



## Pig International

*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 and processors can be profitable in the world pork market.

*Pig International* is published in both print and digital editions.  
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### 2013 EDITORIAL CALENDAR

	jan/feb	mar/apr	may/jun	jul/aug	sep/oct
<b>TOPICS</b>	Feed & Nutrition, VIV Asia Preview	Genetics & Breeding, VIV Russia Preview	Health, World Pork Expo Preview	Annual Exclusive: Global Pork Production Report, SPACE Preview	Housing & Equipment
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	VIV Asia	VIV Russia	World Pork Expo	SPACE	
<b>SPACE CLOSING</b>	Dec 10, 2012	Feb 6, 2013	Apr 8, 2013	Jun 6, 2013	Aug 8, 2013
<b>MATERIAL DEADLINE</b>	Dec 17, 2012	Feb 13, 2013	Apr 15, 2013	Jun 13, 2013	Aug 15, 2013
	october directory	nov/dev			
<b>TOPICS</b>	Annual Buyer's Guide	Feed Systems, Welfare			
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	Directory, IPPE				
<b>SPACE CLOSING</b>	Sep 6, 2013	Oct 8, 2013			
<b>MATERIAL DEADLINE</b>	Sep 13, 2013	Oct 16, 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	9x	10x
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<b>1/2 Page</b>	\$5135	\$4925	\$4720	\$4560	\$4365
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<b>Cover Premiums</b>	2nd Cover = \$635
	3rd Cover = \$330
	4th Cover = \$940

### MARKETPLACE RATES

B/W rates per column inch (2.5cm)  
Spot color \$40 extra  
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1x	6x	12x
\$225	\$215	\$185

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