

Chov Skotu 2010:

Publication date	Deadline	Features
February 5	January 28	Maize
March 19	March 11	Preview Tech Agro
June 4	May 27	Feeding
July 23	July 15	Milking
October 1	September 23	Calf rearing
December 10	December 2	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 297 mm	

Advertising rates

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

Black and White

	1x	3x	6x
1/1 page	343	326	315
1/2 page	187	177	169
1/4 page	100	96	90

Extra costs for full colour: 1/1 page: 150, <1/1 page: 100

All prices in euro's



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

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Chovskotu

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chovskotu



I've been reading Chov skotu since its launch and I think it's a really useful magazine – and not only for producers who are keen on dairy breeding. Every issue contains breeding values for bulls of both dairy breeds, line ups of proven bulls as well as test bulls, and there are plenty of reports from shows and farm visits. I can also read about issues including calf rearing, cow nutrition, hoofcare, health and welfare, grassland and housing technologies, and other vital areas of dairy herd management. Chov skotu is an informative and invaluable guide to help me manage my herd in what can be a tough business and its quality easily matches that of the publications of our European neighbours in Germany and Austria.

Luboš Novák, herd manager, ZD Krásná Hora:
“Chov skotu is an invaluable guide to help me manage my herd”