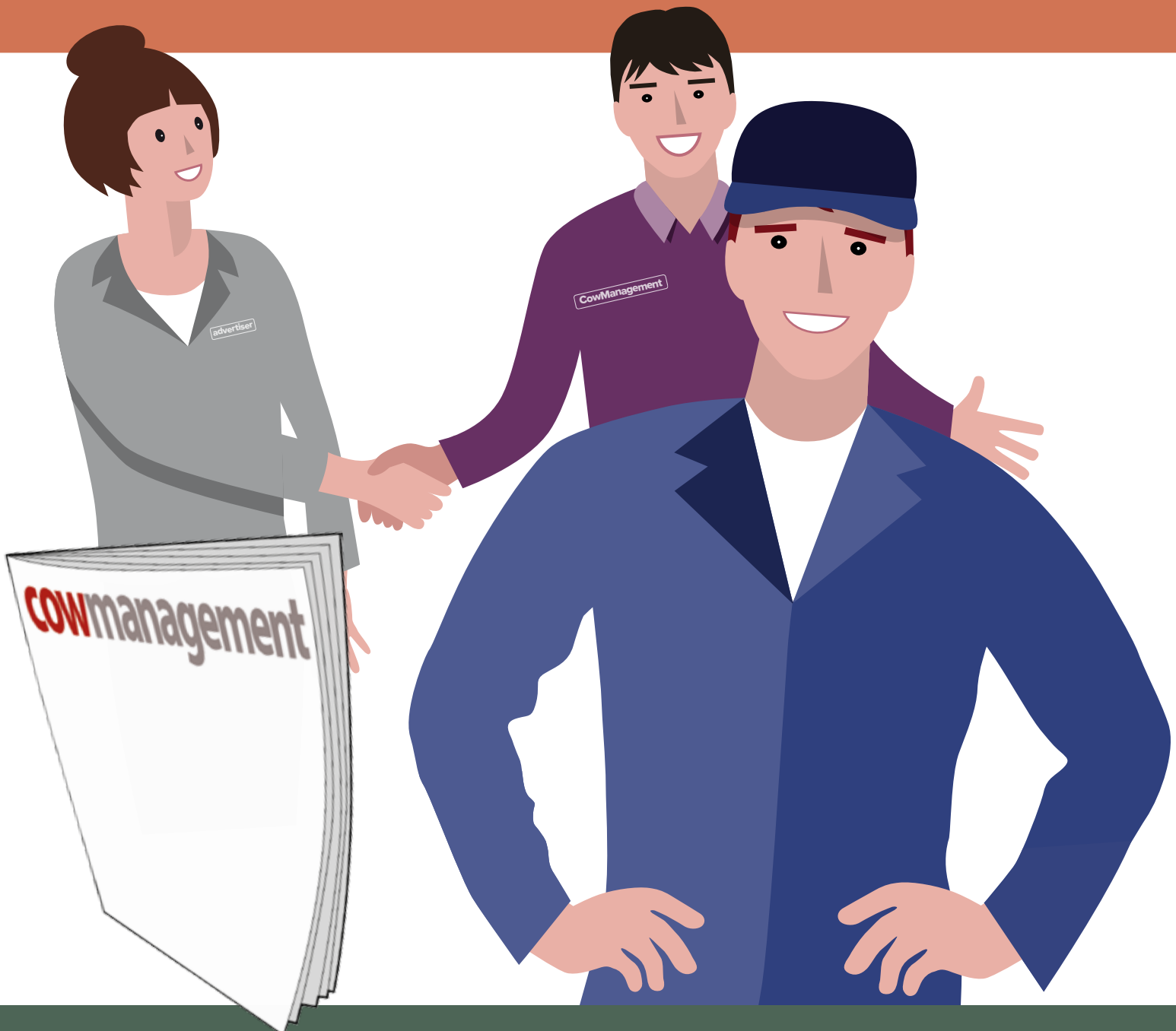


cowmanagement

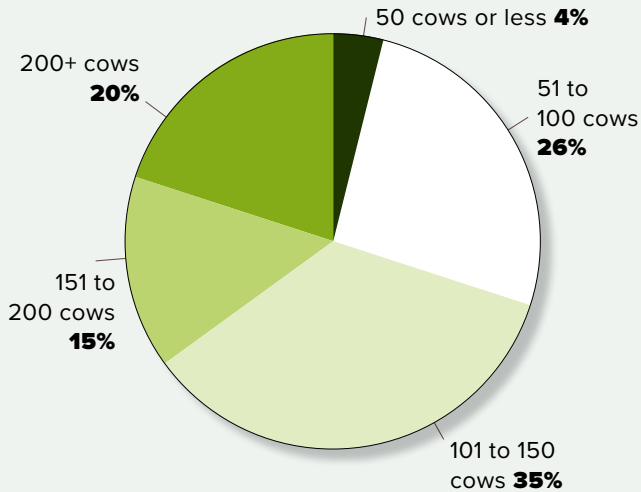
CowManagement is a specialist technical magazine for UK dairy producers. Passionate about dairying and supporting UK producers, we work hard to offer our readers a wealth of useful, interesting and practical information to help them to manage their herds and businesses more profitably and efficiently. Together with you, a valued advertiser, we would like to continue to share invaluable cow management information with our readers, to help them strengthen their position in an increasingly volatile dairy market place.



Connecting producers & business

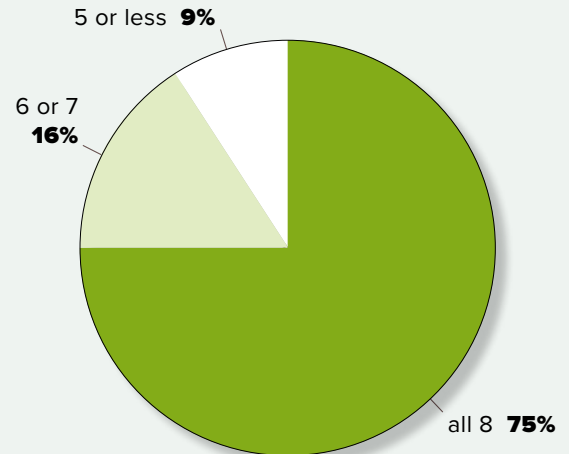
TOPS READER SURVEY

AVERAGE HERD SIZE OF COWMANAGEMENT READERS



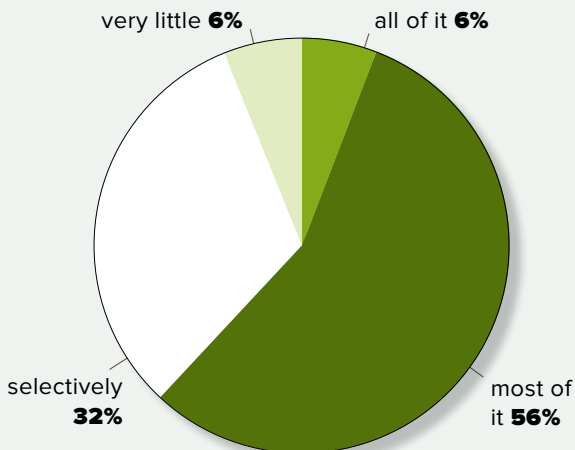
An average herd size of 178 cows

NUMBER OF COPIES READ (OUT OF 8 IN THE PAST 12 MONTHS)



75% of CowManagement readers read all eight copies published each year

HOW MUCH OF COWMANAGEMENT DO YOU ACTUALLY READ?



CowManagement is very well read by dairy producers

LIKES: LAY-OUT

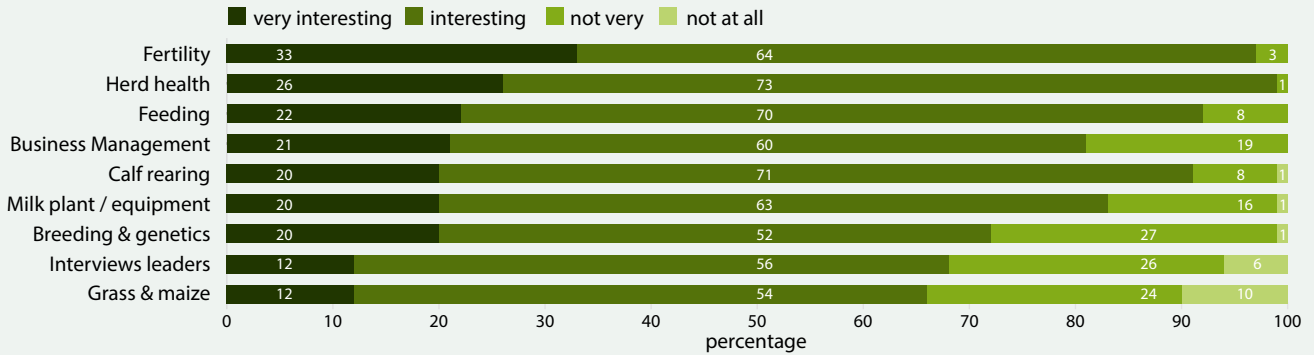


Dairy producers like CowManagement's fresh and eye-catching design

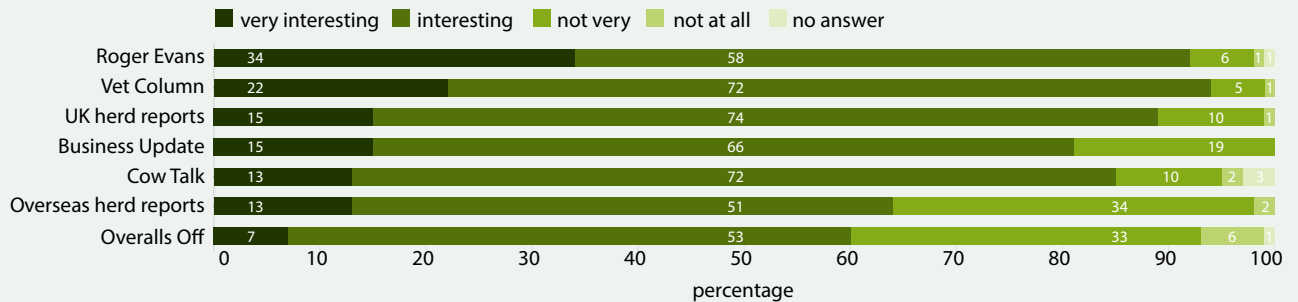
ACCOUNTABILITY

Research among a randomly selected sample of 100 dairy producers in the UK who receive CowManagement, to find out perceptions and readership behaviour. The telephone survey was carried out using a structured questionnaire. All interviews were conducted by trained interviewers who regularly undertake interviews within the agricultural industry. All aspects of the research were conducted in accordance with the guidelines of MOA, the Center for Marketing Intelligence & Research of which market-research agency Environs International is a full member. Dairy producers were interviewed during the first half of June 2016.

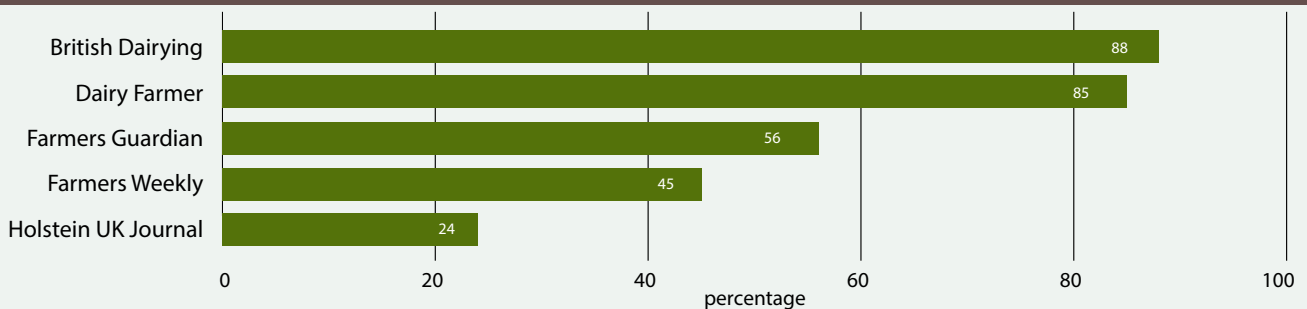
INTEREST IN SUBJECTS COVERED BY COWMANAGEMENT



FAVOURITE ARTICLES IN COWMANAGEMENT



COWMANAGEMENT READERS ALSO READ THESE MAGAZINES



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 that they found articles on herd health, feeding, fertility, other herds, business management, calf rearing, and breeding and genetics both interesting and useful. Readers also like the attractive design and good balance of articles and advertisements.

PUBLICATION DATES 2018

PUBLICATION DATE	DEADLINE	FEATURES
January 26	January 15	Maize / Dairy-tech
March 9	February 26	Grassland & forage
May 4	April 23	Housing & equipment
June 29	June 18	Fertility
August 24	August 13	Feeding / UK Dairy Day
September 28	September 17	Milking equipment
October 26	October 15	Calf rearing
December 7	November 26	Cow health

TECHNICAL INFORMATION – ADVERTISEMENT DIMENSIONS

		Portrait	Landscape
Screen full-colour: 60 – Screen black: 54			
Reproduction material and digital	1/1 page	180 x 256 mm	
Production material: Certified PDF	1/2 page	88 x 256 mm	180 x 125 mm
Always deliver a print of the advertisement	1/4 page	88 x 125 mm	180 x 61 mm
Extra bleed: 3 mm	1/8 page	42 x 125 mm	88 x 61 mm
	type page	210 x 297 mm	
	type area	180 x 256 mm	

CIRCULATION

CowManagement has a circulation of 10,466.

ADVERTISING RATES

Black and white

	1x		3x		6x		9x		12x		21x	
	£	€	£	€	£	€	£	€	£	€	£	€
1/1 page	850	1,247	801	1,181	756	1,115	711	1,047	665	980	608	882
1/2 page	461	679	438	676	414	612	392	576	345	510	297	485
1/4 page	232	341	220	323	208	307	197	287	172	256	166	242
1/8 page	129	183	118	174	112	166	106	161	98	140	93	131

Extra cost for full-colour: 1/1 page: £220, € 320 < 1/1 page £110, € 160 All prices exclusive of VAT (prices in euro and sterling)

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

MORE INFORMATION?

Please contact CowManagement's advertisement department



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