

# Alternative Proteins

INTERNATIONAL MAGAZINE FOR  
ALTERNATIVE PROTEINS TO ANIMAL FEED  
by Feed  Additive Magazine

## MEDIA KIT 2025

Alternative Proteins Magazine is published twice a year by Feed & Additive Magazine team to draw attention to alternative protein sources that can be used in animal nutrition.

### FOCUS TOPICS OF THE ALTERNATIVE PROTEINS MAGAZINE:

- Insect-based Proteins
- Single-cell Proteins
- Plant-based Proteins
- Cell-cultured Proteins
- Seaweed and Microalgae-based Proteins
- Alternative Protein Technologies
- Alternative Proteins and Sustainability
- Converting Food Waste into Alternative Proteins



### EDITORIAL CALENDAR 2025

#### APRIL

##### DEADLINE

Editorial:  
08 April 2025

Advertising:  
11 April 2025

##### Cover Story:

ALTERNATIVE PROTEIN SOURCES AND  
THEIR USE IN ANIMAL FEED

##### Technology:

INNOVATIVE TECHNOLOGIES  
FOR ALTERNATIVE PROTEIN PRODUCTION

##### Market Report:

GLOBAL ANIMAL FEED PROTEINS MARKET

#### OCTOBER

##### DEADLINE

Editorial:  
08 October 2025

Advertising:  
11 October 2025

##### Cover Story:

CONTRIBUTION OF ALTERNATIVE  
PROTEINS TO THE CIRCULAR ECONOMY

##### Technology:

INNOVATIVE TECHNOLOGIES  
FOR ALTERNATIVE PROTEIN PRODUCTION

##### Market Report:

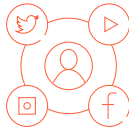
GLOBAL INSECT PROTEIN MARKET

# CIRCULATION

Alternative Proteins Magazine,  
which also draws on FA's database,  
reaches:



**24K e-newsletter subscribers,**



**40K social media followers,**



**22K website visitors**



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## Alternative proteins for sustainability in animal nutrition

The rate of increase in the world's population continues to be a cause for concern because feeding this growing population with what nature offers us seems challenging in today's conditions. That's why the experts of the agricultural industry focus on sustainable alternative resources and the efficient use of existing resources. Proteins, which have an important place in human and animal nutrition, are also one of the areas on which intensive studies continue.

Plant and cell-based protein options, insect-based protein sources and protein substitutes from algae, yeast, fungi or bacteria are attracting considerable attention as alternative protein sources used directly or indirectly (food and feed substitutions) in both human and animal nutrition.

However, feeding the growing population is not the only reason alternative protein sources have attracted so much attention. When we add the fact of environmental concerns and sustainability to all these, it becomes inevitable to evaluate alternatives better.

For this reason, Alternative Proteins Magazine is published twice a year by Feed & Additive Magazine team to draw attention to alternative protein sources, the value of which is increasing day by day in animal nutrition.