

# Chov Skotu 2012:

Publication date	Deadline	Features
February 11	February 3	Maize
March 20	March 12	PreviewTech Agro-Brno
May 20	May 12	Feeding
July 22	July 14	Milking
September 30	September 22	Calf rearing
December 9	December 1	Cow health

## Advertising rates

The new rates will come into effect on January 1, 2012.

### Black and White

	1x	3x	6x
1/1 page	€ 357	€ 340	€ 328
1/2 page	€ 196	€ 186	€ 175
1/4 page	€ 104	€ 100	€ 94

Extra costs for full colour: 1/1 page: € 155, <1/1 page: € 102

## Advertisement dimensions

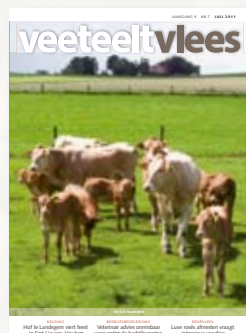
	Portrait	Landscape
1/1 page	180 x 256 mm	
1/2 page	88 x 256 mm	180 x 125 mm
1/4 page	88 x 125 mm	180 x 61 mm
1/8 page	42 x 125 mm	88 x 61 mm
Type page:	210 x 297 mm	
Type area:	180 x 297 mm	

To boost export sales you can also use our international magazines for your advertising campaign. CRV's international titles include:

**Veeteelt** is the leading magazine for dairy producers in the Netherlands and Flanders and is published every two weeks. It has a circulation of 31,234 copies.



**VeeteeltVlees** is the only magazine for beef producers in Flanders and the Netherlands and published every month with a circulation of 5,430 copies.



**CowMagement** is the leading magazine for Dairy producers in the UK. CowMagement is published eight times a year and goes to 11,570 dairy producers with average herd size of 140 cows.



**CowManagement US** is published six times a year and goes to 10,000 dairy producers in the US. An overview of the distribution by state is available.



**De Boerin** (The Farmer's wife), a unique women's magazine for farmers wives in the Netherlands and Flanders. Circulation is more than 32,000 copies.



CRV Publishing is also responsible for publishing of catalogs and sales of stand sizes for various events; such as the Cow-Expo, National Beef Event and the All Holland Dairy Show.

If your company would like to share in the magazine's success and reach our progressive and professional readership by advertising in CowManagement, please contact:



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# chovskotu



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