

# **cow**management

THE FIRST CHOICE OF DAIRY PRODUCERS



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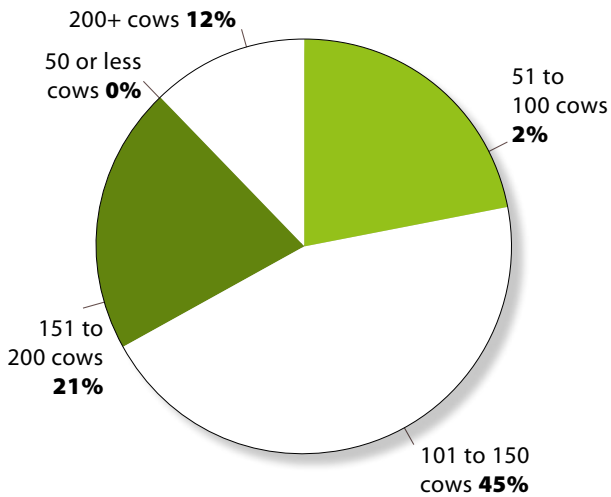
CowManagement has a good balance of articles that cover all aspects of dairy management.

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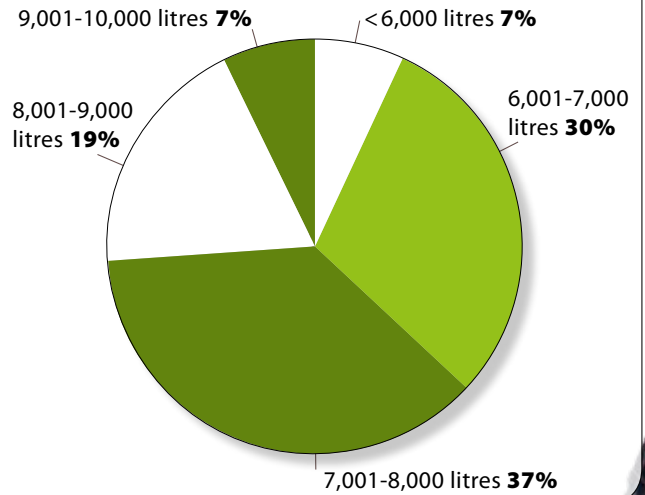
# COWmanagement

## TOPS READER SURVEY

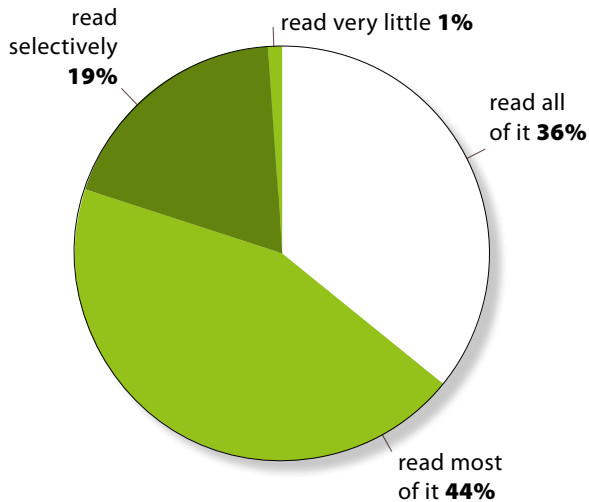
### HERD SIZE OF COWMANAGEMENT READERS



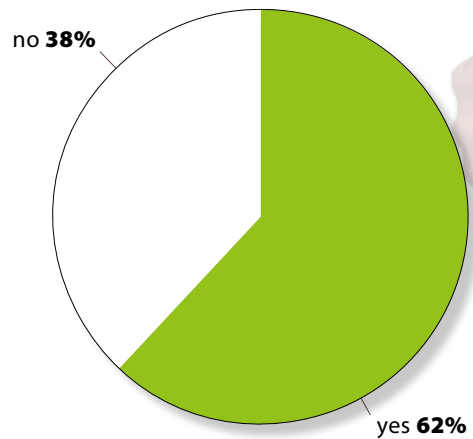
### MILK PRODUCTION OF COWMANAGEMENT READERS



### HOW MUCH OF COWMANAGEMENT DO YOU ACTUALLY READ?

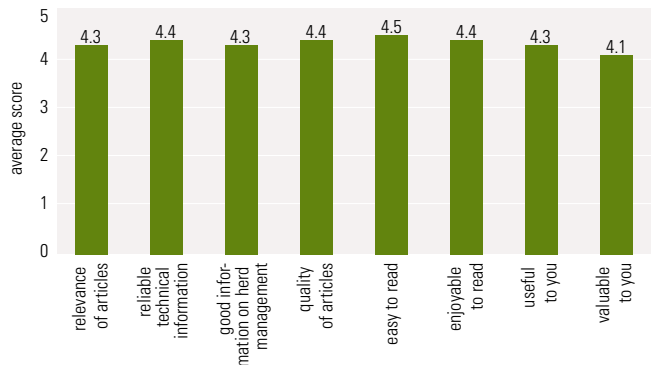


### DO YOU USE BROADBAND?



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.

### HOW WOULD YOU RATE COWMANAGEMENT?





## COWMANAGEMENT: QUALITY IS VALUED

The results of an independent reader survey for CowManagement speak for themselves. Dairy producers like the variety of technical subjects covered by CowManagement and said they found articles on herd health, feeding, fertility, herd stories, business management, calf rearing and breeding en genetics both interesting and useful. Readers also like the attractive design and good balance of articles and advertisements.

# cowmanagement

► WWW.COWMANAGEMENT.NET

## COWMANAGEMENT 2013 PUBLICATION DATES

| PUBLICATION DATE | DEADLINE    | FEATURES                |
|------------------|-------------|-------------------------|
| January 15       | January 7   | Maize                   |
| February 19      | February 11 | Grassland and machinery |
| March 19         | March 11    | Housing and equipment   |
| April 30         | April 22    | Milking equipment       |
| June 18          | June 13     | Livestock 2013 Preview  |
| August 27        | August 19   | Feeding                 |
| October 15       | October 7   | Calf rearing            |
| December 3       | November 25 | Cow health              |

## TECHNICAL INFORMATION – ADVERTISEMENT DIMENSIONS

Screen full colour: 60 Screen black: 54  
 Reproduction material and digital  
 production material: Certified pdf  
 Always deliver a print of the advertisement.  
 Extra bleed: 3 mm.

|           | 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 | 825 | 1,247 | 778 | 1,181 | 734 | 1,115 | 690 | 1,047 | 646 | 980 | 590 | 882 |
| 1/2 page | 448 | 679   | 425 | 676   | 402 | 612   | 381 | 576   | 335 | 510 | 388 | 485 |
| 1/4 page | 225 | 341   | 214 | 323   | 202 | 307   | 191 | 287   | 167 | 256 | 161 | 242 |
| 1/8 page | 125 | 183   | 115 | 174   | 109 | 166   | 103 | 161   | 95  | 140 | 90  | 131 |

Extra cost for full colour: 1/1 page: £220, € 320 < 1/1 page £110, € 160

The new rates will come into effect on January 1, 2013. All prices exclusive of VAT (prices in euro and sterling)



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