

Midwest DairyBusiness

Relevant FACTORS

Because dairy operations are different from one part of the country to another, we are different. Other publications provide one-for-all national coverage, DairyBusiness gives its all-for-one for national advertisers. DairyBusiness Communications is the only nationally networked and regionally edited and distributed dairy media. By building our coverage this way, we are able to provide more editorial depth for each region – covering issues, events, and news more important to dairy producers everywhere. And we are able to do it as one of the few circulation leaders in the industry. All at a competitive price. When it comes to being relevant, nobody can beat the DairyBusiness magazines regional coverage.

Where There's Change, There's Relevancy.

The Midwest region is undergoing a significant restructuring and rebuilding process. Producers are becoming more competitive. This revitalization requires new thinking based upon focusing on management and growth. It requires new information on key topics like freestall and bunker silo technologies, managing labor and business management. Serving dairy producers with 65 cows or more and those with plans to expand in the 11 midwest states, *Midwest DairyBusiness* participates in local efforts to grow the dairy industry and maintains a special relationship with the progressive dairy group PDPW (Professional Dairy Producers of Wisconsin).

- **Annual Business Conference Preview** - The February issue contains full details about the best dairy meeting in the midwest - the PDPW Conference. Over 1,200 of the top dairy producers in the midwest attend.
- **Advertisers receive a special opportunity in the March issue** - This special issue is also distributed at the Conference and promotes leading late winter shows in the midwest.
- **Midwest DairyBusiness magazine provides additional editorial support for PDPW** - With special editorial features on management topics throughout the year.



Serving producers with 65 cows or more in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin

Midwest DairyBusiness Full Edition - B/W (Circulation: 18,703 BPA Audited, June 2007)

	12X	8X	4X	1X
Full Page	2770	2905	3035	3145
2/3 Page	2075	2175	2270	2350
1/2 Page	1800	1890	1970	2040
1/3 Page	1240	1305	1365	1410
1/4 Page	970	1015	1060	1095
1/6 Page	685	725	755	780
2 Page Spread	5265	5520	5755	5965
1/2 Page Spread	3420	3585	3745	3875

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