



Poultry International

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

Poultry International is published in both print and digital editions.

www.PoultryInternational-digital.com

2013 EDITORIAL CALENDAR

	january	february	march	april	may	june
TOPICS	Nutrition & Feeding, Egg Processing, VIV Asia Preview	Health & Hygiene Processing	Egg & Cages, Processing, VIV Russia Preview	Food Safety, Processing, VIV Turkey Preview	Who's Who International Directory	Breeding & Incubation, Broilers, Processing
BONUS DISTRIBUTION /VALUE ADDED*	IPPE, VIV Asia		VIV Russia	VIV Turkey	Directory listing/logo	
SPACE CLOSING	Nov 21, 2012	Dec 21, 2012	Jan 24, 2013	Feb 21, 2013	Mar 26, 2013	Apr 25, 2013
MATERIAL DEADLINE	Nov 28, 2012	Jan 2, 2013	Jan 31, 2013	Feb 28, 2013	Apr 2, 2013	May 2, 2013
	july	august	september	october	november	december
TOPICS	Processing, Nutrition & Feeding, SPACE Preview	Egg & Cages, Processing	Housing, Processing	World's Top Poultry Companies	Eggs, Processing, Health & Hygiene	Nutrition & Feeding, Broiler, Processing, Int'l Production & Processing Expo Preview
BONUS DISTRIBUTION /VALUE ADDED*	SPACE, Signet AdEffect Study					IPPE
SPACE CLOSING	May 22, 2013	Jun 24, 2013	Jul 24, 2013	Aug 23, 2013	Sep 23, 2013	Oct 25, 2013
MATERIAL DEADLINE	May 30, 2013	Jul 1, 2013	Jul 31, 2013	Aug 30, 2013	Sep 30, 2013	Nov 1, 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	12x	18x	24x
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1/2 Page Island	\$6250	\$5985	\$5735	\$5525	\$5270	\$5015	\$4750
1/2 Page	\$5685	\$5450	\$5215	\$5025	\$4790	\$4480	\$4315
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2-Page Spread	\$13845	\$13295	\$12745	\$12320	\$11785	\$11230	\$10685

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

1x	6x	12x
\$230	\$220	\$190

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