MEDIA INFORMATION
2022
www.international-animalhealth.com
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. 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.
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

MESSAGE FROM THE BOARD

Dr. Kevin Woodward

Distinguished Editorial Advisory Board

Fereshteh Barei
Health Economist & Strategy Advisor, Founder of BioNowin Santé Avenue Association

Carel du Marchie Sarvaas
Executive Director, HealthforAnimals

Kimberly H. Chappell
Senior Research Scientist & Companion Animal Product Development, Elanco Animal Health

Dr. Sam Al-Murrani
CEO at Babylon Bioconsulting & Managing Director at Bimini LLC

Sven Buckingham
Buckingham QA Consultancy Ltd.

Jean Szkotnicki
President of the Canadian Animal Health Institute (CAHI)

Dr. Norbert Mencke
Bayer Animal Health GmbH, VP Global Communications & Public Affairs

Dawn Howard
Chief Executive of the National Office of Animal Health (NOAH)

Dr. Raymond Albert Huml
Head of Global Biosimilars Strategic Planning and Drug Development, Quintiles Biosimilars
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

BUSINESS & INDUSTRIES

- Pharmaceutical & Bio-Pharmaceutical: 13%
- Food & Feed manufacturers: 7%
- Veterinarian Practices: 7%
- Device manufacturers: 10%
- Contract Research Organisations: 9%
- Contract Manufacturing Companies: 10%
- Contract Packers: 9%
- API / Fine Chemical Companies: 7%
- Analytical / Biochemical Labs: 7%
- Governmental Institutions: 4%
- Financial Institutions: 4%

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.

DIRECT MAIL

- IAHJ E-Newsletters: 15,219
- E-Blast: 15,038

CIRCULATION

- Print Subscribers: 19,200
- Digital Subscribers: 15,219

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
## Print Media

### PRINT ADVERTISEMENT

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<tr>
<td>Double Page</td>
<td>£ 5,250</td>
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<tr>
<td>Full Page</td>
<td>£ 2,850</td>
</tr>
<tr>
<td>Half Page (Vertical / Horizontal)</td>
<td>£ 1,650</td>
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**Prime Positions:**

- Inside Front Cover: £ 5,950
- Inside Back Cover: £ 4,850
- Outside Back Cover: £ 7,250
- Page Opposite Contents: £ 3,750
- Page Opposite Editor’s Letter: £ 3,750
- 1 Page Corporate Profile: £ 2,000
- Front Cover LOGO: £ 1,500

Discounts apply for series bookings.

Inserts, reprints and recruitment advertisers’ rates are available on application.

For more information contact: info@pharmapubs.com

### MECHANICAL SPECIFICATIONS

(In mm, Height x Width, with Type, Trim, Bleed)

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Please supply digitally, ideally a press ready PDF.

Alternatively supply as a flat image file (Tiff, Jpeg, EPS, PSD etc) ensuring that all fonts are embedded, images are High-resolution and the file is CMYK.

## Digital Media

### WEBSITE ADVERTISEMENT

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<tr>
<td>Sponsored Articles</td>
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<tr>
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<td>News</td>
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### E-Blast & E-Newsletter Campaign

IAHJ holds a secured database of over 15,219 professionals working for the leading pharmaceutical, midsized bio technology companies, who have given their consent to receive a Weekly Electronic Newsletter and any third party relevant supplier information. IAHJ provides a direct communication link to these high net worth individuals through its Electronic Campaign Platforms.

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<td>E-Blast: HTML E-Blast</td>
<td>£1,353 Per Campaign</td>
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CONTENT PROGRAMS

Dedicated Dialogue

IAHJ will conduct an interview with an expert from your company (executive, corporate manager etc). This interview will be marketed through the following channels: Featured as a 2 Page interview in IAHJ, the interview will be hosted on the www.international-animalhealth.com website, and will also be promoted through the IAHJ E-Newsletter. We will give you a designed PDF of the interview which you can either host on your website, or share on your social media platforms.

✓ Content Tactic: Branding/Awareness, Thought Leadership

Cost: £2,500

Sponsored eBook

A sponsored custom eBook or eBook series on topic(s) of your choice or a collaborative topic in conjunction with IAHJ editorial team. This program is designed to deliver high quality leads.

✓ Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership

Cost: £7,850

Talking Point

A member of the IAHJ team will attend your company’s conference presentation and conduct an in-person interview with your presenter. The Q & A will be published as a 2–3-page interview in a print/digital issue of IAHJ, and shared through our E-Newsletter, and social media channels.

✓ Content Tactic: Branding/Awareness, Thought Leadership

Cost: £2,000 + travel
DIGITAL OFFERINGS

Online Website Advertising

Display your ad in front of decision makers in the field by placing your banner advertisement on international-animalhealth.com.

✓ **Content Tactic:** Branding/Awareness, Web Traffic

Corporate Profile Listing

Exclusive resource section on the IAHJ (international-animalhealth.com) website where your company can disseminate collateral, videos, 900 word company descriptions, USP to drive website traffic, generate leads and more. Your content block is not an ad unit and does not go into rotation so it is visible 24/7.

✓ **Content Tactic:** Branding/Awareness, Web Traffic

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**BASF**

We create chemistry

Twof Additives for Efficient Crop Protection

At BASF, we make the future possible — and have been doing so for 153 years. Crop protection, feed in China, Lyon, France, Germany, and Latin America — all can benefit from our research and development committed to feeding the world's growing population. Our products help farmers to obtain yields, to provide feed more efficiently and to achieve top performance. By offering excellent prices,槛高price, surety to customers, brands, and regions and £15, we can help to maintain more animals while saving resources.

High quality is our top priority

BASF has decades of experience in the development, production and application of its feed additives. No place is greater in importance than delivering the highest quality for the benefit of humans and animals alike. That is why every customer can rely on only the best products to meet the highest standards in and outside their fields. To achieve this, we are committed to rigorous quality management systems and a highly competent regulatory support. Not only leading technical expertise, but also a complete regulatory capacity allows us to act fast in the variety of raw materials on concrete concepts of how we ensure our can provide even more animal health and productivity.

Our Nutrition-BASF is an company that produces more net profit and the European Regulation No. 1833/2003 (having shown improvements for feed hygiene (suspensions) in SF. TF. 3.1.1.) In addition, BASF is independently and fully certified by FEED AP (following the rules of the ICAO International Standards and Codes and codes of Practice). The quality management system for developmental, production, and marketing of food additives meets the requirements of ISO 9001:2000 and ISO standards of 14001.

Ad Retargeting

Once a visitor leaves international-animalhealth.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ **Content Tactic:** Branding/Awareness, Web Traffic
DIGITAL OFFERINGS

BOOST – Custom Targeted Email Campaign

BOOST is a highly targeted, data driven, HTML E-Campaign tool. BOOST contains over 30,000 decision makers from global companies involved in the animal health sector.

✓ Content Tactic: Web Traffic, Lead Generation

IAHJ – E-Newsletter

IAHJ – E-Newsletter is published weekly to over 15,219 highly engaged animal health professionals. Each edition features a premium collection of news, blogs, advertising banners, events, webcasts and more.

IAHJ Newsletter also contains highlighted articles from the most current edition of the journal.

✓ Content Tactic: Branding/Awareness, Web Traffic

ANIMAL MICROBIOME & NUTRITIONAL HEALTH CONGRESS USA

Harnessing the microbiome to control infection, manage inflammation, and aid digestion to improve animal health

Agenda released for the Animal Microbiome & Nutritional Health Congress 2020

We’re incredibly excited to announce that the agenda is now released for the North American Animal Microbiome & Nutritional Health Congress, taking place in Chicago, March 3-4, 2020.

Building on the huge success of our European Animal Microbiome Congress in London this past July, we are incredibly excited to return to the USA where we will be unravelling the basic biology of microbiome-directed therapies in animals to benefit animal health.

Download the agenda below to see what we have planned for you onsite.

Here is what you can expect:

• Cargill’s Director of Microbiome Research & Technical Support, Ehsan Khatipour, will be sharing their approach to nutritional health in an antibiotic-free setting
• Teagasc’s Senior Researcher, Kevin Kennelly, and Land O Lakes’ Senior Director of Livestock Technical Innovation, Dan Brown, share insights into incorporating microbiome products and nutritional strategies into modern food production
• Blanco’s Neil Baxter, Research Scientist of Nutritional Health, and Lallemant’s Technical Services Manager, Andrew Richardson, share recent intestinal probiotic developments to improve animal health
• Merck Animal Health’s Director of Global Business Development, David Soyko, and Evonik’s Technical Services Manager of Gut Health Solutions, Anita Menci, share the emerging trends and dynamics of the animal nutrition market, pointing out where nutritional innovation can be sourced.

In addition to the agenda being released, we’re also excited to announce our very first Animal Microbiome & Nutritional Health Innovation Showcase.

Calling all emerging companies! This new opportunity will provide 6 finalists with the chance to present their nutritional and gut microbiome solutions on the main stage to a room full of potential partners. Deadline for applications is December 6th. Interested? Find out more and apply via the button below.

Be sure to book your ticket here so you don’t miss out on our Super Early Bird rate that saves you $409

If you have any questions about the event, please do get in touch and we really hope you can make it.

All the best,
The Animal Microbiome & Nutritional Health Team

www.international-animalhealth.com
international-animalhealth.com

Average E-Blast CTR: 2.3
Average E-Newsletter CTR: 2.9

international-animalhealth.com is an online portal providing readers with peer reviewed articles from industry experts, news bulletins, company directory and technical white papers. Website visitors are also able to access the entire archive of IAHJ articles.

The location report from Google analytics (2020/2021) reveals that over 88% of visits came from Europe, America, Asia and Middle East. The leading countries are United States, United Kingdom, Germany, France, Norway, Switzerland, Italy, China, India, UAE, Saudi Arabia and Australia.

Social Media

www.twitter.com/international-animalhealth
www.facebook.com/international-animalhealth

White Papers

international-animalhealth.com presents technical white papers, highlighting each contributing organisation’s expertise and knowledge within its fields. White papers appear on the site in an accessible, searchable archive, which can be easily viewed and downloaded by readers.

Digital Journal and eNewsletter

The digital magazine edition of IAHJ is a fully interactive, page turning version of the print magazine. The e-Journal is emailed to a growing list of digital subscribers in a regular newsletter, expanding IAHJ’s print circulation to a broad international readership.

Company Capabilities

international-animalhealth.com’s online company profile listings provides a guide for readers wishing to find out more about service providers. The company listings features company contact information, along with 800 word description, company logo and website links.

Total amount of Impressions in 2021:
17,245,316

Total amount of clicks in 2021:
857,349

Total amount of unique Impressions in 2021:
315,474

Total amount of unique clicks in 2021:
71,408
EDITORIAL CALENDAR 2022

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@senglobalcoms.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 that 10 words in length. Author Bios: Author Bios should not be more that 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)

Please visit our website international-animalhealth.com, or request from our editorial team the entire Peer Review Protocol, and the Author Guidelines.

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
February

Issue Date: 25th February 2022

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

Volume 9 Issue 1

Editorial Submission Deadline: 10th January 2022

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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<td>• GMP and Market Control</td>
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<td>• Regulations on the Use of Antibiotics: Antibiotic Resistance</td>
<td>• Labels and Flexible Packaging</td>
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<td>• Implementation of Regulation (EU) 2019/6 on Veterinary Medicinal Products and Regulation (EU) 2019/4 on Medicated Feed</td>
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<td>• The UK Veterinary Medicines Regulations (VMR)</td>
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<td>• Regulatory Issues Surrounding the Use of Companion Animals in Clinical Investigations, Trials, and Studies</td>
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<td><strong>Research / Innovation / Development</strong></td>
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<td>• Antimicrobial Resistance and Antimicrobial Usage</td>
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<td>• The Rise of Phytogenics</td>
<td>• Quality and Safety Standards</td>
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<td>• Understanding Host-Pathogen Interactions</td>
<td><strong>Livestock</strong></td>
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<td>• The Use of Intensive Diagnostic Testing to Determine the Optimal Timing for Vaccines and Antibiotics</td>
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<td>• Cytokines as a Substitute for Antibiotics</td>
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<td>• The New Market for Alternative Proteins Manufacturing</td>
<td>• Parasites and the Development of Anti-Parasitic Products</td>
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<td><strong>Preclinical &amp; Clinical Research</strong></td>
<td><strong>Companion Animals</strong></td>
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<td>• Preclinical Decision Making - Predict &amp; Minimize Risk</td>
<td>• Oral Disease &amp; Microbiota</td>
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<td>• Providing Better Safety Profiles of Trial Compounds</td>
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<td>• Cell / Gene / Stemcell Therapy</td>
<td>• Digital Devices and Specialist Pet Services</td>
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<td>• Clinical Monitoring</td>
<td>• Wearable and Health Monitors</td>
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## 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

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**EDITORIAL CALENDAR 2022**

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- Genomics Technology for Livestock Breeding
- Genetic Tests Designed to Improve the Breeding of Sheep and Cattle
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