

## PUBLICATION DATES 2017

PUBLICATION DATE	DEADLINE	FEATURES
February 17	February 6	Maize and grass
April 28	April 17	Preview Livestock Show Brno
June 9	May 29	Housing and milking equipment
September 1	August 21	Feeding
October 20	October 9	Calf rearing
December 22	December 11	Cow health

## ADVERTISEMENT DIMENSIONS

	Portrait	Landscape
1/1 page	180 x 256 mm	180 x 125 mm
1/2 page	88 x 256 mm	180 x 61 mm
1/4 page	88 x 125 mm	88 x 61 mm
1/8 page	42 x 125 mm	
Type page	210 x 297 mm	
Type area	180 x 256 mm	

## CIRCULATION CZECH REPUBLIC & SLOVAKIA

**Circulation:** 5.282

## ADVERTISING RATES (IN EUROS)

Black and white	1x	3x	6x	Extra costs for full colour: 1/1 page: € 160, <1/1 page: € 80 The new rates will come into effect on January 1, 2017
	1/1 page	375	357	
1/2 page	206	195	183	
1/4 page	109	105	99	

Advert on editorial page (1/4 landscape): 2 x 1/4 price

## MORE INFORMATION?

Please contact ChovSkotu's advertisement department



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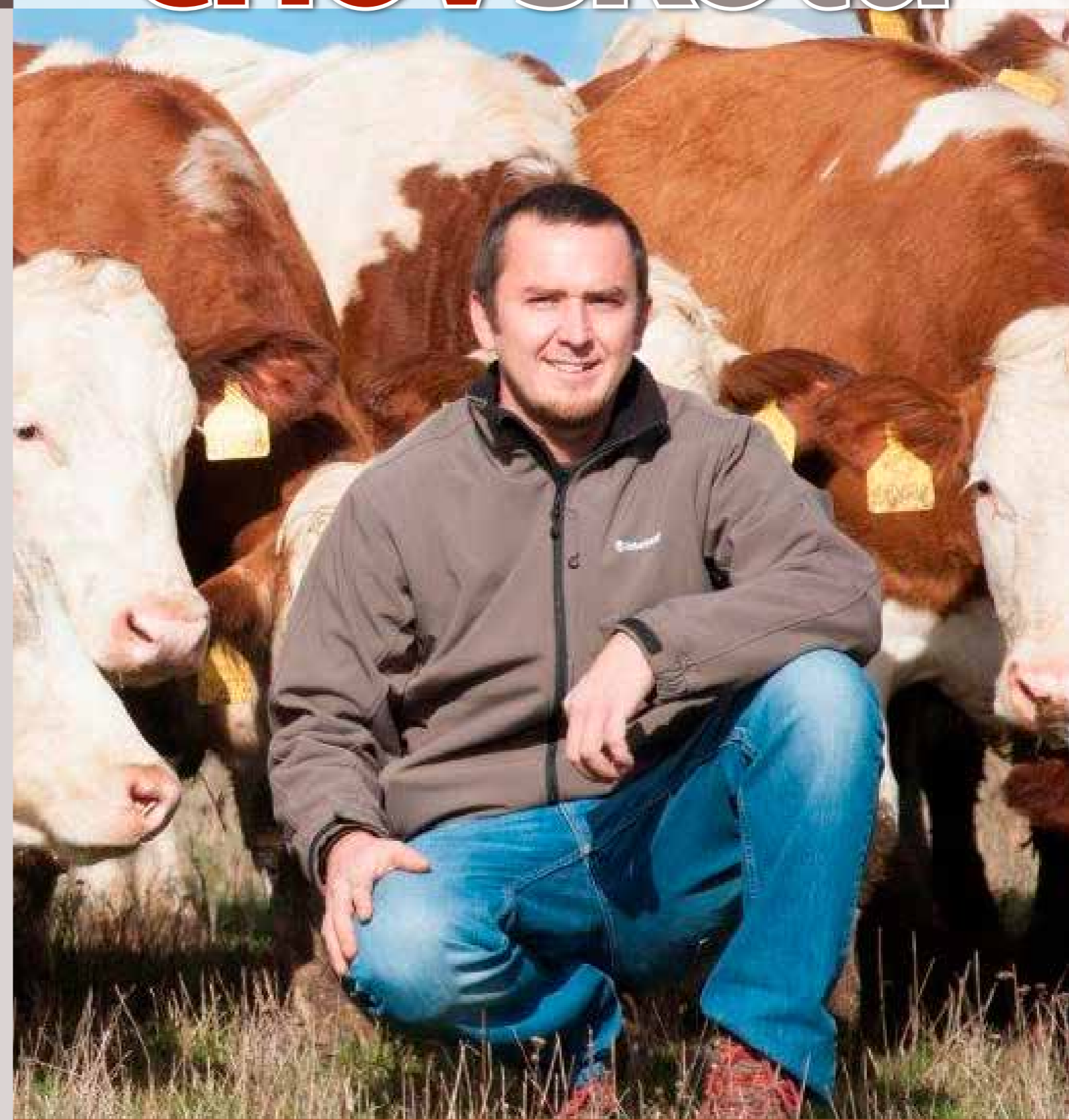
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ADVERTISING  
& MARKETING

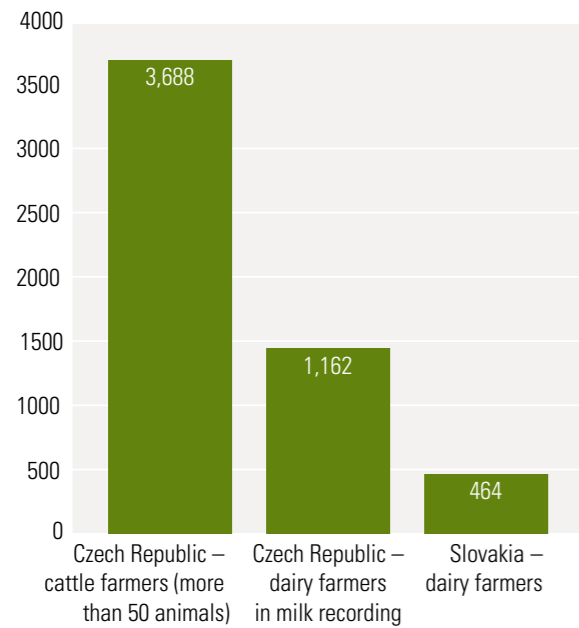
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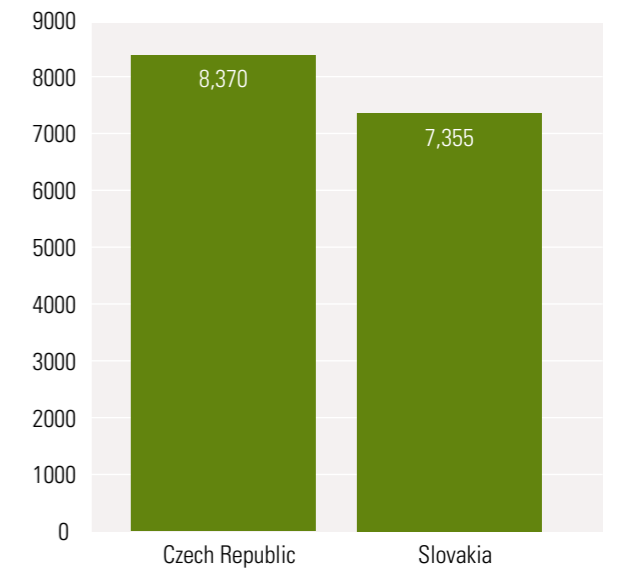
Connecting farmers & business

# TOPS READER SURVEY

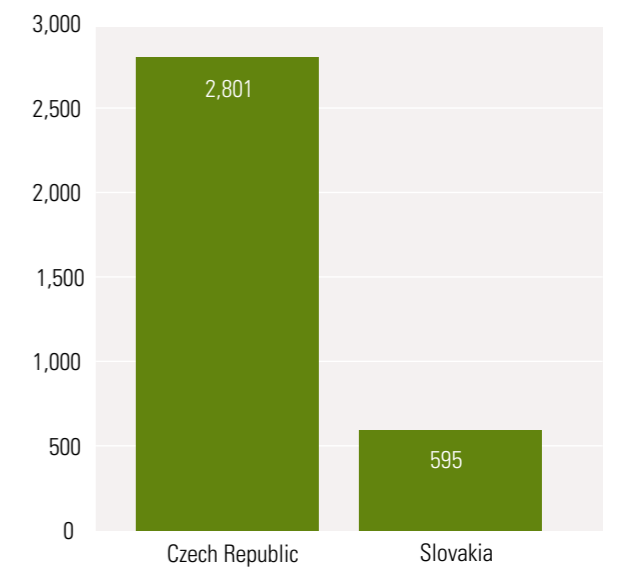
## NUMBER OF CATTLE AND DAIRY FARMS



## AVERAGE MILK PRODUCTION (KG MILK)



## DISTRIBUTION OF CHOV SKOTU (NUMBER OF COPIES)



## AVERAGE HERD SIZE (NUMBER OF COWS)

