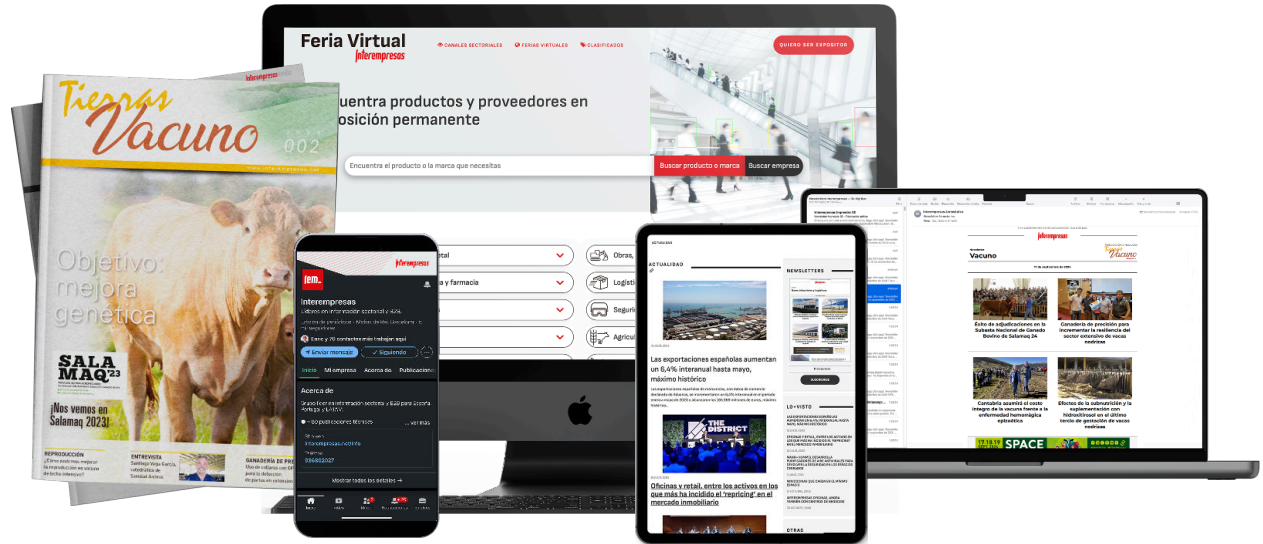


Tierras Vacuno

Interempresasmedia



Publishing Schedule

v. 22/04/2026

TV9 March

DEADLINE
1/3/2026

Innovation and Artificial Intelligence in Dairy Cattle

Contents

- **Digitalization:** Economic value of milk recording and digitalization.
- **Feeding:** Precision feeding / Impact of high-quality forages on production, fertility, and rumen health.
- **Genetics and Reproduction:** Genetic selection focused on longevity and hoof health / Estrus synchronization protocols and detection using sensors and non-hormonal methods.
- **Animal Health:** Comprehensive mastitis management / Impact of lameness on farm profitability.
- **Animal Welfare:** Strategies to reduce heat stress in dairy cattle / Methane reduction in dairy farms.
- **Management and Emissions:** Microbiome analysis in dairy cattle under different production systems.
- **Reproduction:** Artificial insemination and embryo transfer.
- **Innovative farms:** Overview of high-level farms.
- **Markets:** Production and prices in dairy and beef cattle.

TV10 July

DEADLINE
20/07/2026

Digitalization in Beef Cattle

Contents

- **Digitalization:** Sensors, automatic weighing systems, and real-time monitoring of calf batches.
- **Feeding:** Efficient calf fattening / Rational grazing systems in beef cattle.
- **Animal Health:** Health control in extensive systems with vaccination schedules and critical control points.
- **Welfare:** Improving comfort during summer.
- **Genetics:** Genetic selection in beef breeds.
- **Reproduction:** Fertility control in suckler cows and early diagnosis.
- **Sustainability:** Carbon capture in extensive beef systems / Quality labeling.
- **Management:** Cost of calf fattening.
- **Innovative farms:** Overview of high-level farms.
- **Markets:** Meat and milk market.

Trade Shows/Events:

SALAMAQ 2026
Salamanca, September
EL SECTOR AGROGANADERO EN NAVARRA 2026



Magazines (paper + online)

Format: DIN A4.

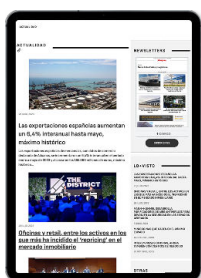
Distribution & reader profile: Specialized publication focused on technical content for the cattle sector—both dairy and beef. Provides professionals with useful information for improving animal production (animal health and welfare), achieving efficiency and optimization in farms, and environmental management. Nationwide distribution reaching the main stakeholders in Spain's cattle 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.

Cattle/Beef Sector: + 620 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>