

edition U.S.

COWmanagement

CowManagement 2012 publication dates

Publication date	Deadline	Features
February 17	February 9	Corn, forage and machinery
April 21	April 13	Cow health
June 30	June 22	Housing and equipment
September 8	August 31	Milking machines
November 3	October 26	Feeding and calf rearing
December 15	December 7	Dairy staff

Advertisement dimensions

	Portrait	Landscape
1/1 page	6.93 x 9.00	8.11 x 10.78*
1/2 page	3.36 x 9.00	6.93 x 4.42
1/4 page	3.36 x 4.42	6.93 x 2.06
1/8 page	1.58 x 4.42	3.37 x 2.06
2/2 page		16.22 x 10.78*

* = bleed advertisement: add extra 0.12 (no bleed charge)

Advertising rates

Ad rates effective since January 1, 2011

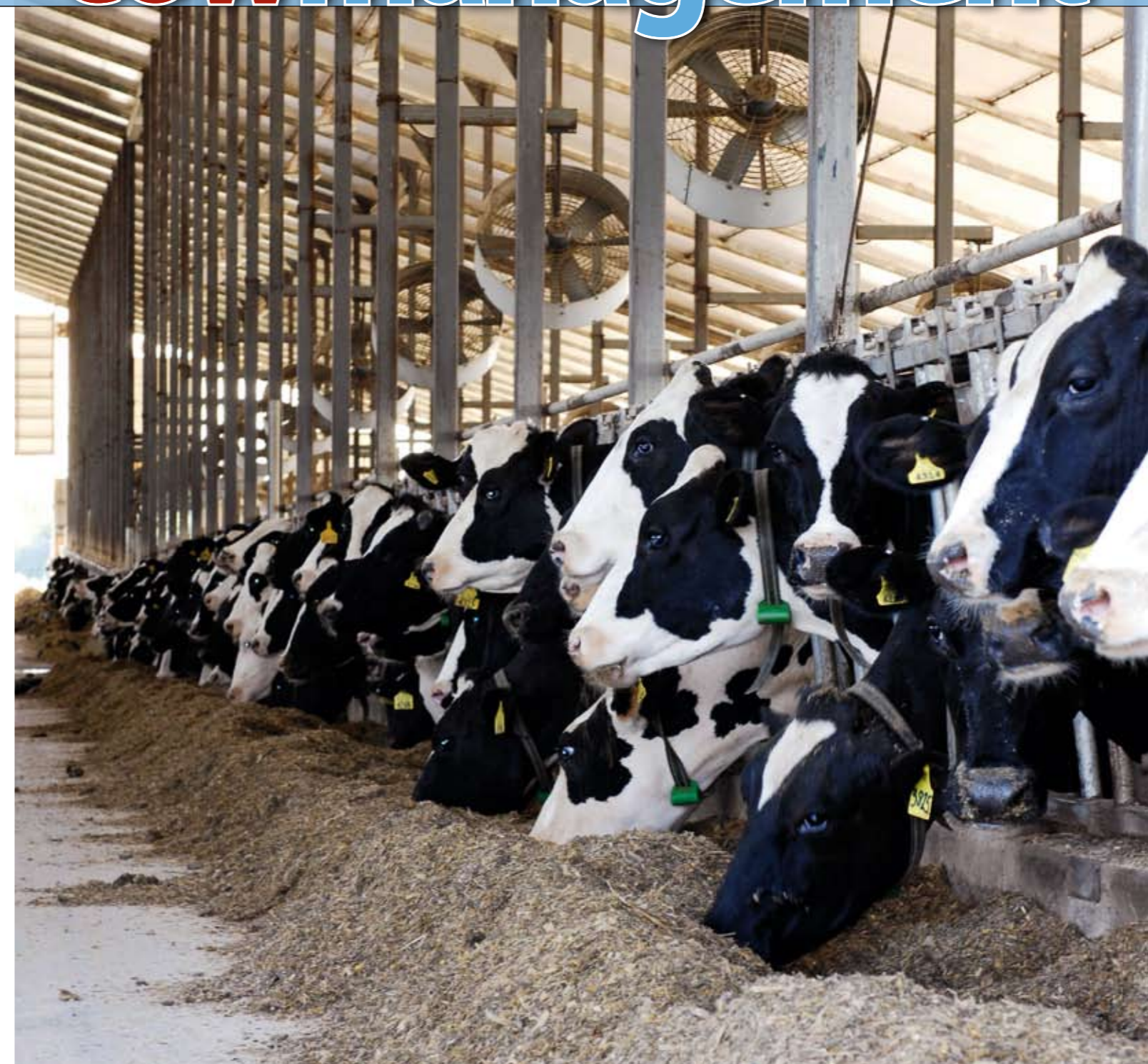
Black and White	1x		3x		6x	
	€	\$	€	\$	€	\$
1/1 page	1,200	1,742	1,000	1,452	800	1,161
1/2 page	650	943	550	798	450	653
1/4 page	350	508	300	435	250	363
1/8 page	180	262	155	225	130	188

spread page price at request

Extra cost for full color: 1/1 page: € 200, \$290, < 1/1 page € 100, \$145

Technical information

Reproduction material and digital production material:
Certified pdf (please contact us for the settings)



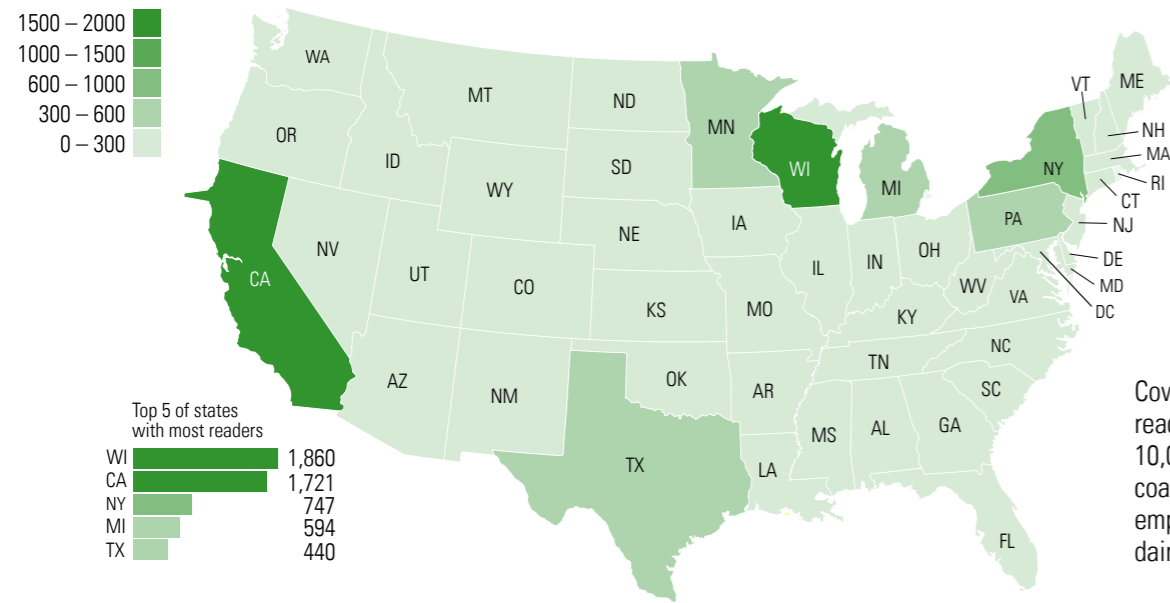
If your company would like to share in the magazine by advertising in CowManagement please contact:

Andrea Haines
andrea.haines@crv4all.us
301.514.2927 Mobile

CowManagement
2423 American Lane – Madison WI, 53704 – USA

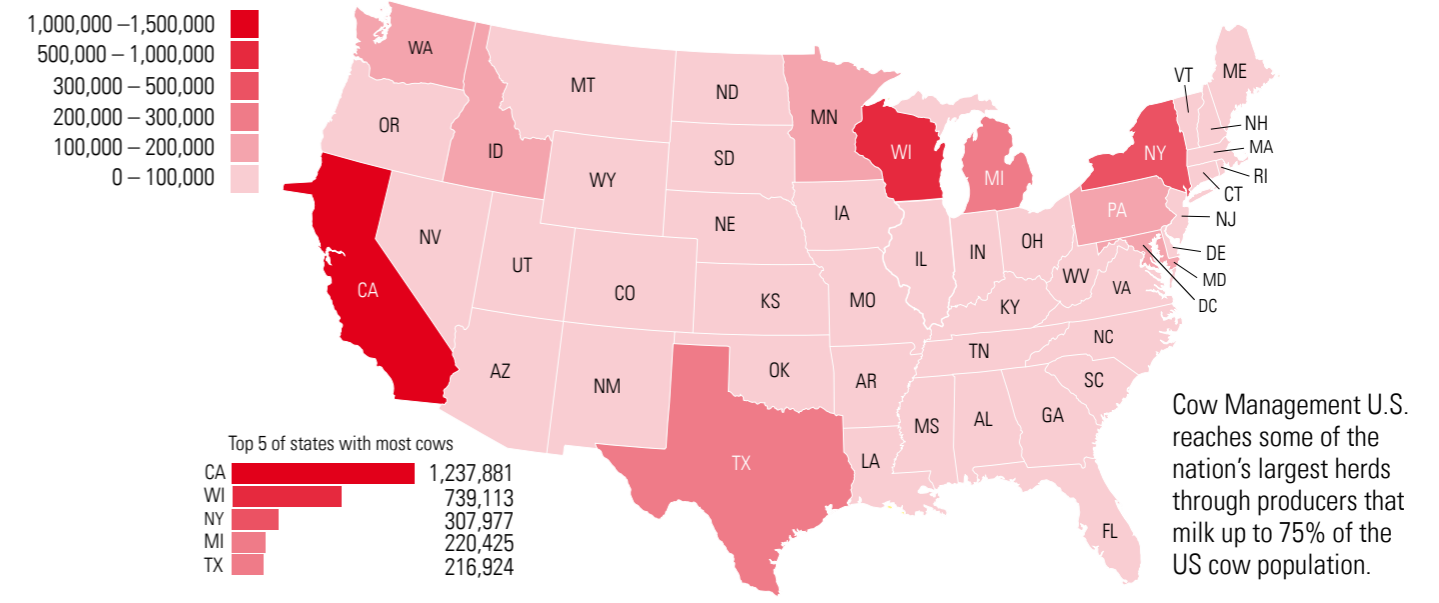
**'The best choice
for dairy producers'**

Number of readers



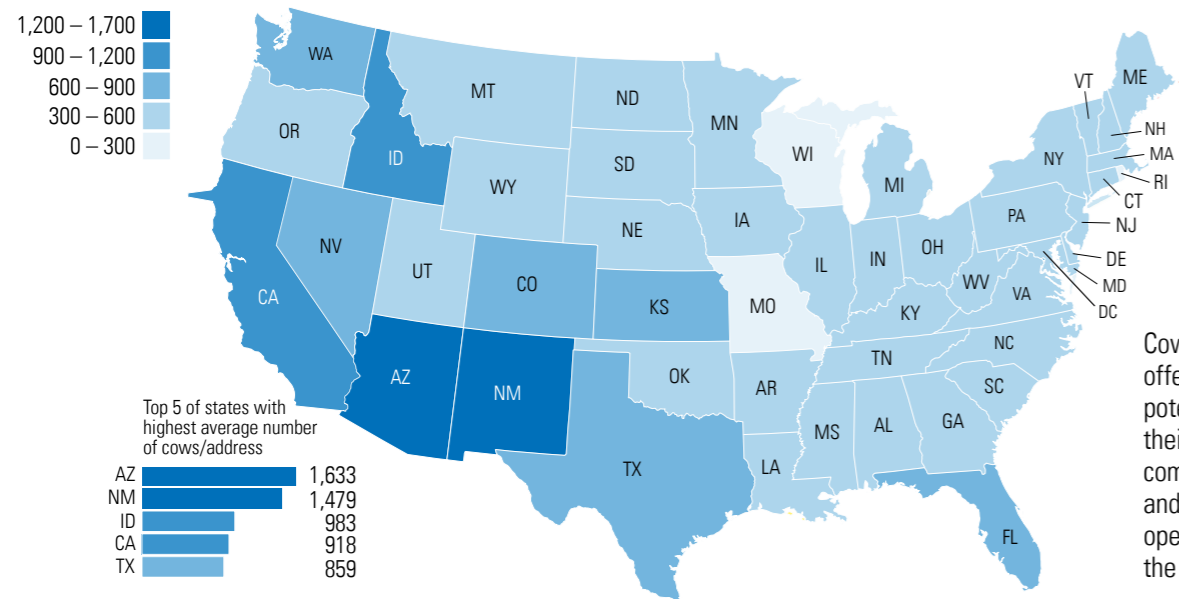
Cow Management U.S. reaches a total of 10,000 readers from coast to coast with emphasis on major dairy states.

Total number of cows*



Cow Management U.S. reaches some of the nation's largest herds through producers that milk up to 75% of the US cow population.

Average number of cows/addresses*



Cow Management U.S. offers advertisers the potential to showcase their products to a combination of small and large dairy operations throughout the United States.

* Remark: number of cows of 3,165 addresses unknown and set to U.S. standard herd average per state

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.

Chov skotu is published six times a year and has a circulation of 4,350 copies. The readers of Chov skotu are dairy producers in the Czech Republic and Slovakia.

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

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.



CowManagement U.S. reaches a total of 10,000 readers, many of whom have America's largest herds.

CRV Publishing is also responsible for publishing of catalogues and sales of stands at various international events, such as the World Dairy Expo, the CRV Cow-Expo, the National Beef Event and the All Holland Dairy Show.