



## International Animal Husbandry China

*International Animal Husbandry China* magazine serves the commercial pig and feed industries in the dynamic China marketplace. Articles and content 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 5,500 industry professionals in the growing China industry.

*International Animal Husbandry China* is published in Mandarin and English in both print and digital editions.

### 2013 EDITORIAL CALENDAR

	feb/mar	apr/may	jun/jul	aug/sept	oct/nov	dec/jan
<b>TOPICS</b>	Global Food Crisis, China Animal Husbandry Market	Feed, Feed Additives, Food Safety	China Pork Consumption	Pig Breeding	Emerging Diseases	China's Feed Production & Future Trends
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>		China Feed Expo	CAAA Show 2013		Shandong Provincial Livestock Trade Show	
<b>SPACE CLOSING</b>	Jan 7, 2013	Mar 14, 2013	May 13, 2013	Jul 10, 2013	Sep 12, 2013	Nov 13, 2013
<b>MATERIAL DEADLINE</b>	Jan 14, 2013	Mar 22, 2013	May 20, 2013	Jul 17, 2013	Sep 19, 2013	Nov 20, 2013

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities.

NOTE: All content subject to change.

### 2013 ADVERTISING RATES

All rates are in gross U.S. dollars.

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<b>1/2 Page</b>	\$2430	\$2300	\$2190	\$2055
<b>1/3 Page</b>	\$1730	\$1645	\$1560	\$1475
<b>1/4 Page</b>	\$1400	\$1340	\$1295	\$1265
<b>2-Page Spread</b>	\$5495	\$5230	\$4950	\$4636