<td>240 x 112</td>
<td>USD 500</td>
<td>Banner will be placed below last logo in eNewsletter (Prime post above first logo cost USD 600)</td>
</tr>
<tr>
<td>m.efeedlink.com (Mobile website)</td>
<td>Top Banner</td>
<td>760 x 952</td>
<td>USD 1,000</td>
<td>One month, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>320 x 320</td>
<td>USD 500</td>
<td>One month, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Bottom Banner</td>
<td>320 x 320</td>
<td>USD 500</td>
<td>One month, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Full Screen Pop-Up</td>
<td>760 x 1520</td>
<td>USD 1,500</td>
<td>2 weeks, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Square Pop-Up</td>
<td>320 x 320</td>
<td>USD 1,000</td>
<td>2 weeks, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Top Banner</td>
<td>760 x 952</td>
<td>USD 500</td>
<td>One month, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>320 x 320</td>
<td>USD 500</td>
<td>One month, rotational basis</td>
</tr>
<tr>
<td></td>
<td>Content Page</td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 800</td>
</tr>
<tr>
<td></td>
<td>Sponsorship</td>
<td>320 x 320</td>
<td>USD 2,400</td>
<td>One logo per insertion</td>
</tr>
<tr>
<td></td>
<td>Newsletter Logo</td>
<td>170 x 170</td>
<td>USD 600</td>
<td>Banner will be placed below last logo in eNewsletter (Prime post above first logo cost USD 600)</td>
</tr>
<tr>
<td></td>
<td>eNewsletter Job Advertisement</td>
<td>240 x 112</td>
<td>USD 500</td>
<td></td>
</tr>
<tr>
<td>LIVESTOCK &amp; FEED Business: The Week in Review</td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 1,000</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 5,000</td>
<td>Appear once within a year</td>
</tr>
<tr>
<td></td>
<td>Newsletter</td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 800</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 800</td>
<td>Appear once within a year</td>
</tr>
<tr>
<td></td>
<td>Content</td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 4,000</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 500</td>
<td>Appear once within a year</td>
</tr>
<tr>
<td></td>
<td>AQUACULTURE Business Newsletter</td>
<td>Sponsorship</td>
<td>170 x 170</td>
<td>USD 2,400</td>
</tr>
<tr>
<td></td>
<td>Newsletter Logo</td>
<td>170 x 170</td>
<td>USD 600</td>
<td>Appear once within a year</td>
</tr>
<tr>
<td></td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 1,000</td>
<td>Appear once within a year</td>
</tr>
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<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 5,000</td>
<td>Appear once within a year</td>
</tr>
<tr>
<td></td>
<td>Content</td>
<td>Top Banner</td>
<td>760 x 92</td>
<td>USD 800</td>
</tr>
<tr>
<td></td>
<td>Middle Banner</td>
<td>760 x 92</td>
<td>USD 800</td>
<td>Appear once within a year</td>
</tr>
</tbody>
</table>