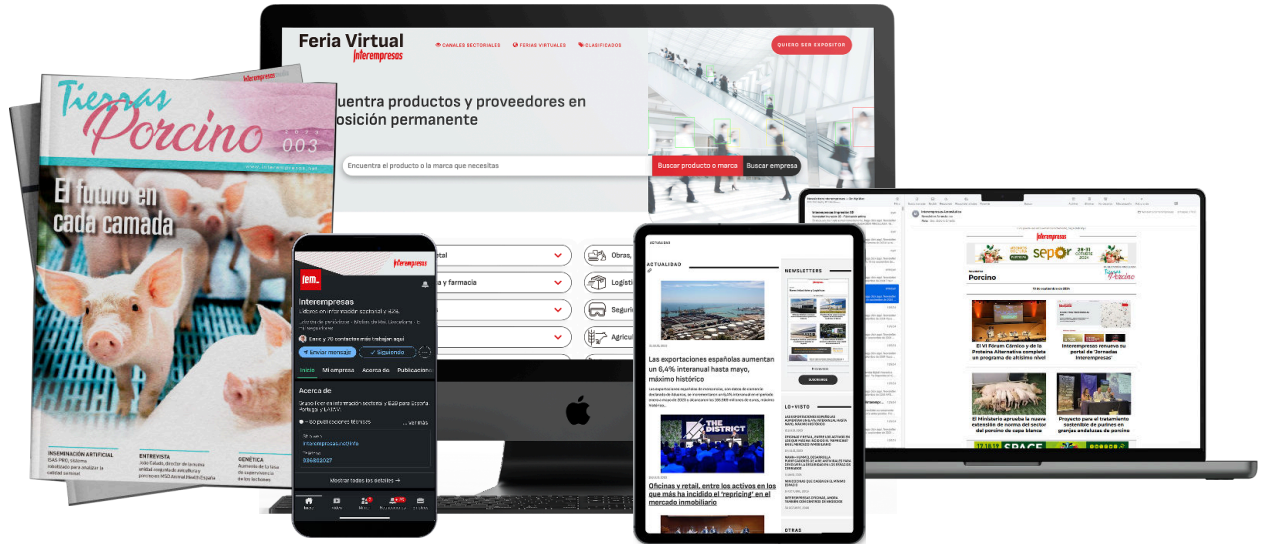


Tierras Porcino

Interempresasmedia



Publishing Schedule

v. 22/04/2026

TO10 March

DEADLINE
6/03/2026

The Iberian Pig Facing New Market Challenges

Contents

- **Genetics and Reproduction:** Genetic improvement in Iberian lines / Controlled crossbreeding with certified Duroc lines / Reproductive management of the Iberian sow in the “montanera” phase and outside of it / Synchronization protocols.
- **Feeding:** Supplementation strategies during the montanera phase / Use of support feed, control of acorn access, and grazing planning / Feeding of intensively raised Iberian pigs / Individual identification and feeding control.
- **Animal Health:** Biosecurity measures in extensive systems / Health control in Iberian pig farms.
- **Welfare and Traceability:** New regulatory requirements and consumer demands / Technological challenges for ensuring traceability.
- **Digitalization:** Individual identification, feeding control, GPS monitoring, and digitalization of the ITACA system.
- **Market and Sustainability:** Economic analysis of the Iberian sector in 2025 / Real production costs / The Iberian pig

TO11 September

DEADLINE
9/09/2026

Digitalization in Pig Farming

Contents

- **Technology:** Digitalization in pig farms / Sensors, automation, and real-time decision-making / Environmental control / Adjusting production costs.
- **Genetics and Reproduction:** Advances in genetics of white pigs / New genetic lines / Genomic selection / Reproductive management of the hyperprolific sow.
- **Nutrition:** Precision feeding in fattening pigs / Reducing the use of imported soy: national and sustainable alternatives in pig diets. Evaluation of faba beans, peas, rapeseed, or DDGS. Nutritional and economic results.
- **Animal Health:** PRRS control strategies — new vaccines and biosecurity measures / The threat of African swine fever / Antimicrobial resistance in intensive pig farming.
- **Animal Welfare:** Key strategies to prevent tail biting in fattening pigs / Adapting ventilation and stocking density to heatwaves / Strategies to prevent heat stress.
- **Innovative farms:** Overview of high-

Magazines (paper + online)

Format: DIN A4.

Distribution & reader profile: Specialized publication focused on technical content for the pig sector, a key driver of Spain's livestock industry. Provides professionals with useful information for improving animal production (animal health and welfare), achieving efficiency and optimization in farms, and environmental management. Nationwide distribution reaching the main stakeholders in Spain's pig sector: farmers, veterinarians, technicians and managers at specialized companies.



Virtual fairs: IEFeria & IEMaq

The Interempresas virtual trade fair brings together over 25,000 exhibiting companies across more than 90 industry-specific sectors.

This key platform connects manufacturers, distributors and professionals through two specialised channels: **IEFeria**, focused on showcasing new industrial products, equipment and services; and **IEMaq**, dedicated to second-hand, used or surplus machinery and equipment offers. Together, they create a digital environment that enhances visibility, drives business opportunities, and fosters strong B2B relationships.

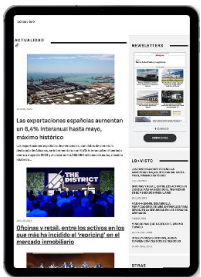


Digital magazines

The sector-specific channels of Interempresas.net deliver relevant content and up-to-date news across more than 100 industries, targeting businesses and professionals alike.

Articles, interviews, features, success stories, reports, expert opinions, market data and a calendar of trade fairs and events form the core of the leading digital B2B media platform in Spanish.

A dedicated editorial team and an extensive network of contributors and industry experts support each sector, amplifying and sharing everything that's happening across the industrial landscape.



Newsletters

Over 760,000 professionals regularly receive a curated selection of industry-specific content straight to their inbox. This high-quality B2B database boasts a delivery rate of over 99% and an average open rate exceeding 33%.

Interempresas newsletters are tailored to match each user's interests, ensuring clear, targeted, and highly valuable communication.

Swine Sector: + 600 recipients



Social networks

Content is also shared via LinkedIn, as well as other platforms like Instagram and WhatsApp, creating active communities of businesses and professionals across each sector. The immediacy of the information and the use of audiovisual formats encourage interaction, boost engagement, and enhance brand visibility in highly relevant and trusted environments.

<https://www.linkedin.com/company/tierras-ganaderia-interempresas>

