

**WATT**



**WATT AGRIBUSINESS**  
MEDIA GUIDE 2012

# MEDIA GROUP SUMMARY

## WATT AGRIBUSINESS

### Market Expertise

For 95 years, WATT editors have delivered important business-to-business content impacting animal agrifood business worldwide. Professionals working in global poultry, feed and pig industries continue to depend on WATT's unique blend of information such as production data, analysis, industry news, trends, new product introductions, opinions and features.

### Global reach

By choosing from our fully integrated portfolio of print and digital channels to deliver your unique message, your company can connect with decision makers in over 200 countries.

### Bringing buyers and sellers together

WATT's agribusiness marketing partners can be confident their messaging is consistently seen.

Utilize WATT's 95 years of experience in informing and educating the global market with print magazine brands and through emerging digital technologies that are reaching audiences in unique ways.

### Integrated Marketing Portfolio:

#### IN-PRINT

- > WATT PoultryUSA
- > Poultry International
- > Egg Industry
- > Industria Avicola
- > Poultry International China Edition
- > International Animal Husbandry China
- > Feed Management
- > Feed International
- > Pig International
- > International Poultry/Feed Expo Guide
- > 6 Poultry, Pig and Animal Feed Industry Directories

#### ONLINE

- > www.WATTAgNet.com
- > www.AnimalAgNet.com
- > www.Ch-Agri.com
- > WATT Executive Guide to World Poultry Trends
- > WATT Poultry e-News
- > Poultry Update
- > Industria Avicola Ciberboletín
- > Pig e-News
- > Feed e-News
- > Custom research and database development
- > Webinars, videos, podcasts and white papers

Stay connected to WATT Agribusiness:

facebook

facebook.com/AnimalAgNet

You Tube

youtube.com/WattPoultryTV  
youtube.com/FeedIndustryTV  
youtube.com/PigInternationalTV

twitter

twitter.com/wattpoultry

### MARKETING SERVICES

- > Research
- > Custom Content
- > Creative



## READERSHIP

WATT's global readership means your advertising message can reach decision makers in over 200 countries with our products.

WATT's Editors are part of 95 years of experience in delivering expert agribusiness content to the industry professionals you are targeting with your marketing initiatives.



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> Readership Data as of September 2011



**GARY THORNTON**  
Content Director

Gary Thornton, has 26 years experience in poultry industry publishing. After joining WATT in 1981 as a field editor, he served as editor of *Broiler Industry* magazine before that publication merged with *Turkey World* to become *WATT PoultryUSA*.

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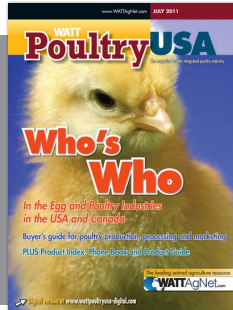
blog: All Things Poultry on WATTAgNet.com

#### Stay Connected...

facebook.com/AnimalAgNet.com

youtube.com/WattPoultryTV

twitter.com/WattPoultry

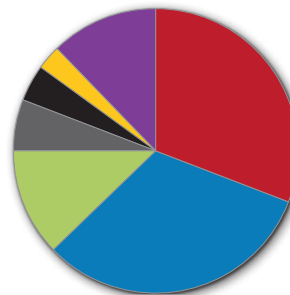


#### THE INTEGRATED POULTRY MARKET'S UNIQUE SOURCE

*WATT PoultryUSA* is the only resource focused on the entire integrated poultry market, delivering relevant and timely information to industry professionals across the poultry supply chain. *WATT PoultryUSA* uniquely covers the U.S. broiler and turkey markets from a global point of view while providing readers in the U.S. with a comprehensive, forward-looking perspective.

[www.WattPoultryUSA-digital.com](http://www.WattPoultryUSA-digital.com)

*WATT PoultryUSA* serves commercial broiler, turkey and duck producers, poultry processing and further processing plants, breeder farms, hatcheries, feed manufacturers and others allied to the integrated poultry supply chain.



#### JOB FUNCTION

- Corporate: 31%
- Owner/Grower: 32%
- Live Production: 12%
- Processing Management: 6%
- R&D/Vets & Nutritionists: 4%
- Purchasing: 3%
- Marketing & Sales: 12%

#### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 12,800**





## EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPIC</b>	Poultry Nutrition	Live Production, Processing, Further Processing	Top Poultry Companies	Processing, Further Processing, Live Production	Further Processing, Processing, Live Production	Poultry Food Safety
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>			Midwest Poultry Convention	Signet AdEffect Study		World Poultry Congress
<b>SPACE CLOSING</b>	Dec 2, 2011	Jan 6, 2012	Feb 3, 2012	Mar 7, 2012	Apr 2, 2012	May 4, 2012
<b>DEADLINE</b>	Dec 6, 2011	Jan 9, 2012	Feb 6, 2012	Mar 9, 2012	Apr 5, 2012	May 8, 2012
<b>WATTAGNET WEBINAR SERIES</b>	2012 Economic forecast	Food safety and the poultry industry				

	july	august	september	october	november	december
<b>TOPIC</b>	Who's Who in the Egg & Poultry Industries	Live Production, Processing, Further Processing	Processing, Further Processing, Live Production	Poultry Health	Further Processing, Processing, Live Production	International Poultry Expo Preview
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>	Directory listing/logo					International Poultry & Feed Expo
<b>SPACE CLOSING</b>	Jun 1, 2012	Jul 5, 2012	Aug 3, 2012	Sep 4, 2012	Oct 5, 2012	Nov 1, 2012
<b>DEADLINE</b>	Jun 5, 2012	Jul 9, 2012	Aug 7, 2012	Sep 7, 2012	Oct 9, 2012	Nov 5, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$7305	\$7005	\$6715	\$6425	\$6135	\$5625	\$5610
2/3 Page	\$5710	\$5475	\$5245	\$5000	\$4765	\$4485	\$4340
1/2 Page	\$4505	\$4325	\$4130	\$3945	\$3755	\$3540	\$3415
1/3 Page	\$3000	\$2880	\$2755	\$2635	\$2510	\$2380	\$2275
1/4 Page	\$2615	\$2520	\$2415	\$2315	\$2205	\$2100	\$2015
1/6 Page	\$1745	\$1680	\$1610	\$1520	\$1475	\$1375	\$1315
1/8 Page	\$1310	\$1260	\$1190	\$1145	\$1085	\$1030	\$985
2-Pg Spread	\$10945	\$10505	\$10130	\$9640	\$9190	\$8440	\$8420

**Marketplace Rates** 1x = \$175 | 6x = \$160 | 12x = \$150

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$735 | 3rd Cover = \$545 | 4th Cover = \$1345

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Signet AdEffect™ Study\*

Marketers placing 1/3-page or larger ad in the April issue receive a free copy of the Signet AdEffect™ Study which contains valuable feedback from readers on the effectiveness of their advertisement, as well as the results of ads from others in the industry. Find out if your ad is hitting the mark and compare your results directly with those of your competitors. \* Conducted by independent research firm Signet Research Inc.

- Enhanced Directory listing and advertising options in Who's Who in the Egg and Poultry Industries in the USA and Canada
- Electronic leads
- Inclusion in digital edition
- Bonus distribution at select trade shows



**TERRENCE O'KEEFE**  
Editor

Terrence O'Keefe has over 20 years of experience in the poultry and publishing industries. Previously, O'Keefe served as editor of *WATT PoultryUSA* and *Poultry Digest* and has contributed articles to other WATT publications. O'Keefe has worked in the poultry industry in a wide range of jobs, from field service person to production scheduler to processing plant manager. He has worked for turkey and broiler companies in live production and processing, and worked with egg layers in graduate school. Terrence holds master's degrees in poultry science and business administration.

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### Stay Connected...

[facebook.com/AnimalAgNet.com](https://www.facebook.com/AnimalAgNet.com)

[youtube.com/WattPoultryTV](https://www.youtube.com/WattPoultryTV)

[twitter.com/WattPoultry](https://twitter.com/WattPoultry)



### WORLDWIDE NEWS FOR THE EGG INDUSTRY

*Egg Industry* is regarded as the standard for information on current issues, trends, production practices, processing, personalities and emerging technology. *Egg Industry* is a pivotal source of news, data and information for decision-makers in the buying centers of companies producing eggs and further-processed products.

[www.EggIndustry-digital.com](http://www.EggIndustry-digital.com)

*Egg Industry* serves commercial egg producers, processors and further processors, breeder farms, hatcheries and others allied to the integrated commercial egg supply chain.



### JOB FUNCTION

- General Management/Administration: 28%
- Farm Production: 19%
- Processing Operations: 18%
- Marketing & Sales: 20%
- Quality Control/R&D/Vets & Nutritionists: 15%

### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 2,122**



## EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPIC</b>	Industry Outlook	Top Companies / Midwest Poultry Convention Preview	Egg Processing	Housing & Equipment	Flock Health	Food Safety
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>		Midwest Poultry Convention				
<b>SPACE CLOSING</b>	Dec 6, 2011	Jan 11, 2012	Feb 9, 2012	Mar 9, 2012	Apr 6, 2012	May 10, 2012
<b>DEADLINE</b>	Dec 12, 2011	Jan 16, 2012	Feb 13, 2012	Mar 13, 2012	Apr 10, 2012	May 14, 2012

	july	august	september	october	november	december
<b>TOPIC</b>	Nutrition & Additives	Breeding	Pest Control	Cage-free Production	Egg Packaging & Marketing	Environmental Issues / International Poultry Expo Preview
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>						International Poultry & Feed Expo
<b>SPACE CLOSING</b>	Jun 8, 2012	Jul 12, 2012	Aug 13, 2012	Sep 7, 2012	Oct 12, 2012	Nov 8, 2012
<b>DEADLINE</b>	Jun 12, 2012	Jul 16, 2012	Aug 16, 2012	Sep 12, 2012	Oct 16, 2012	Nov 12, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

*All rates are in gross U.S. dollars.*

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$3525	\$3350	\$3180	\$3070	\$3005	\$2845	\$2495
1/2 Page	\$2715	\$2580	\$2440	\$2365	\$2290	\$2195	\$1915
1/3 Page	\$2000	\$1895	\$1805	\$1730	\$1700	\$1615	\$1405
1/4 Page	\$1290	\$1220	\$1160	\$1120	\$1095	\$1035	\$915
2-Page Spread	\$5285	\$5025	\$4770	\$4600	\$4500	\$4265	\$3730

**Marketplace Rates**      1x = \$140 | 6x = \$130 | 12x = \$120

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums**      2nd Cover = \$340 | 3rd Cover = \$170 | 4th Cover = \$500

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Inclusion in digital edition
- Bonus distribution at select trade shows



**BENJAMÍN RUIZ**  
Editor in Chief

Benjamín Ruiz has broad poultry industry experience working in marketing, tech service and sales in Latin America. For the past 18 years, he has also been a translator of the animal agriculture sector, including *Industria Avícola*. He holds a degree in Nutrition and Foods from the Universidad Iberoamericana in Mexico City, and has a Masters in Animal Science (Poultry) from Cornell University in Ithaca, NY.

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**MARÍA DE LOS  
ÁNGELES GUTIÉRREZ**  
Senior Editor

Based in Santiago, Chile, María de los Ángeles Gutiérrez has a vast experience of more than 14 years as a journalist in Reed Business' magazine *Avicultura Profesional*, geared exclusively to the poultry area for the global and Latin American markets. She holds a bachelor of Commerce and Economics from the Universidad Católica de Chile.

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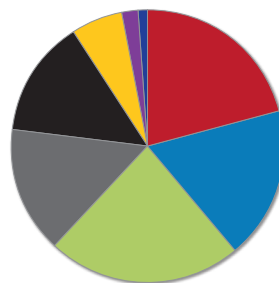


## THE MAGAZINE FOR POULTRY PROFESSIONALS IN LATIN AMERICA

Established in 1952, *Industria Avícola* is the premier Latin American industry publication serving commercial poultry interests. Published in Spanish, *Industria Avícola* is the region's only monthly poultry publication reaching an audience of 10,000+ poultry professionals in 40 countries. *Industria Avícola* founded and continues to administer the prestigious Latin American Poultry Hall of Fame.

[www.IndustriaAvicola-digital.com](http://www.IndustriaAvicola-digital.com)

*Industria Avícola* serves commercial broiler, turkey and egg producers; poultry processing and further processing plants, breeder farms, hatcheries, feed manufacturers and others allied to the integrated poultry supply chain.



### JOB FUNCTION

- Corporate: 21%
- Owner/Grower: 18%
- Live Production Management: 23%
- Tech R&D/QC: 15%
- Marketing & Sales: 14%
- Processing Management: 6%
- Purchasing Agent: 2%
- Other: 1%

### GEOGRAPHICAL BREAKDOWN

Latin America  12,100

**TOTAL READERSHIP: 12,100**



## EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPIC</b>	Top Latin American Poultry Company List & Analysis	Hatching & Breeding, Processing	Poultry Production, Food Safety / AveSui Preview	Focus on Panama, Broilers / Central American Poultry Congress Preview	Nutrition & Feeding Survey, Processing / Avícola y Porcinos 2012 Preview	Poultry Health, Feed Technology
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>			AveSui	Central American Poultry Congress		
<b>SPACE CLOSING</b>	Nov 23, 2011	Dec 28, 2011	Jan 27, 2012	Feb 24, 2012	Mar 29, 2012	Apr 26, 2012
<b>DEADLINE</b>	Nov 28, 2011	Dec 28, 2011	Feb 1, 2012	Feb 29, 2012	Apr 2, 2012	Apr 30, 2012
<b>WATTAGNET WEBINAR SERIES</b>			International report on grain price volatility			

	july	august	september	october	november	december
<b>TOPIC</b>	Poultry Nutrition, Production Economics / World Poultry Congress Preview	Guía Anual (Buyer's Guide)	Poultry Production, Processing / VIV Mexico Preview	Nutrition & Feeding Technology, Processing	World's Top Poultry Companies, Poultry Equipment	Poultry Health / International Poultry Expo Preview
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	World Poultry Congress	Directory listing/logo	VIV Mexico	Latin American Animal Nutrition Association Meeting		International Poultry & Feed Expo
<b>SPACE CLOSING</b>	May 25, 2012	Jun 28, 2012	Jul 27, 2012	Aug 30, 2012	Sep 27, 2012	Oct 25, 2012
<b>DEADLINE</b>	May 29, 2012	Jul 2, 2012	Jul 31, 2012	Sep 4, 2012	Oct 1, 2012	Oct 30, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$7505	\$7210	\$6915	\$6680	\$6380	\$6095	\$5790
2/3 Page	\$5855	\$5620	\$5380	\$5180	\$4945	\$4700	\$4470
1/2 Page Island	\$5080	\$4870	\$4660	\$4495	\$4285	\$4080	\$3870
1/2 Page	\$4625	\$4360	\$4235	\$4090	\$3890	\$3705	\$3510
1/3 Page	\$3085	\$2960	\$2840	\$2730	\$2600	\$2470	\$2350
1/4 Page	\$2545	\$2445	\$2340	\$2250	\$2145	\$2035	\$1900
1/6 Page	\$1795	\$1715	\$1640	\$1575	\$1500	\$1430	\$1345
1/8 Page	\$1335	\$1285	\$1220	\$1175	\$1112	\$1075	\$1010
2-Page Spread	\$11245	\$10820	\$10370	\$10020	\$9570	\$9140	\$8685

**Marketplace Rates** 1x = \$200 | 6x = \$175 | 12x = \$160

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$645 | 3rd Cover = \$425 | 4th Cover = \$1010

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Enhanced Directory listing and advertising options in the Guía Anual (Buyer's Guide)
- Inclusion in digital edition
- Bonus distribution at select trade shows



**MARK CLEMENTS**  
Editor

Mark Clements has been active in press and public relations for approaching 20 years, primarily in the food and agricultural sectors. Trained in the world's largest PR company, his work has ranged from same-day news reports to in-depth studies and teaching aids. As well as working for a number of blue chip pharmaceutical and food companies, Mark spent nine years with an international animal health publication. He is a speaker of Portuguese, Spanish and Italian.

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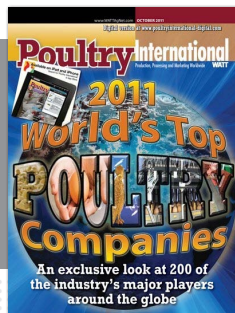
e: mclements@wattnet.net

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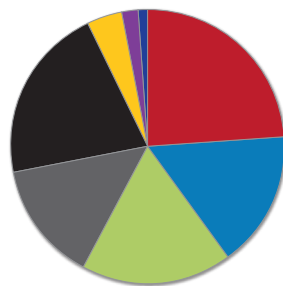


## POULTRY PRODUCTION, PROCESSING AND MARKETING WORLDWIDE

Established in 1962, *Poultry International* is viewed by commercial poultry integrators as the leading international source of news, data and information for their businesses. *Poultry International* reaches a global audience of 20,000+ poultry decision-makers in 142 countries.

[www.PoultryInternational-digital.com](http://www.PoultryInternational-digital.com)

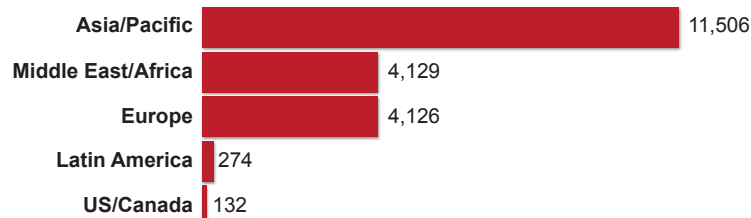
*Poultry International* serves commercial broiler, turkey, duck and egg producers, poultry and egg processing and further processing plants, hatcheries, feed manufacturers and others allied to the integrated poultry supply chain.



#### JOB FUNCTION

- Corporate: 24%
- Owner/Grower: 16%
- Live Production Management: 18%
- Quality Control/R&D/Vets & Nutritionists: 14%
- Marketing & Sales: 21%
- Processing Management: 4%
- Purchasing Agent: 2%
- Other: 1%

#### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 20,167**

## EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPIC</b>	Nutrition & Feeding, Egg Processing / VIV/ILDEX India Preview	Health & Hygiene, Broiler Processing	Eggs & Cages, Processing	Food Safety, Broilers, Processing	Who's Who International Directory	Breeding & Incubation, Eggs/Cages, Broilers, Processing
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	Victam Asia, VIV/ILDEX India				Directory listing/logo	World Poultry Congress
<b>SPACE CLOSING</b>	Nov 22, 2011	Dec 22, 2011	Jan 31, 2012	Feb 24, 2012	Mar 28, 2012	Apr 25, 2012
<b>DEADLINE</b>	Nov 30, 2011	Jan 3, 2012	Feb 3, 2012	Mar 1, 2012	Apr 2, 2012	May 1, 2012
<b>WATTAGNET WEBINAR SERIES</b>		Food safety and the poultry industry	International report on grain price volatility			
	july	august	september	october	november	december
<b>TOPIC</b>	Health & Hygiene, Eggs, Nutrition & Feeding, Processing / World Poultry Congress Preview	Breeding & Hatching, Processing / SPACE Preview, VIV China Preview	Nutrition & Feeding, Processing / VIV Mexico Preview, Eurotier Preview	World's Top Poultry Companies, Broilers, Processing / Eurotier Preview	Health & Hygiene, Eggs, Turkeys, Processing	Nutrition & Feeding, Broilers, Processing
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	SPACE, VIV China	Signet AdEffect Study	Eurotier			International Poultry & Feed Expo
<b>SPACE CLOSING</b>	May 30, 2012	Jun 27, 2012	Jul 28, 2012	Aug 29, 2012	Sep 26, 2012	Oct 24, 2012
<b>DEADLINE</b>	Jun 1, 2012	Jul 2, 2012	Aug 1, 2012	Sep 4, 2012	Oct 2, 2012	Nov 1, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$9055	\$8695	\$8340	\$8050	\$7695	\$7340	\$6985
2/3 Page	\$7040	\$6760	\$6470	\$6240	\$5950	\$5655	\$5370
1/2 Page Island	\$6125	\$5865	\$5620	\$5415	\$5165	\$4915	\$4655
1/2 Page	\$5570	\$5340	\$5110	\$4925	\$4695	\$4390	\$4230
1/3 Page	\$3705	\$3560	\$3405	\$3275	\$3125	\$2980	\$2825
1/4 Page	\$3065	\$2930	\$2810	\$2700	\$2575	\$2445	\$2320
1/6 Page	\$2185	\$2090	\$2005	\$1920	\$1835	\$1735	\$1655
1/8 Page	\$1610	\$1535	\$1475	\$1415	\$1345	\$1285	\$1215
2-Page Spread	\$13570	\$13035	\$12495	\$12075	\$11550	\$11010	\$10475

**Marketplace Rates** 1x = \$225 | 6x = \$215 | 12x = \$185

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$780 | 3rd Cover = \$435 | 4th Cover = \$1265

**Pre-printed inserts also available. Contact your sales professional for a quote.**

Regional Options	Full Page	1x = \$6210	6x = \$5615	12x = \$5055
	1/2 Page	1x = \$3870	6x = \$3485	12x = \$3145
	1/4 Page	1x = \$2115	6x = \$1910	12x = \$1715
	Classified	1x = \$215	6x = \$195	12x = \$175

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Signet AdEffect™ Study\*

Marketers placing 1/2-page or larger ad in the August issue receive a free copy of the Signet AdEffect™ Study which contains valuable feedback from readers on the effectiveness of their advertisement, as well as the results of ads from others in the industry. Find out if your ad is hitting the mark and compare your results directly with those of your competitors. \* Conducted by independent research firm Signet Research Inc.

- Enhanced Directory listing and advertising options in the Who's Who International Directory
- Inclusion in digital edition
- Bonus distribution at select trade shows

# CHINESE PUBLICATIONS

WATT AGRIBUSINESS



## POULTRY INTERNATIONAL CHINA EDITION



*Poultry International China Edition* serves commercial poultry companies and others related to the field in the fast-growing Chinese market. Articles cover a wide range of production, processing and marketing topics, along with special reports on industry developments, products, shows and seminars.

Published bi-monthly in both print and digital, *Poultry International China Edition* reaches 8,000+ industry professionals.

TOTAL READERSHIP: 8,214 (as of Aug. 15, 2011)

### ADVERTISING RATES

All rates are in gross U.S. dollars. All rates include full color.

4-Color	1x	3x	6x	12x
Full Page	\$3998	\$3790	\$3590	\$3395
1/2 Page	\$2645	\$2505	\$2420	\$2240
1/3 Page	\$1885	\$1785	\$1695	\$1600
1/4 Page	\$1520	\$1450	\$1375	\$1295
2-Page Spread	\$5990	\$5695	\$5385	\$5045

## INTERNATIONAL ANIMAL HUSBANDRY CHINA



*International Animal Husbandry China* magazine serves the commercial Pig and Feed industries in the dynamic China marketplace. Articles and content will include both international and local market, technical information, new products, solutions and best practices. Published bi-monthly in both print and digital, *International Animal Husbandry China* reaches 5,000 industry professionals in the growing China industry.

TOTAL READERSHIP: 5,000 (as of Aug. 15, 2011)

### ADVERTISING RATES

All rates are in gross U.S. dollars. All rates include full color.

4-Color	1x	3x	6x	12x
Full Page	\$3595	\$3415	\$3235	\$3055
1/2 Page	\$2380	\$2255	\$2145	\$2015
1/3 Page	\$1695	\$1610	\$1525	\$1445
1/4 Page	\$1370	\$1310	\$1270	\$1240
2-Page Spread	\$5385	\$5125	\$4850	\$4540

PICE	jan/feb	mar/apr	may/jun	jul/aug	sept/oct	nov/dec
<b>TOPIC</b>	Poultry Meat Processing, Waste Treatment / Victam Asia Preview	Animal Health	Poultry Meat Consumption & Trade, Diseases	Egg Processing & Consumption, Food Safety & Standardized Production	Feed Additives & Poultry Nutrition, Production Management	Annual Market Review & Preview, Technology
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>	Victam Asia	North Eastern Area Poultry Show	CAAA Show 2012, CAAA Broiler Poultry Forum	VIV China	Henan Provincial Poultry Trade Show, Eurotier	Shandong Provincial Livestock Trade Show
<b>SPACE CLOSING</b>	Dec 20, 2011	Feb 20, 2012	Apr 20, 2012	Jun 20, 2012	Aug 20, 2012	Oct 20, 2012
IAHC	feb/mar	apr/may	jun/jul	aug/sept	oct/nov	dec/jan
<b>TOPIC</b>	Pig Breeding	Pig Breeding Equipment	Pig Health & Nutrition	Feed Additives & Food Safety	Pork Consumption & Trade	Annual Market Review & Preview, Technology
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>		IPVS Korea		Eurotier	Shandong Provincial Livestock Trade Show	
<b>SPACE CLOSING</b>	Jan 20, 2012	Mar 20, 2012	May 20, 2012	Jul 20, 2012	Sept 20, 2012	Nov 20, 2012



As the online home of Poultry International China Edition, Ch-Agri.com presents and delivers content for and about the Chinese poultry industry's business leaders, technical innovators and news-makers in Chinese and English.

The homepage of Ch-Agri.com serves as a portal where web users may choose between entering the English language site or Chinese language site.

Poultry health product manufacturers and distributors, in addition to poultry processing equipment manufacturers, can deliver their marketing message to the fast-growing Chinese broiler and egg producers, processors, distributors and packagers via a wide selection of online banner and text ads on both sites.

Chinese Version



## RATES & DETAILS - CHINESE VERSION

**Top Banner 1:** \$600 per month

Size: 380w x 80h

**Banner 2:** \$500 per month

Size 1: 210w x 100h

Size 2: 255w x 100h

**Featured Product:** \$300 per month

Size: 70w x 70h (Photo + Text Description)

**Banner 3:** \$400 per month

Size 1: 210w x 85h

Size 2: 255w x 85h

Size 3: 520w x 85h

Size 4: 780w x 85h

**Featured Company:** \$200 per month

Size: 85w x 85h (Logo or Text Profile/News)

**Banner 4:** \$300 per month

Size: 255w x 135h

**Banner 5:** \$300 per month

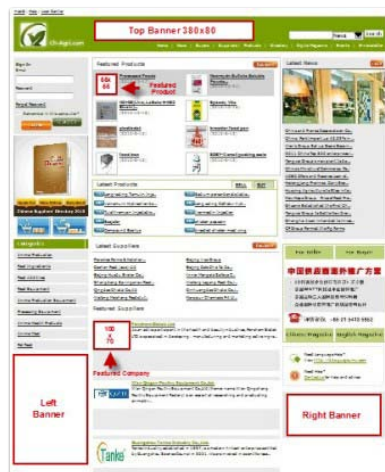
Size 1: 210w x 85h

Size 2: 255w x 85h

Size 3: 520w x 85h

Size 4: 780w x 85h

English Version



## RATES & DETAILS - ENGLISH VERSION

**Top Banner:** \$600 per month

Size: 380w x 80h

**Featured Product:** \$300 per month

Size: 55w x 55h (Photo + Text Description)

**Left Banner:** \$500 per month

Size 1: 200w x 115h

Size 2: 200w x 170h

**Featured Company:** \$200 per month

Size: 100w x 70h (Logo or Text Profile/News)

**Right Banner:** \$300 per month

Size 1: 250w x 120h

Size 2: 250w x 95h



# FEED MANAGEMENT

## WATT AGRIBUSINESS



**KEN JENNISON**  
Editor

Ken Jennison is an experienced journalist who has held various editing and communications positions in the manufacturing and technology industries. As Managing Content Editor since 2008, he has worked on all of WATT's agribusiness titles, and has been involved in the magazines, websites, video editing and other reporting for *Feed Management*. Jennison received his B.A. from New York University in Business Press Publishing and completed post-graduate work in writing at Columbia University.

t: +1.815.966.5419

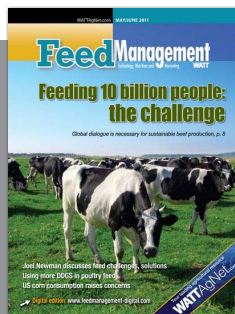
e: kjennison@wattnet.net

### Stay Connected...

facebook.com/AnimalAgNet.com

youtube.com/FeedIndustryTV

twitter.com/WattPoultry

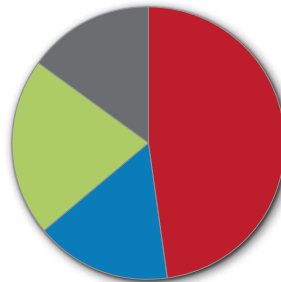


### FOCUSED ON COMMERCIAL FEED MANUFACTURING AND DISTRIBUTION

Executives look to *Feed Management* to help them efficiently and safely formulate, process, distribute and market animal feeds. Each issue covers the latest news in feed production, nutritional developments and trends, food safety and regulatory developments, grain markets, management strategies, and new products.

[www.FeedManagement-digital.com](http://www.FeedManagement-digital.com)

*Feed Management* serves feed manufacturers, grinder/mixers, nutritionists, veterinarians, technical consultants and others allied to the integrated and commercial animal feed industry.



### JOB FUNCTION

- General Administration: 48%
- Mill/Plant Operations: 16%
- Vets/QC/Nutritionists/Consultants: 21%
- Marketing & Sales: 15%

### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 11,118**



Source: PUBLISHERS SWORN STATEMENT, June 2011



## EDITORIAL CALENDAR

	jan/feb	mar/apr	may/jun
<b>TOPIC</b>	Mill Profitability, Additives	Feed Transport, Poultry Nutrition	Swine Nutrition, Mycotoxin Control
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>		Petfood Forum	World Pork Expo / Signet AdEffect Study
<b>SPACE CLOSING</b>	Dec 13, 2011	Feb 16, 2012	Apr 13, 2012
<b>DEADLINE</b>	Dec 15, 2011	Feb 20, 2012	Apr 18, 2012
<b>WATTAGNET WEBINAR SERIES</b>	Jan: 2012 Economic Forecast		
	jul/aug	sept/oct	nov/dec
<b>TOPIC</b>	Dairy Nutrition, Antioxidants	Annual Directory/ Sourcebook	Specialty Feeds / International Feed Expo Preview
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>		Directory listing/logo	International Poultry & Feed Expo
<b>SPACE CLOSING</b>	Jun 14, 2012	Aug 16, 2012	Oct 17, 2012
<b>DEADLINE</b>	Jun 18, 2012	Aug 21, 2012	Oct 22, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x
Full Page	\$7405	\$6730	\$5605
2/3 Page	\$5795	\$5215	\$4345
1/2 Page	\$4605	\$4150	\$3460
1/3 Page	\$3115	\$2800	\$2335
1/4 Page	\$2450	\$2205	\$1840
1/6 Page	\$1740	\$1565	\$1300
1/8 Page	\$1335	\$1190	\$1000

**Marketplace Rates** 1x = \$220 | 6x = \$210 | 12x = \$195

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$430 | 3rd Cover = \$325 | 4th Cover = \$700

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Signet AdEffect™ Study\*

Marketers placing 1/3-page or larger ad in the May/June issue receive a free copy of the Signet AdEffect™ Study which contains valuable feedback from readers on the effectiveness of their advertisement, as well as the results of ads from others in the industry. Find out if your ad is hitting the mark and compare your results directly with those of your competitors. \* Conducted by independent research firm Signet Research Inc.

- Enhanced Directory listing and advertising options in the Feed Management Directory & Source Guide
- Inclusion in digital edition
- Bonus distribution at select trade shows



**KEN JENNISON**  
Editor

Ken Jennison is an experienced journalist who has held various editing and communications positions in the manufacturing and technology industries. As Managing Content Editor since 2008, he has worked on all of WATT's agribusiness titles, and has been involved in the magazines, websites, video editing and other reporting for *Feed Management*. Jennison received his B.A. from New York University in Business Press Publishing and completed post-graduate work in writing at Columbia University.

t: +1.815.966.5419

e: kjennison@wattnet.net

#### Stay Connected...

facebook.com/AnimalAgNet.com

youtube.com/FeedIndustryTV

twitter.com/WattPoultry

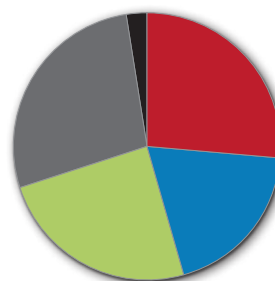


#### COVERING THE INTEGRATED AND COMMERCIAL ANIMAL FEED INDUSTRIES

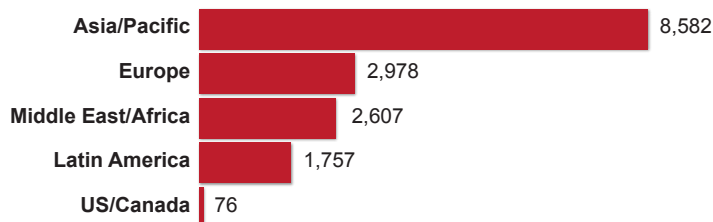
Executives look to *Feed International* to help them efficiently and safely formulate, process, distribute and market animal feeds. Each issue covers the latest developments in feed, grain markets, management strategies, nutrition and regulation. Readers receive business management content, case studies and data to help them become more competitive in the world market.

[www.FI-digital.com](http://www.FI-digital.com)

*Feed International* serves feed pre-mix manufacturers, grinder/mixers, nutritionists/veterinarians and manufacturers/distributors of feed additives ingredients, animal health products and equipment.



#### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 16,000**

## EDITORIAL CALENDAR

	jan/feb	mar/apr	may/jun	june directory
<b>TOPIC</b>	Feed Ingredients, Petfoods / Victam Asia Preview, Petfood Forum Asia Preview	World Feed Panorama, Enzymes	Young Animal Nutrition / World Pork Expo Preview	Annual Directory/ Sourcebook
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	Victam Asia, VIV/ILDEX India	Petfood Forum	World Pork Expo / Signet AdEffect Study	Directory listing/logo
<b>SPACE CLOSING</b>	Dec 1, 2011	Feb 7, 2012	Apr 4, 2012	May 4, 2012
<b>DEADLINE</b>	Dec 5, 2011	Feb 10, 2012	Apr 9, 2012	May 8, 2012
<b>WATTAGNET WEBINAR SERIES</b>		Mar: International report on grain price		
	jul/aug	sept/oct	nov/dec	
<b>TOPIC</b>	Poultry Nutrition / World Poultry Congress Preview, SPACE Preview	Top Feed Manufacturers, Sustainability / Eurotier Preview	Formulation, Prebiotics/ Probiotics / International Feed Expo Preview	
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	SPACE, VIV China, VIV Mexico	Eurotier	International Poultry & Feed Expo	
<b>SPACE CLOSING</b>	Jun 1, 2012	Aug 3, 2012	Oct 3, 2012	
<b>DEADLINE</b>	Jun 5, 2012	Aug 8, 2012	Oct 8, 2012	

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	12x	18x
Full Page	\$8465	\$8145	\$7825	\$7500	\$7175	\$6860
2/3 Page	\$6555	\$6295	\$6035	\$5775	\$5515	\$5255
1/2 Page Island	\$5695	\$5465	\$5245	\$5010	\$4775	\$4560
1/2 Page	\$5175	\$4975	\$4765	\$4560	\$4340	\$4140
1/3 Page	\$3445	\$3310	\$3175	\$3030	\$2895	\$2755
1/4 Page	\$2840	\$2725	\$2615	\$2490	\$2375	\$2250
1/6 Page	\$2025	\$1945	\$1865	\$1775	\$1705	\$1625
1/8 Page	\$1480	\$1430	\$1365	\$1300	\$1240	\$1175
2-Page Spread	\$12695	\$12215	\$11735	\$11260	\$10770	\$10290

**Marketplace Rates** 1x = \$215 | 3x = \$205 | 6x = \$200 | 12x = \$190

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$850 | 3rd Cover = \$430 | 4th Cover = \$1270

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Signet AdEffect™ Study\*

Marketers placing 1/3-page or larger ad in the May/June issue receive a free copy of the Signet AdEffect™ Study which contains valuable feedback from readers on the effectiveness of their advertisement, as well as the results of ads from others in the industry. Find out if your ad is hitting the mark and compare your results directly with those of your competitors. \* Conducted by independent research firm Signet Research Inc.

- Enhanced Directory listing and advertising options in the Feed International Directory
- Inclusion in digital edition
- Bonus distribution at select trade shows



**ROGER ABBOTT**  
Editor

Roger Abbott is an experienced journalist who has been reporting on the agricultural industry in Southern Africa and Europe for the past 20 years. While living in South Africa and Zimbabwe, Roger worked for several national newspapers and the Durban-based *Farmers Weekly*. He moved to England as a Foreign Correspondent, specializing in agriculture and politics, for the Argus SA group of newspapers in 1980.

Since then he has held senior editorial positions on several publications, including *Pig Farming*, *Farming News* and *British Farmer*.

t: + 44.147.378.4970

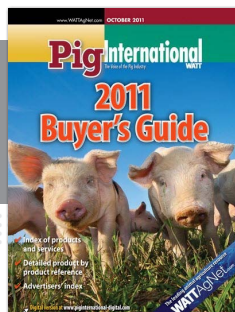
e: rabbott@wattnet.net

#### Stay Connected...

 facebook.com/AnimalAgNet.com

 youtube.com/PigInternationalTV

 twitter.com/WattPoultry

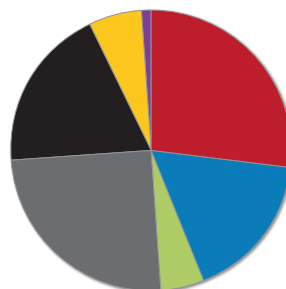


#### PIG INTERNATIONAL MARKET DATA

*Pig International* is distributed in 144 countries worldwide to qualified pig industry professionals. Each issue covers nutrition, animal health issues, feed procurement and how producers can be profitable in the world pork market.

[www.PigInternational-digital.com](http://www.PigInternational-digital.com)

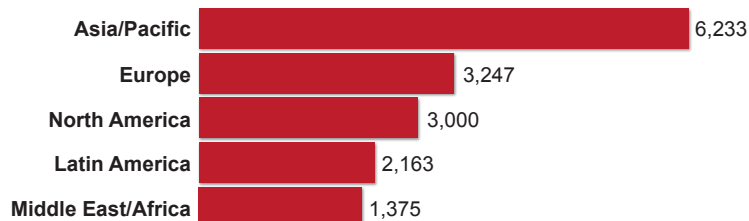
*Pig International* serves pig producers, breeders, nutritionists/veterinarians, technical consultants and feed manufacturers in the global pig industry.



#### JOB FUNCTION

- General Administration: 27%
- Farm Production: 17%
- Processing Operations: 5%
- Veterinarians/Nutritionists: 25%
- Marketing & Sales: 19%
- Consultants/R&D: 6%
- Other: 1%

#### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 16,000**





## EDITORIAL CALENDAR

	jan/feb	mar/apr	may/jun
<b>TOPICS</b>	Feed, Animal Welfare / Victam Asia Preview	Genetics	Health / IPVS Korea Preview, World Pork Expo Preview
<b>REGIONAL EMPHASIS</b>	Asia	North America	Asia
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	Victam Asia		World Pork Expo, IPVS Korea
<b>SPACE CLOSING</b>	Dec 13, 2011	Feb 10, 2012	Apr 9, 2012
<b>DEADLINE</b>	Dec 16, 2011	Feb 15, 2012	Apr 12, 2012
<b>WATTAGNET WEBINAR SERIES</b>		Mar: International report on grain price volatility	

	jul/aug	sept/oct	october directory	nov/dec
<b>TOPICS</b>	Product Showcase / SPACE Preview	Housing & Equipment / Eurotier Preview	Annual Buyer's Guide	Feeding Systems / Agromek Preview
<b>REGIONAL EMPHASIS</b>	World Market Data	Europe		Latin America
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	SPACE, VIV China, VIV Mexico / Signet AdEffect Study	Eurotier	Directory listing/logo	Agromek
<b>SPACE CLOSING</b>	Jun 8, 2012	Aug 10, 2012	Sep 7, 2012	Oct 11, 2012
<b>DEADLINE</b>	Jun 14, 2012	Aug 15, 2012	Sep 14, 2012	Oct 16, 2012

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

## ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	10x
Full Page	\$8225	\$7920	\$7615	\$7360	\$7065
2/3 Page	\$6560	\$6310	\$6065	\$5860	\$5610
1/2 Page Island	\$5535	\$5310	\$5085	\$4915	\$4695
1/2 Page	\$5030	\$4825	\$4625	\$4470	\$4275
1/3 Page	\$3340	\$3215	\$3085	\$2980	\$2840
1/4 Page	\$2755	\$2645	\$2530	\$2445	\$2330
1/6 Page	\$1950	\$1875	\$1795	\$1730	\$1655
1/8 Page	\$1435	\$1380	\$1325	\$1270	\$1215
2-Page Spread	\$12340	\$11875	\$11415	\$11035	\$10590

**Marketplace Rates** 1x = \$220 | 6x = \$210 | 12x = \$180

**B/W rates per column inch (2.5cm) Spot color \$40 extra (red, blue, yellow only)**

**Cover Premiums** 2nd Cover = \$620 | 3rd Cover = \$320 | 4th Cover = \$920

**Pre-printed inserts also available. Contact your sales professional for a quote.**

## Value-Added Options

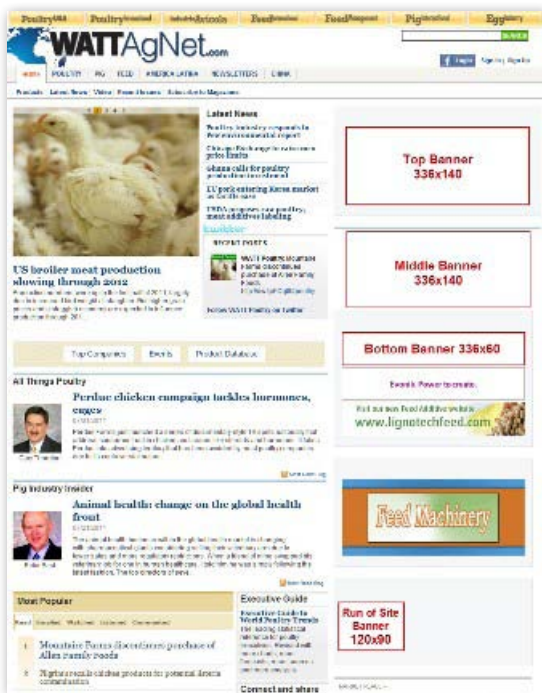
Contact your WATT sales professional for more information on these available value-added options for advertisers:

- Signet AdEffect™ Study\*

Marketers placing 1/2-page or larger ad in the July/August issue receive a free copy of the Signet AdEffect™ Study which contains valuable feedback from readers on the effectiveness of their advertisement, as well as the results of ads from others in the industry. Find out if your ad is hitting the mark and compare your results directly with those of your competitors. \* Conducted by independent research firm Signet Research Inc.

- Enhanced Directory listing and advertising options in the Pig International Directory/Buyer's Guide
- Inclusion in digital edition
- Bonus distribution at select trade shows

WATT's industry-leading web portal – www.WATTAgNet.com - is updated throughout the day and provides multiple channels of information and content including but not limited to: breaking news, trends and research information, in-depth stories, digital magazines, editorial blogs, technical information, white papers, weekly and daily eNewsletters, custom eNewsletters, webinars, virtual forums, online directories, searchable database of products, social media, editorial blogs, podcasts, videos, targeted species specific sections, custom published materials, and much more.



## KEY WEBSITE STATISTICS

- Average of 25,000 unique visitors per month, a 35% increase year-over-year
- More than 76,000 page views per month
- 19% increase in repeat site visits year-over-year

## RATES & DETAILS

WATTAgNet.com offers CONTENT, SPECIE and GEOGRAPHIC - specific advertising opportunities.

**Top Banner 1:** (2) ad spaces available

\$1,800 per month, per section • 336w x 140h with 130k max file size.

**Middle Banner:** (2) ad spaces available

\$1,100 per month, per section • 336w x 140h with a 130k max file size

**Bottom Banner:** (4) ad spaces available

\$990 per month, per section on website • 336w x 60h with a 130k max file size

**Run of Section Banner:** (6) ad spaces available

\$480 per month, Runs throughout the entire site • 120w x 90h with a 130k max file size

NOTE: Volume discounts and combination rates with print advertising programs are available.

Prices are per month and sold on a "first come, first served" basis. Call your sales representative for more details.

## Exclusive Opportunity - Welcome Ad

(also referred to as a 'prestitial' or 'road block' ad)

This premier position guarantees every individual who visits www.WATTAgNet.com will see your message. With your Welcome Ad in front of the viewer for approximately 10 seconds before they enter the site, your company's name and message will leave an indelible impression on over 30,000 key industry professionals each month. These ads are designed primarily for branding efforts and getting a quick message out to a targeted market. However, a number of visitors click on these ads, so you can expect added traffic to be driven to your site from this ad as well.

**Welcome Ad:** (1) ad space available

\$500 per week or \$1,500 per month

Ad size is 300w x 250h and file size is 40k initial load and 100k polite load.

## **NEW! 2012 WATTAGNET.COM WEBINAR SERIES**

This monthly editorial webinar series will cover the hottest topics in the poultry, feed and pig industries.

Sponsorship of a WATTAgNet.com webinar will position your company as a global Agrifood thought leader. WATT's editors have determined key topics, including how we are going to feed an ever-growing world population, that will be important to the market throughout 2012 and beyond, and we will produce these as part of the monthly 2012 WATTAgNet.com Webinar Series.

A sponsorship of a WATTAgNet.com webinar is your company's unique opportunity to bring a relevant and important Agrifood issue into focus for the industry.

When sponsoring a WATTAgNet.com webinar, your company will receive a full contact list of every attendee that signed up for the webinar, plus a list of those who also were "engaged" with the industry topic because they attended. In addition to the contacts acquired for the live webinar, you will receive the contact list of all "on-demand" attendees of the webinar throughout 2012. This will be a list of highly qualified industry professionals, your customers and potential customers, who actively participated in the online webinar.

A WATTAgNet.com webinar series sponsorship also will put your company's management and sales personnel directly into ongoing discussions with decision-makers about key topics related to your overall business. This highly qualified sales prospect list allows your direct sales force and/or distributors to immediately follow up and send product or service updates, invite to trade shows or conferences you'll be attending or exhibiting at, or ask them to be a part of a focus group or survey.

Contact your WATT sales professional to learn more and for pricing information.

## **WEBINAR SCHEDULE**

### **January**

#### **2012 Economic Forecast**

A panel of noted agricultural economists give their predictions for the U.S. grain and poultry markets for 2012, followed by a panel discussion and questions from the audience.

### **February**

#### **Food safety and the poultry industry**

Major regulatory and consumer impacts on the food safety and the production of poultry products.

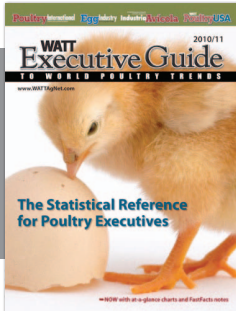
### **March**

#### **International report on grain price volatility**

An international panel discusses how grain price volatility will impact the world grain and meat markets.

# EXECUTIVE GUIDE + IPE/IFE GUIDE

WATT AGRIBUSINESS



## WATT EXECUTIVE GUIDE TO WORLD POULTRY TRENDS

Unlike any other resource in the industry, the *WATT Executive Guide to World Poultry Trends* serves the data and research needs of top executives and decision makers in the global poultry and egg industries, presenting at-a-glance charts of major industry trends with detailed analysis. Every section has convenient links directing users to comprehensive data tables.

The *WATT Executive Guide to World Poultry Trends* is distributed digitally to 34,000 professionals in over 140 countries four times during the year. Marketers placing a 1/2-page or larger advertisement receive Microsoft Excel spreadsheets of the Guide's data tables for creating custom reports.

### CLOSING DATE

September 19, 2012

Distribution in  
October 2012.

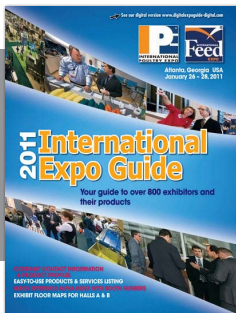
## ADVERTISING RATES

All rates are in gross U.S. dollars. All rates include full color.

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$6995	\$6725	\$6445	\$6165	\$5895	\$5610	\$5335
2/3 Page	\$5465	\$5245	\$5025	\$4795	\$4570	\$4345	\$4125
1/2 Page	\$4315	\$4135	\$3955	\$3775	\$3595	\$3415	\$3240
1/3 Page	\$2880	\$2755	\$2635	\$2520	\$2395	\$2275	\$2165
1/4 Page	\$2375	\$2265	\$2175	\$2070	\$1975	\$1870	\$1765
1/6 Page	\$1670	\$1605	\$1530	\$1455	\$1380	\$1315	\$1245
1/8 Page	\$1245	\$1190	\$1140	\$1095	\$1030	\$980	\$930

**Cover Premiums** 2nd Cover = \$775 | 3rd Cover = \$520 | 4th Cover = \$1155

**Pre-printed inserts also available. Contact your sales professional for a quote.**



## INTERNATIONAL POULTRY EXPO AND INTERNATIONAL FEED EXPO GUIDE

Reach your prime audience and support your show efforts in Atlanta by participating in the guide to the International Poultry Expo and International Feed Expo. Create pre-show awareness and build booth traffic by putting your message in front of thousands of industry leaders as they make their exhibition plans.

In advance of the International Poultry Expo & International Feed Expo, The Expo Guide is circulated in a full digital edition to 30,000 poultry and feed professionals in over 140 countries. In addition, thousands more print copies are distributed at the show in Atlanta.

### CLOSING DATE

October 22, 2012

Distribution in early  
December 2012.

## ADVERTISING RATES

All rates are in gross U.S. dollars. All rates include full color.

4-Color	1x	3x	6x	9x	12x	18x	24x
Full Page	\$7485	\$7205	\$6915	\$6735	\$6625	\$6400	\$5815
2/3 Page	\$5825	\$5595	\$5365	\$5215	\$5125	\$4950	\$4485
1/2 Page	\$4600	\$4410	\$4225	\$4110	\$4045	\$3890	\$3525
1/3 Page	\$3065	\$2940	\$2830	\$2745	\$2695	\$2595	\$2345
1/4 Page	\$2530	\$2420	\$2320	\$2250	\$2215	\$2135	\$1915
1/6 Page	\$1785	\$1705	\$1625	\$1580	\$1555	\$1500	\$1375
1/8 Page	\$1330	\$1270	\$1215	\$1185	\$1160	\$1125	\$1010
2-Page Spread	\$11230	\$10805	\$10375	\$10105	\$9930	\$9590	\$8725



## WATT POULTRY e-News

TOTAL DISTRIBUTION = 31,600 (as of August 15, 2011)

This twice weekly eNewsletter is sent every Monday and Thursday to over 31,000 global professionals and executives in the poultry industry who rely on Poultry eNews to keep them abreast of most important news in the market. The eNewsletter contains the most respected industry information and is an excellent option if your company is interested in having a regular presence as a top product or service provider to the poultry market. Your company will receive both brand exposure via your banner ad as well as click-thrus to drive traffic to your website.

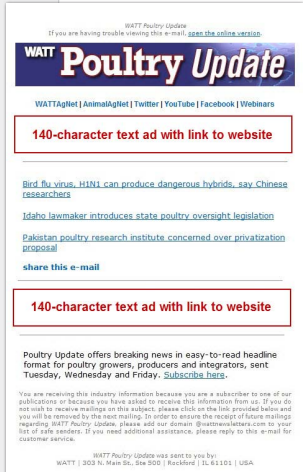
### RATES & DETAILS

**Top Banner 1:** (1) ad spaces available

\$2,900 per month (\$362 net per newsletter) • Size is 480w x 60h with a 130K maximum file size

**Side Banner 1:** (20) ad spaces available

\$1,390 per month (\$173.75 net per newsletter) • Size is 234w x 60h with a 130k maximum file size



## POULTRY UPDATE

TOTAL DISTRIBUTION = 12,400 (as of August 15, 2011)

Sent every Tuesday, Wednesday and Friday, WATT Poultry Update is a quick read with just three-to-four article headlines providing the most up-to-date news covering the entire poultry agribusiness supply chain. Based on readers' requests to be kept updated on the most recent daily happenings in the industry, WATT Poultry Update was introduced in 2011 and each issue reaches over 12,000 global poultry professionals.

Consistent with the all-text format of WATT Poultry Update, two premium spots are available for a text-only advertisement consisting of 140 characters and your company's website address. This is an excellent way to get your company's brief message out in a "twitter-like" format that many business professionals are very comfortable reading and clicking on. These ads are ideal way to pique interest with a quick teaser message that drives traffic to your site. Rather than simply building brand awareness as with many types of graphic ads, these text ads are designed to generate maximum clicks if the right message is communicated.

### RATES & DETAILS (2) ad spaces available

Purchase one day per week for a full month for \$2,000 net (\$500 per newsletter) or all three days per week for a full month for \$4,000 net (\$333 net per newsletter)

**NOTE:** Volume discounts and combination rates with print advertising programs are available. Ad space is limited and available on a first come, first served basis. Call your sales professional for more details.





### CIBERBOLETÍN

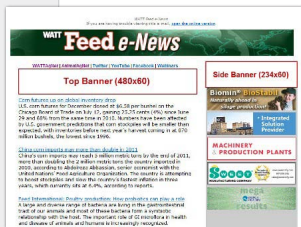
TOTAL DISTRIBUTION = 14,500 (as of August 15, 2011)

A weekly eNewsletter targeting the Latin American poultry market, Industria Avícola Ciberboletín reaches over 14,000 readers each week. It covers information specific to the Latin American poultry industry as well as global news that has been translated into Spanish. This draws a key audience to the only source for the entire integrated poultry market in Latin America.

### RATES & DETAILS

**Top Banner 1:** (1) ad space available  
\$1,700 per month (\$425 net per newsletter) • Size is 480w x 60h with a 130K maximum file size

**Side Banner 1:** (8) ad space available  
\$1,180 net per month • Size is 234w x 60h with a 130k maximum file size



### FEED eNews

TOTAL DISTRIBUTION = 26,000 (as of August 15, 2011)

Feed eNews is an excellent complement to WATT's core offering of poultry publications and reaches over 26,000 global feed industry professionals. This weekly newsletter provides the most up-to-date information on the news industry professionals rely on to reach their business goals.

### RATES & DETAILS

**Top Banner 1:** (1) ad spaces available  
\$2,100 per month (\$525 per newsletter) • Size is 480w x 60h with a 130K maximum file size

**Side Banner 1:** (8) ad spaces available  
\$1,390 net per month (\$347.50 per newsletter) • Size is 234w X 60h with a 130k maximum file size



### PIG eNews

TOTAL DISTRIBUTION = 17,500 (as of August 15, 2011)

Sent out weekly to over 17,000 readers, Pig eNews brings the most up-to-date, comprehensive news to the global pig industry. Global nutritionists, breeders, processors and other professionals in the integrated pig industry rely on this current information to keep abreast of industry news and events.

### RATES & DETAILS

**Top Banner 1:** (1) ad space available  
\$1,700 per month (\$425 net per newsletter) • Size is 480w x 60h with a 130K maximum file size

**Side Banner 1:** (8) ad space available  
\$1,390 net per month (\$347.50 net per newsletter) • Size is 234w x 60h with a 130k maximum file size

**NOTE:** Volume discounts and combination rates with print advertising programs are available. Ad space is limited and available on a first come, first served basis. Call your sales professional for more details.



### DIGITAL BLOW-IN ADS

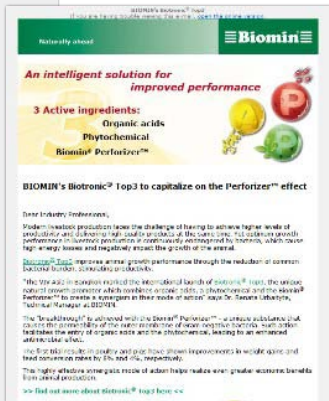
As an increasing number of professionals in animal agribusiness choose to consume their information through digital channels, WATT provides a comprehensive and qualified audience of subscribers who receive their monthly publications via email.

Every WATT agribusiness publication is published digitally and distributed electronically to ensure timely global delivery. Advertisers can supplement their print campaigns to capture the attention of decision-makers through various branding and lead generation programs in the digital editions.

A digital blow-in ad is inserted into all magazines that are emailed to digital subscribers. The blow-in ad also appears on the digital editions that can be accessed through [www.WATTAgNet.com](http://www.WATTAgNet.com). In the digital world, this equates to having an ad on the front cover of a magazine and is sure to stand out and give your brand a lasting impression among a highly qualified audience.

Your ad will remain in that month's digital edition for up to one year as readers search archived issues. The blow-in ad can be linked to any URL on your website. Complete ad statistics, open rates and analysis are provided.

Cost is \$1,100 per issue with one spot available for each month's issue. Ad size is 320w x 240h and a maximum file size of 130k.



### E-MARKETING PROGRAMS

Email Marketing announcements are customized e-Blast messages that are emailed to a targeted audience to announce a new product, new announcement, supplier event, etc. If you want to own the spotlight and send your message to your target market, an email blast is an excellent way to capture the attention of your audience.

e-Marketing announcements include a custom layout and assistance with graphic design as needed. We ensure delivery of your message by creating both an HTML and a text-only version of the email (for audience members who cannot view HTML graphics).

Once the e-Blast has been deployed and the audience has been given ample time to open the message, you will be provided with complete program statistics, open rates and analysis.

Rates are \$2,500 per e-Blast. Additional costs may be incurred for graphic design services.



### VIDEOS/AUDIO PODCASTS

Present your company as an unbiased solution provider and industry expert with videos and/or audio podcasts.

Educating the market about your products and services is easy when you repurpose your existing videos and audio podcasts into educational content for customers on WATTAgNet.com.

Videos or audio podcasts include the following:

- Hosting of video or podcast on WATTAgNet.com
- Sponsored link to video or audio podcast on WATTAgNet.com and in appropriate e-Newsletters
- Database of viewer downloads for lead generation

Contact your WATT sales professional for pricing information.

# DIGITAL PRODUCTS/DIRECTORIES

WATT AGRIBUSINESS

**Mycotoxin Management Roundtable**  
NOVUS INTERNATIONAL, INC.

It has been well established that mycotoxins are a significant concern to storage and related the continuous need to the success of your operation.

Join leading speakers: Richard O'Brien, Director of Food Quality Products for Novus; Dr. Charles Cline, President of Food Quality Products; and Dr. Michael R. Miller, Director of Food Quality Products. Also, Dr. Michael R. Miller, Director of Food Quality Products will be presenting a case study on the impact of mycotoxins on the success of your operation.

In this webcast, speakers: Richard O'Brien, Director of Food Quality Products; Dr. Charles Cline, President of Food Quality Products; and Dr. Michael R. Miller, Director of Food Quality Products will be presenting a case study on the impact of mycotoxins on the success of your operation.

• Sampling  
• Mycotoxin testing  
• Mycotoxin control  
• Mycotoxin prevention

The session on mycotoxin management will be followed by a Q&A session, open to all attendees, to be held on the same day as the roundtable.

This online seminar is sponsored by NOVUS.

**Register for Our Webinar**

\*First Name: \*Last Name:  
\*Email Address: \*Address:  
\*Company:  
\*City: \*State/Province:  
\*Phone: \*Country:  
\*Job Title: \*Organization:

By clicking the button you authorize us to share your information with our sponsors, and we will be in contact with you regarding the event and other offers we serve.

Register Now Cancel My Registration

**CELMANAX**

**EFFECT OF CELMANAX™ LIQUID ON PERFORMANCE, IMMUNE FUNCTION, AND LEVEL OF BACTERIAL CHALLENGE IN 17- and 20- Week Old Broiler Chickens**  
Annual Health Research Institute, Egypt

**Introduction:** Celmanax liquid is an orally administered liquid and water soluble manufactured as a combined supplement. Celmanax liquid contains complex ingredients such as beta-glucan, galactooligosaccharide, inulin, and mannan oligosaccharide (MOS). These natural and health supporting products play an important role in improving overall health and supporting the ability of chickens to adapt to a cold and stressful environment. In this study, the effect of Celmanax on cold-challenged broiler chickens was assessed.

**Objective:** Effect of Celmanax liquid supplementation on performance, immune function, and on protecting broilers challenged with a cold.

**Materials and Methods:** Three hundred, one-day old chicks were assigned to three replicates with four treatments and 25 birds per replicate.

1. Control  
2. Celmanax liquid (0.5ml/l) in drinking water was given 3 days before and 3 days post vaccination with Lactisaccharine (LACTISAC) administered on day 20.  
3. Celmanax liquid (1.0ml/l) in drinking water was given 3 days before and 3 days post vaccination with Lactisaccharine (LACTISAC) administered on day 20. (This study was repeated with 0.2ml/l on 17- and 20-week-old broiler chicks.)

4. Control + Lactisaccharine (LACTISAC) on day 20 + 0.2ml/l on 17- and 20-week-old broiler chicks.  
All birds received intranasal vaccine on day 4 and 7. The trial period was 28 days. Blood samples and feed conversion was determined at 4 and 7 weeks. White blood cell count from the birds in each treatment, 3 days pre vaccination and post vaccination for heterophil counts and differential leukocyte counts. Serum was collected weekly to measure IgY antibody titer. Mortality and morbidity was recorded and the birds were humanely sacrificed and tissues in internal organs were determined. Data were analyzed statistically.

**Results:** Weight gain and feed conversion was significantly improved (p < 0.05) throughout the duration of the trial in birds receiving Celmanax liquid as shown in Fig. 1. The phagocytic activity of heterophils was higher in birds receiving Celmanax liquid as higher IgY titer compared to other treatments (Fig. 2). The percentage of lymphocytes was higher in birds receiving Celmanax liquid (4 and 7) and 3 days post vaccination (3 days pre vaccination) than was significantly higher in vaccinated chickens receiving Celmanax liquid compared to chickens vaccinated only (Fig. 3).

## WEBINARS

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. WATT will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience. A growing number of executives and decision-makers are looking for an inexpensive and convenient way to stay up-to-date on relevant industry topics and current trends.

Audio, video, slide presentation, polling questions and Q&A sessions give attendees an interactive communication experience, much like that of a live event.

Custom Webinars include the following:

- Customized promotional digital marketing campaign (designed and sent out to drive awareness and audience registration)
- Overall content development of online presentation (including PowerPoint slides designed with video or product demo capabilities available)
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

Rates for a custom webinar range from \$8,000 to \$15,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

Call your sales professional for more details.

## WHITE PAPERS

White paper programs are a highly effective lead generation and marketing tool. By providing technical information and targeted solutions to pressing technology and product issues, you'll present your company as an unbiased solution provider and industry expert.

This program includes posting the white paper on WATTAgNet.com and a text ad on appropriate e-newsletters to drive awareness to the white paper for downloading. A database of user downloads for lead generation is provided each month of the program.

Submit a paper your company has already published, or WATT's Editorial and Content Marketing Teams can help you prepare one.

Rates range between \$900 to \$2,400 per month based on length, if you provide content or we write it, and the volume. Discounts are also available for print and online advertisers.

## DIGITAL DIRECTORIES

**Triple your exposure.** WATT directories provide readers with the most up-to-date information on business trends, products and professionals in the poultry/egg, feed and pig industries. All directories are available 1) in-print 2) digitally 3) and accessible through WATTAgNet.com, providing advertisers with 24-hour exposure 7 days a week.

- Poultry directories: International Poultry Expo and Feed Expo Guide | Who's Who in the Egg & Poultry Industries in USA & Canada  
Who's Who International | Industria Guía Anual
- Feed directories: Feed International Buyer's Guide | Feed Management Buyer's Guide
- Pig directory: Pig International Buyer's Guide

Contact your WATT sales professional about the affordable packages available in the 2012 issues.

WATT offers a full range of marketing services that leverage our industry and publishing expertise. We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals. Our services cover everything from creating a simple print ad to complete marketing communications programs.

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## RESEARCH

WATT covers your market with access to highly engaged audiences in animal agribusiness industries across the globe. We provide valuable insight and guidance, whether you need to more deeply understand your audience, build your brand, determine your company's current brand awareness, expand into new markets, test product concepts or refine your strategic plans.

WATT adheres to the highest standards in primary business-to-business research, and has been doing so for over 60 years. In addition to editorial and strategic research supporting WATT's publications, we conduct custom proprietary research for service providers and manufacturers in the poultry, feed, petfood, and pig markets.

Our team of highly accredited research experts can customize a study designed to address your specific objectives and needs. Each project begins with a consultative intake of your goals, immersion into your target audiences and discussion of how the data will be used (and by whom). We then develop a research methodology designed to turn data into insights.

WATT will manage all phases of your research project including:

- Research design and methodology
- Sampling
- Survey development and programming
- Hosting and deployment
- Statistical analysis
- Modeling
- Custom reports

## CUSTOM CONTENT

In today's highly competitive marketplace, more business-to-business marketers and agencies are taking control of their most valued assets -- customer relationships -- by connecting one-on-one with past, present and future customers through custom media and creative integrated marketing solutions.

By tailoring your message in a controlled and targeted medium, you can strengthen engagement, activation and customer intimacy. Spending on custom media has risen by more than 25% annually over the past several years. Why? Because it works. In fact, buyers are hungrier than ever for good ideas presented in an objective way that target their specific needs.

WATT specializes in connecting organizations with their target market through a variety of different product lines in custom media including but not limited to:

- Custom magazines
- White papers
- Custom e-Newsletters
- Advertorials
- Case studies
- Custom webinars
- Round table events
- Educational symposiums
- Virtual events
- Video, podcasts and blogs
- Social media strategy

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## CREATIVE

WATT Creative Services provides guidance and support through the creative design process, from concept through layout to final approval.

Creative Services include, but are not limited to:

- Print ads
- Online banners
- email templates
- Custom content
- Social media programs

# PRINT SPECIFICATIONS

WATT AGRIBUSINESS



## SPECIFICATIONS:

Please provide ad materials in the following format:

**Acrobat:** .pdf (PDF/x-1a or distilled with Press Quality job settings)

**Illustrator:** .eps (fonts outlined and images embedded)

**Photoshop:** .eps or .tif

All images MUST be high resolution (at least 300 dpi). Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.

### Digital File modifications:

If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.

### Acceptable Media:

FTP, CD, email (up to 8Mb) or cloud file sharing service (e.g., Dropbox, YouSendIt) — see below

### Proofs:

Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable.

Identify "For Position Only" by clearly labeling

### Full Page ads:

- All images and text should be .25" from trim
- Supply .125" beyond trim for bleed images
- Live area for a full page with bleed is 7.375" x 10"

## RATES:

Integrated marketing program pricing, customized to your objectives, are available from the publisher or your marketing/sales professional.

### Classified:

For classified ads call Ginny Stadel at: Tel: +1.815.966.5591  
Fax +1.815.968.0941 | [gstadel@wattnet.net](mailto:gstadel@wattnet.net)

## WE CANNOT ACCEPT FILES FROM THE FOLLOWING PROGRAMS:

- Microsoft Word
- Microsoft Publisher or Power Point
- Crude paint programs (Paint or MacPaint)
- Spreadsheet database (i.e. Excel)

Send only files containing high resolution images

AD SIZES:	Inches width x depth	Millimeters width x depth
<b>2 page spread</b>	15.25 x 10	388 x 254
<b>Full page</b>	7.375 x 10	188 x 254
<b>2/3 Page - 2 columns</b>	4.5 x 10	114 x 254
<b>1/2 Page</b>		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical - 1/2 page	3.375 x 10	85 x 254
<b>1/3 Page</b>		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
<b>1/4 Page</b>		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 94
Vertical - 1/2 page	3.375 x 4.625	86 x 118
<b>1/6 Page</b>		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
<b>1/8 Page</b>		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 58
Vertical - 1 column	2.125 x 3.625	54 x 92

## BLEED AD SIZES:

<b>Spread</b>	16 x 10.75	406 x 274
<b>Full page</b>	8.125 x 10.75	207 x 274
<b>2/3 Page - 2 columns</b>	5 x 10.75	127 x 274
<b>1/2 Page</b>		
Horizontal - 3 columns	8.125 x 5.25	207 x 133
Island - 2 columns	5 x 8	127 x 203
Vertical - 1/2 page	3.875 x 10.75	99 x 274

**Bleed or Oversize:** No extra charge for bleed. Bleed not acceptable on less than a 1/2 page. Keep all live area material a minimum .5" (13mm) away from edges (trim size 7.875" x 10.5" or 200mm x 267mm).

## SEND PRINT FILES TO

### WATT Publishing

Attn: Production Department  
303 N. Main St. Ste. 500  
Rockford, IL 61101 USA

### E-mail:

[ads@wattnet.net](mailto:ads@wattnet.net)

### FTP:

<ftp://ads.wattnet.net>

Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)



# DIGITAL SPECIFICATIONS

## WATT AGRIBUSINESS

### WEBSITE BANNERS

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#### Banner sizes (in pixels)

- **Welcome Banner:** 640w x 480h, no rotations
- **Top Banner:** 336w x 140h, (2) rotations
- **Middle Banner:** 336w x 60h, no rotations
- **Bottom Banner:** 336w x 140h, (2) rotations
- **Button:** 120w x 90h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (exported in versions 6.0-9.0, uses action script of 2.0 or higher, employs a ClickTag within the action sequence)

### e-NEWS BANNERS

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#### Banner sizes (in pixels)

- 234w x 60h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif (animated .gif files are accepted, but will not display in Outlook 2007)

### DIGITAL EDITION BLOW-IN ADS

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#### Banner size (in pixels):

- 320w x 240h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (WATT can convert the entire ad area into a hyperlink. If the client wishes to have only specific area(s) of the ad hyperlinked, he/she must embed the link(s) and conduct tracking)

### DIGITAL EDITION BANNER ADS

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#### Banner size (in pixels):

- Table of contents: 163w x 163h, no rotations
- Navigation bar: 175w x 35h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif

### CUSTOM E-MAIL CAMPAIGNS

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#### Finished HTML

- The HTML must be submitted as a file with an .html extension.
- The HTML file should be sent as an attachment to avoid erroneous code that may be added when forwarding.
- Images not hosted by the client need to be provided separately in a zip file with other pieces of associated content.
- It is strongly recommended that the HTML be written using basic HTML in-line styles. Internal CSS style sheets are not universally rendered across the wide variety of e-mail providers.

**If completed HTML cannot be provided,** WATT is able to create a basic HTML design. E-mail campaign material creation at this level may incur fees in addition to the cost of the send.

The following must be supplied by the client before the basic HTML design can be started:

- **Header Banner:** 600-650w x 200-250h, .gif or .jpg format (under 130K)
- **Body of Text:** selectable format (i.e. .pdf, .doc or e-mail) in which text can be copied and pasted into the necessary file format.
- **Additional Images (2-3):** 100-200w x 100-200h, .gif or .jpg format (under 130K)

### DIGITAL VIDEOS

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#### Video Size:

- 4:3 aspect ratio

Please provide digital ad materials in the following format (maximum file size 1GB):

- FLV or H.264 (mobile display)

### SEND DIGITAL FILES TO

#### E-mail:

RDunlavy@wattnet.net  
MMichelkamp@wattnet.net

#### FTP:

ftp://ads.wattnet.net  
Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)

# SALES REPRESENTATIVES

## WATT AGRIBUSINESS

### US/CANADA SALES



**STEVE AKINS**

VP/Publisher N. America  
Agribusiness

t: +1.815.209.6444  
e: sakins@wattnet.net



**PAM BALLARD**

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**GINNY STADEL**

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Sales Manager

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**MARY HARRIS**

Agri-Food Sales Manager

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e: mharris@wattnet.net

### INTERNATIONAL SALES



**GREG WATT**

President/COO Publisher  
- International Brands

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**FRANS WILLEM VAN  
BEEMEN**

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**MICHAEL VAN DEN DRIES**

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**DING DING LI**

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**TINEKE VAN SPANJE**

International Sales Manager

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