

IAHJ

International Animal Health Journal

Supporting the Development of Veterinary Drugs, Veterinary Devices & Animal Feed

MEDIA INFORMATION 2021

www.animalhealthmedia.com

Supporting Organisations:



WORLD VETERINARY
ASSOCIATION



OUR BRAND

The significant biochemical and metabolic differences between humans, dogs & cats – and indeed, between all mammalian species, makes the design of medicines and food for use in animals a challenging endeavour. And veterinary drug development & fodder is further complicated for animals that are to enter the human food chain. Concerns about the environmental consequences of field run-off must also be taken into account in developing drugs that are to be administered to large numbers of farm animals. Human safety is also a concern in developing medicines & food for pets (or “companion animals”).

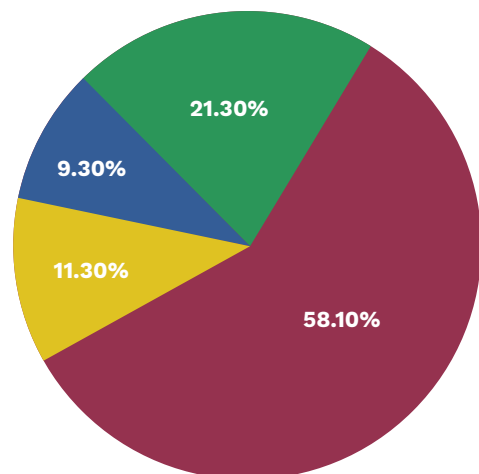
Drugs must often be administered by untrained pet owners in their homes where they may accidentally be consumed by young children. Further difficulties arise from the need to formulate compounds that are palatable to animals, and to devise delivery mechanisms that will work even for animals that may be highly stressed. Each species needs a range of medicinal & food products that are different in terms of both molecules and formulations. For all these reasons, veterinary drug development & animal food production offers challenges that are at least as difficult as those in the development of human drugs & food. Medicines and food produced for animal health are essential in supporting vets and livestock farmers to provide a safe, wholesome supply of meat and dairy food, and in supporting veterinarians to help companion animals live longer and healthier lives.



Our Focus

In order to achieve this objective, it is essential for the executives of this dynamic industry to constantly keep themselves educated in the latest technology, market information, regulatory and validation guidelines to gain a competitive edge.

Peer reviewed by our carefully selected editorial advisory panel, and extensive research network, IAHJ reports on Regulations & Validation, Drug Discovery, Development & Delivery, Clinical Research, Nutrition & Infectious Diseases, Custom & Contract Manufacturing, Primary & Secondary Packaging, Logistics & Supply Chain Management, and Marketing & Authorisation of all Drugs, Devices and Food Products that are used in the treatment of animals.



- Key Decision Makers
- Recommend and Influence Purchasing
- Make Decision as Groups
- Not Involved in Purchasing Decision

MESSAGE FROM THE BOARD



Dr. Kevin Woodward

International Animal Health Journal (IAHJ) is the journal that the animal health industry has been missing: a comprehensive guidebook, packed with both practical and scholarly information. Medical, veterinary, technical and professional knowledge, accurate, clear and objective, crucial to keeping animal's healthy and animal-derived food safe. This journal is dedicated to pharmaceutical professionals, medical device manufacturers and animal feed producers as well as public health officials.

One comprehensive publication looks into the entire outsourcing management of the Animal Health Industry. We aim to create a communication platform, which will educate producers on the best practice guidelines and the latest technological advancement surrounding animal medicines, animals in the food chain, animal physiology, animal diseases and treatment options. (The field of veterinary medicine, for instance, is focusing more and more on prevention rather than cure) The animal health industry is considered today to be more regulated than at any time in its history, veterinary product manufacturers often face higher hurdles than human medical manufacturers.

But the truth is, more often than not, the challenges facing animal health overlap with those of public health and the environment, particularly concerning the use of xenobiotics and the development of antibiotic resistance. And even though economic scales between animal and human health cannot be compared, the economic issues involved in animal health represent strategic challenges as never before.

*Dr Kevin Woodward,
Managing Director, KNW Animal Health Consulting*

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CIRCULATION & READERSHIP

In Print

IAHJ is a globally distributed publication. Each quarterly issue has a print distribution of 18,200 copies, and a digital distribution figure of 10,430 providing a strong access to the International Market. IAHJ is sent directly to key decision makers in the Pharmaceutical, Veterinary Device & Animal Feed industry by name and job title.

READERSHIP BY JOB FUNCTION

12%	Heads of Research & Development
12%	Heads of Manufacturing & Production
9%	Food Technologists / Feed Integrators
9%	Heads of Operations
8%	Heads of Formulation Development
8%	Heads of Regulatory Affairs
8%	Veterinarians
7%	Heads of Procurement
7%	CEO / CMO / CSO
5%	Feed Mill Managers
5%	Heads of Clinical Trials
5%	Safety Quality & Efficacy Managers
5%	Logistics & Supply Managers

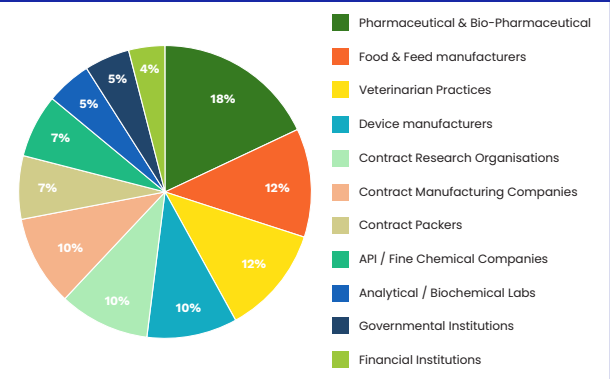
CIRCULATION

Print Subscribers	18,200
Digital Subscribers	10,430

DIRECT MAIL

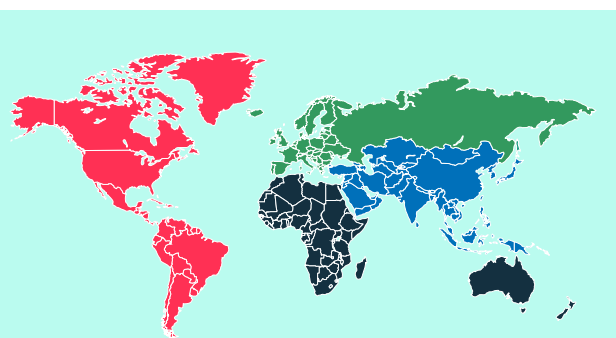
IAHJ E-Newsletters	15,219
E-Blast	14,428

BUSINESS & INDUSTRIES



In Digital

IAHJ Weekly eNewsletter is sent to 15,219 professionals working for the leading Pharma & Biotech Companies, Food & Feed Manufacturers Device Manufacturers, Contract Research Companies & Veterinarians. Keep abreast of the latest business news, product news, technical white papers, events and links to highlighted articles from the latest issue of IAHJ.



AMERICA + CANADA	Print: 5,942	Digital: 5,302
EUROPE + RUSSIA	Print: 7,935	Digital: 5,091
ASIA	Print: 2,836	Digital: 2,604
REST OF THE WORLD	Print: 1,487	Digital: 2,222

EDITORIAL CALENDAR 2021

International Animal Health Journal (IAHJ) is the only Peer Reviewed Journal, looking into the entire outsourcing management of the Veterinary Drug, Veterinary Devices & Animal Food Development Industry. IAHJ – Looks into the Regulations & Validation, Drug Discovery, Development and Delivery, Clinical Research, Custom & Contract Manufacturing, Primary and Secondary Packaging, Logistics and Supply Chain Management, and Marketing & Authorisation of all Drugs, Devices and Food Products that are used in the treatment of animals.

This Editorial Calendar is a Guideline only. It is subject to change according to the movements in the industry. If you are interested in featuring a specific article within IAHJ, please email your suggestion along with a short 100 word synopsis to the editor at: editorial@iahjmedia.com

Peer Review Protocol

Criteria for Publication

Provides strong evidence for its conclusions. • Novel • Unbiased • Non Promotional. Of extreme importance to stakeholders in the Animal Health Industry.

In general, to be acceptable, a paper should represent an advance in understanding likely to influence thinking in the field. There should be a good and clear reason why the work deserves the visibility of publication in a Pharma Publications journal rather than a different journal.

Author Guidelines

A typical article will be about 2000–2500 words. You can include from 4–5 images, graphs or graphics with the article. The article must be sent to us in a Word Document format, and all associate images should be supplied separately in a High Res (PDF, Jpeg, PNG) file. [300 dpi min].

Article Title: Should not be more than 10 words in length.

Author Bios: Author Bios should not be more than 60 words in length. Please also supply us with Author Email.

Author Picture(s): Please send Author(s) Headshots in High Resolution (300dpi minimum), (Jpeg, PDF format)

Editorial Sections

include but are not limited to:

REGULATORY

- Laws
- Licensing & Authorisation
- Market Entry
- Veterinarian Regulatory Issue

MANUFACTURING

- API / Fine Chemicals
- Dosage Form
- Devices
- Food & Feed

PACKAGING

- Primary
- Secondary

RESEARCH (Pets & Livestock)

- Veterinary Medicines
- Vaccines
- Food Security
- Infectious Diseases

CLINICAL STUDIES

- Animal Bioscience
- Vaccine Technology
- Drug delivery
- Microbiome

IT & LOGISTICS

- Data Collection
- Sample Management
- Temperature Controlled
- Supply Chain Security

FOOD ANIMALS: Bovine, Porcine, Poultry, Sheep & Goats, Aquaculture, Minor Species

COMPANION ANIMALS: Canine, Feline, Birds, Equine, Minor Species

PRODUCTS: Antiparasitics, Pharmaceuticals, Food & Feed, Feed Additives, Equipments & Devices

Please visit our website [@animalhealthmedia.com](https://www.animalhealthmedia.com), or request from our editorial team the entire Peer Review Protocol, and the Author Guidelines.

EDITORIAL CALENDAR 2021

February

Volume 8 Issue 1

Issue Date: 25th February 2021

Editorial Submission Deadline: 10th January 2021

Regulatory & Market Information

- Regulatory Changes Promoting Generics and Distribution Channels Shifts
- Policies Related to Patent Protection and IP
- Regulations for Testing and Drug Approval
- The Harmonisation of Regulatory Standards Worldwide
- Consolidation, Mergers and Acquisitions
- Pharmacovigilance Services for Vets

Research / Innovation / Development

- Developments in the Prevention and Treatment of Flea and Tick Infestation, Lyme Disease, Rabies, Diabetes, Feline Leukaemia and Cancers
- Supplements and OTC Products for Animal Health – Evidence Based Complementary and Alternative Medicines
- Plant-Based Vaccines
- The Challenge of Vector-Borne Emerging Diseases
- Anti-Microbial Usage, Animal Welfare and Impact on Health
- Zoonosis

Preclinical & Clinical Research

- Animal Models: Developing Standardized Animal Models to Help Establish Accurate Results in Preclinical Development
- Optimal Trial Design Strategies for Phase I and Proof of Principle/Concept.
- Early Stage Trials / Viral Vectors
- Vaccines
- Metabolism
- PK/PD Studies

Manufacturing / Packaging / Technology Platforms

- Trends in Organic Food and Other Production Systems
- GMP and Market Control
- Labels and Flexible Packaging
- Supplements
- Containment Processing
- Medicated Feed Additives
- Quality and Safety Standards

Livestock

- The Cattle Healthcare Market – Growth Drivers and Challenges
- Poultry Vaccination Practices
- Genomics Technology for Livestock Breeding
- Genetic Tests Designed to Improve the Breeding of Sheep and Cattle
- Visual Imaging Methods and Digital Technologies for Pig Herds

Companion Animals

- Natural Pet Products
- Fleas and Flea-Borne Diseases: Biology, Control & Compliance
- Advanced Pet Surgical Procedures
- Children and Companion Animals: Psychosocial, Medical and Neurobiological Implications

Supply Chain Management

- Animal Stress during Transport
- Terrestrial Animal Health Code -Transport of Animals by Air
- Strengthening the Supply Chain - Best Practice and Benchmarking
- Logistics Chain of Animal Transport and Abattoir Operations

EDITORIAL CALENDAR 2021

May

Volume 8 Issue 2

Issue Date:	25 th May 2021
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Editorial Submission Deadline:	10 th April 2021
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Regulatory & Market Information

- Policies Related to Patent Protection and IP
- Regulations for Testing and Drug Approval
- One Health
- Pharmacovigilance Services for Vets
- Regulatory Changes Promoting Generics and Distribution Channel Shifts
- Pricing and Reimbursement

Research / Innovation / Development

- Paradigm Shift for Research Investigations
- The Challenge of Vector-Borne Emerging Diseases
- Genetic Bar Coding
- Anti-Microbial Usage, Animal Welfare and Impact on Health
- Turning Discovery into Innovation
- Supplements and OTC Products for Animal Health – Evidence Based Complementary and Alternative Medicines
- Plant-Based Vaccines

Preclinical & Clinical Research

- Preclinical Infectious Disease Research
- Optimizing the Design of Clinical Trials
- Toxicology Studies, Molecular Biomarkers, Imaging and Companion Diagnostics
- Oncolytic Viruses
- Clinical Studies Services: Study Design, Case Report Form Preparation, Report and Protocol Writing
- Clinical Studies and Field Trials for Animal Feed Additives

Manufacturing / Packaging / Technology Platforms

- GMP and Market control
- Labels and Flexible Packaging
- Containment Processing
- Dosage Form Production
- Medicated Feed Additives
- Aquatic Toxin Product Handling
- Quality and Safety Standards
- Trends in Organic Food and other Production Systems

Livestock

- Aquaculture
- Biopharming and the Food System
- Livestock: the Push for Alternative Proteins
- Identification and Testing of Genetic Markers in Livestock for Disease Resistance
- Food for feed: Animal sector Competition for Crops

Companion Animals

- The Rise of Pet Insurance
- Digital Devices and Specialist Pet Services
- Wearable and Health monitors
- Natural Pet Products - Supplements

Supply Chain Management

- Managing Global Supply Chains
- Predicting Security and Supply Risks
- Building Flexible Supply Chains
- Supply Chain Visibility Optimization and Cost Management

EDITORIAL CALENDAR 2021

August

Volume 8 Issue 3

Issue Date:	25 th August 2021
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Editorial Submission Deadline:	10 th July 2021
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Regulatory & Market Information

- BREXIT – and the Impact on Veterinary Profession
- Regulations on the Use of Antibiotics : Antibiotic Resistance
- Implementation of Regulation (EU) 2019/6 on Veterinary Medicinal Products and Regulation (EU) 2019/4 on Medicated Feed
- The UK Veterinary Medicines Regulations (VMR)
- Regulatory Issues Surrounding the Use of Companion Animals in Clinical Investigations, Trials, and Studies

Research / Innovation / Development

- Antimicrobial Resistance and Antimicrobial Usage
- The Rise of Phytogenics
- Understanding Host-Pathogen Interactions
- The Use of Intensive Diagnostic Testing to Determine the Optimal Timing for Vaccines and Antibiotics
- The Use of Individual Animal Identification For Targeted Individual Animal Treatments
- Cytokines as a Substitute for Antibiotics
- The New Market for Alternative Proteins Manufacturing

Preclinical & Clinical Research

- Preclinical Decision Making - Predict & Minimize Risk
- Providing Better Safety Profiles of Trial Compounds
- Cell / Gene / Stemcell Therapy
- Clinical Monitoring
- Cardio Respiratory
- Dermatology
- Pain Management
- Clinical Studies and Field Trials for Animal Feed Additive

Manufacturing / Packaging / Technology Platforms

- GMP and Market Control
- Labels and Flexible Packaging
- Cold Chain Solutions
- Supplements
- Containment Processing
- Vaccines
- Solid Dosage
- Quality and Safety Standards

Livestock

- Aquaculture
- Aqua Biotechnology
- Aquatic Animal Health Code
- Parasites and the Development of Anti-Parasitic Products

Companion Animals

- Oral Disease & Microbiota
- Dermatology
- Digital Devices and Specialist Pet Services
- Wearable and Health Monitors

Supply Chain Management

- Temperature Controlled Shipment of Pharmaceutical and Feed Ingredients
- Monitoring Solutions for Livestock
- Electronic Data Capture
- Supply Chain Security

EDITORIAL CALENDAR 2021

November

Volume 8 Issue 4

Issue Date:	25 th November 2021
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Editorial Submission Deadline:	10 th October 2021
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Regulatory & Market Information

- International Cooperation on Harmonisation of Technical Requirements for Registration of Veterinary Medicinal Products. – VICH Guidelines
- Codex Alimentarius Commission - Guidelines
- Bioequivalence Study Design Challenges
- Illegal Veterinary Medicines Impact and Effective Control
- Labeling Medicines

Research / Innovation / Development

- Animal Health – Nutrition & Genetics
- The Economic and Social Contributions of the Animal Health Industry
- Synthetic Meats and Antibiotics
- Advanced Diagnostic Testing
- Biotechnology to Deliver Better Solutions for Livestock Production
- Zoonotic Disease Programs for Enhancing Global Health Security

Preclinical & Clinical Research

- Development of veterinary medicines and feed additives.
- VICH Good Clinical Practice guideline for veterinary Efficacy Studies
- Animal Soft Tissue and Orthopaedic Surgery
- Cardiopulmonary Bypass in Animals /Cardiac and Thoracic surgery
- Gene Expression Profiling

Manufacturing / Packaging / Technology Platforms

- Animal Feed Legislation - EU Legislation
- Compound Feed Manufacturing -Nutrition and Technology Driving Food Production.
- Injectable Microsphere System for Drug Delivery.
- Solid Dosage
- Aquatic Toxin Product Handling
- Quality and Safety Standards
- Trends in Organic Food and other Production Systems

Livestock

- Livestock: the Push for Alternative Proteins
- Identification and Testing of Genetic Markers in Livestock for Disease Resistance
- Food for Feed: Animal Sector Competition for Crops
- Managing Disease Outbreaks: Flock Eradication, Herd Culling Biopharming and the Food System
- The Immuno-Castration

Companion Animals

- Transfusion Medicine: An Update on Antigens, Antibodies and Serologic Testing in Dogs and Cats
- Intranasal Osteosarcoma in Dog
- Veterinary Neurologic Rehabilitation
- Companion Animals and Human Health: Suggestions for Progress.

Supply Chain Management

- Achieving Supply Chain Flexibility: 3PL Partnerships
- IoT Solutions
- Supply Chain Innovations
- The Sustainability Issue: Leaner and Greener
- The Impact of Digitalization

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