

## CowManagement 2012 publication dates

Publication date	Deadline	Features
January 30	January 23	Maize
March 6	February 27	Grassland and machinery
April 24	April 16	Housing and equipment
June 5	May 28	Milking equipment
July 10	July 2	Feeding
August 28	August 20	Dairy Event/dairy business
October 16	October 8	Calf rearing
December 4	November 26	Cow health

### Technical information

Screen full colour: 60 Screen black: 54

Reproduction material and digital production material:  
Certified pdf

Always deliver a print of the advertisement.

### 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 256 mm	

### Advertising rates

#### Black and white

	1x		3x		6x		9x		12x		21x	
	€	£	€	£	€	£	€	£	€	£	€	£
1/1 page	1223	809	1158	763	1094	720	1027	677	961	634	865	579
1/2 page	666	440	633	417	600	395	565	374	500	329	176	381
1/4 page	335	221	317	210	301	199	282	188	251	164	238	158
1/8 page	180	123	171	113	163	107	158	101	138	93	129	88

Extra cost for one colour: 1/1 page: € 150, £115, < 1/1 page € 75, £60

Extra cost for full colour: 1/1 page: € 300, £200, < 1/1 page € 150, £100

The new rates will come into effect on January 1, 2012. All prices exclusive of VAT (prices in euro and sterling)

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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# COWmanagement

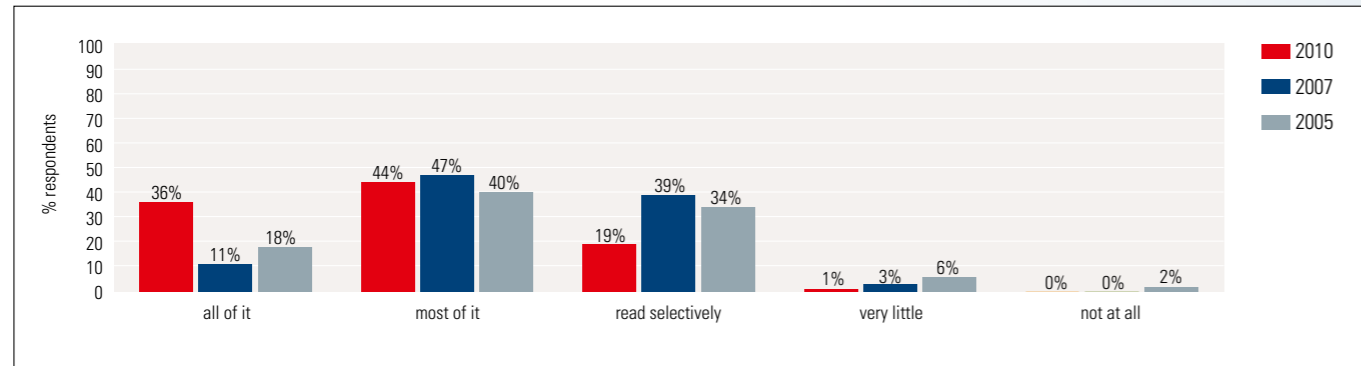


Let your advertising campaign

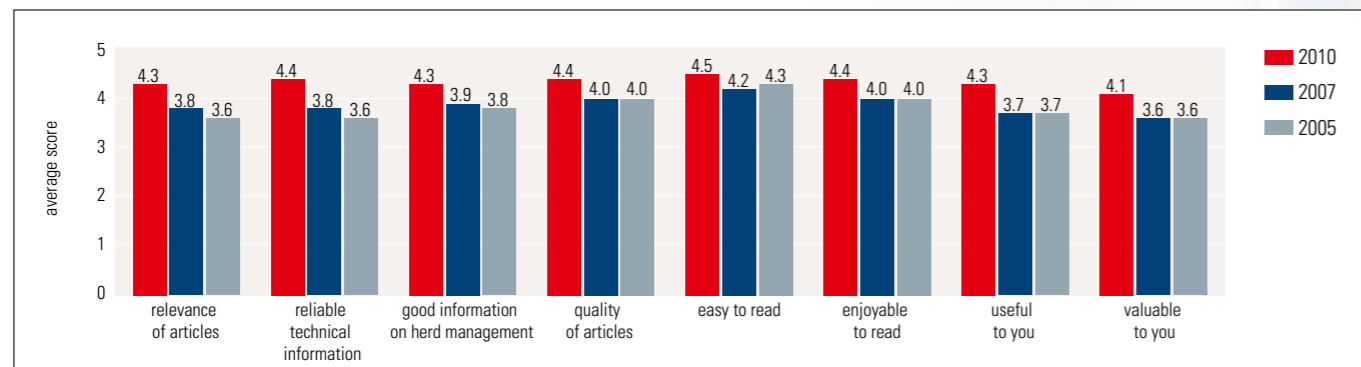
# SCORE!

# CowManagement: tops reader survey

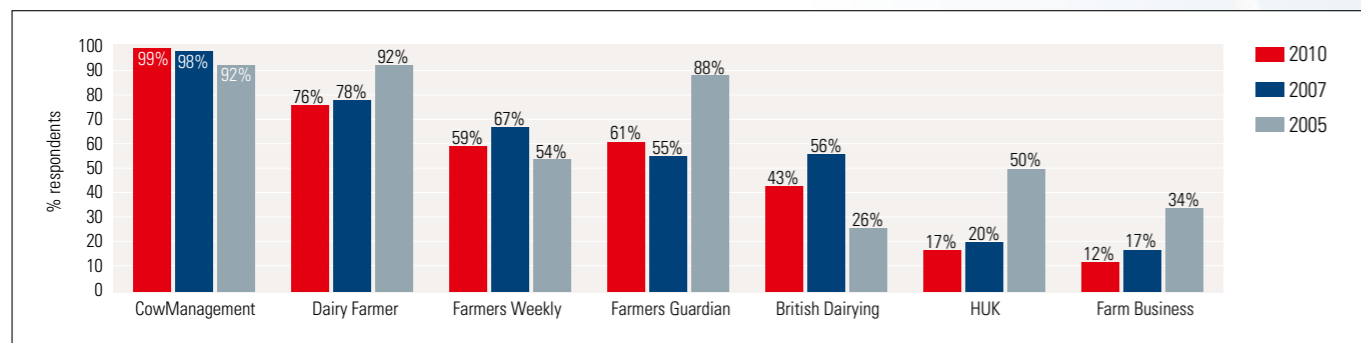
## How much of CowManagement do you actually read?



## How would you rate CowManagement?



## Most popular magazines



Research among a randomly selected sample of 100 dairy farmers who receive CowManagement to find out perceptions and readership behaviour. The telephone survey was carried out by using a structured questionnaire. All interviews were conducted by IQCS-trained interviewers

who regularly undertake interviews within the agricultural industry. All aspects of the research were conducted in accordance with the Market Research Society Code of Conduct of which MacLeod Research Ltd is a full member. Dairy producers were interviewed in July 2010.

# CowManagement: quality is valued

The latest independent survey revealed that dairy producers like the variety of technical articles in CowManagement. They said they found the technical articles on dairy husbandry – including herd health, feeding and fertility both interesting and useful.

Readers also said that they like the articles we publish on milk plant and equipment, business management, calf rearing, breeding and genetics. Herd reports – both on UK and overseas herds – also are very popular.

- Average herd size of CowManagement readers is 131 cows
- Interesting and useful
- Attractive design
- Good balance of articles and advertisements

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 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 catalogues and sales of stands at various events, such as the CRV Cow-Expo, the National Beef Event and the All Holland Dairy Show.

**Visit: [www.cowmanagement.net](http://www.cowmanagement.net)**