

CowManagement 2010 publication dates

Publication date	Deadline	Features
February 18	February 10	Maize, forage and machinery
April 22	April 14	Cow health
June 17	June 9	Housing and equipment
August 5	July 28	Milking machines
November 4	October 27	Feeding and calf rearing
December 16	December 8	Dairy staff

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	176 x 229 mm	
1/2 page	85,5 x 228 mm	176 x 112 mm
1/4 page	85,5 x 112 mm	176 x 53 mm
1/8 page	40,25 x 112 mm	85,5 x 53,5 mm
Type page	206 x 274 mm	

Advertising rates

The new rates will come into effect on January 1, 2010

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

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



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

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CowManagement

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cowmanagement

A photograph of a man in a blue polo shirt smiling and looking towards a black and white cow. The cow's face is in the foreground, and the man is on the left side of the frame. The background is slightly blurred, showing what appears to be a barn or farm setting.

CowManagement sets out to be a useful and informative magazine for all progressive dairy producers – and not only those producers who are keen on dairy breeding.

That said, each issue contains information on proven bulls and there are plenty of reports from dairy shows and visits. Its pages also tackle issues including calf rearing, cow nutrition, hoofcare, health and welfare, feeding, breeding and housing technologies, and other vital areas of dairy herd management.

CowManagement is an informative and invaluable guide to help dairy producers manage their herds and dairy businesses and its quality easily matches that of the other publications already established in the US.

CowManagement:
Packed full of interesting and useful information
for all progressive US dairy producers