



## 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 8,300 industry professionals.

*Poultry International China Edition* is published in Mandarin and English in both print and digital editions.

### 2013 EDITORIAL CALENDAR

	jan/feb	mar/apr	may/jun	jul/aug	sep/oct	nov/dec
<b>TOPICS</b>	Poultry Meat Consumption	Poultry Supply Chain Development	Poultry Further Processing	Feed & Poultry Production Costs	Poultry Production & Investment from Other Industries	Annual Market Review & Preview
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>		China Feed Expo	CAAA Show 2013		Henan Provincial Poultry Trade Show	Shandong Provincial Livestock Trade Show
<b>SPACE CLOSING</b>	Dec 11, 2012	Feb 11, 2013	Apr 15, 2013	Jun 10, 2013	Aug 9, 2013	Oct 10, 2013
<b>MATERIAL DEADLINE</b>	Dec 18, 2012	Feb 19, 2013	Apr 22, 2013	Jun 17, 2013	Aug 16, 2013	Oct 18, 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.

4-Color	1x	3x	6x	12x
<b>Full Page</b>	\$4080	\$3870	\$3665	\$3465
<b>1/2 Page</b>	\$2700	\$2555	\$2470	\$2285
<b>1/3 Page</b>	\$1925	\$1825	\$1730	\$1635
<b>1/4 Page</b>	\$1550	\$1480	\$1405	\$1325
<b>2-Page Spread</b>	\$6110	\$5810	\$5495	\$5150