



**M<sup>2</sup>-magazine, a magazine on mastitis and milk quality for the dairy professional.** It brings international information, highlights and news related to mastitis and milk quality, from a global perspective and flavored with local facts and figures, and with a scientifically sound basis.

**Themes and sections that are included on a regular basis in M<sup>2</sup>-magazine are**

research news, interviews with researchers and businessmen, reports on research institutes, updates on research and communication projects, abstracts of PhD defenses, overviews and trends in milk quality and mastitis prevalence/incidence worldwide, advisors@work, vets@work, reports on the dairy industry in a certain region (e.g. New-Zealand, China, Brazil, ...), papers focusing on a certain pathogen (e.g. Klebsiella, CNS, ...), management tools (e.g. teat dipping, dry cow treatment, ...), hot topics (antimicrobial resistance, ...), reports of different dairy management systems in the world, reports of past conferences, announcements of future meetings, seminars, conferences, ...

We will be delighted to present you a tailor made multimedia proposition that fits your needs.

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<b>Crossmedia</b>	Print magazine, website, newsletter & social platforms
<b>Frequency</b>	Magazine: 3 print issues a year (March, June & November) Newsletters: 12 per year Website: Weekly updates
<b>Language</b>	English
<b>Circulation</b>	7.500 ex. print issues
<b>Spread</b>	subscriptions, direct mailings, international conferences and symposiums, webshop
<b>Audience</b>	Dairy professionals (dairy farmers, researchers, veterinarians, consultants, people involved in agribusiness ...)
<b>Website</b>	<a href="http://www.m2-magazine.org">www.m2-magazine.org</a>

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## ABOUT

**M<sup>2</sup>-magazine** is an effort shared by the M-teamUGent and Rekad Publishing House. We have brought together our experience, energy, passion and network to edit this international magazine.



## PRINT - 2017

RELEASE DATES 2017	DEADLINE MATERIAL
07-03-2017	23-02-2017
28-06-2017	16-06-2017
02-11-2017	20-10-2017



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SIZE	M2-magazine Adv. in a single issue	M2-magazine Adv. in the 3 issues price per issue (-10%)	Size (in mm)	Layout Optional
1/1	€ 4.000	€ 3.600	297 x 220	€ 300
1/2	€ 2.300	€ 2.070	128 x 184	€ 300
1/3	€ 1.325	€ 1.193	102 x 220	€ 265
1/4	€ 765	€ 689	128 x 90	€ 165
Outside cover	€ 4.750	€ 4.275	297 x 220	€ 300
Inside cover	€ 4.350	€ 3.915	297 x 220	€ 300

Publireportage (1/1 pag) Project base

Insert Project base

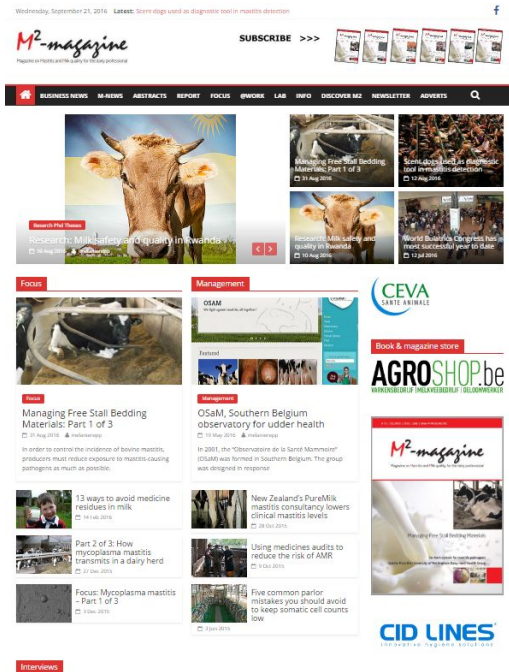
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## ONLINE - Website & Newsletters - 2017

### Website

- Language: English
- Bannering on all pages
- Take 3 weeks on a row and get the 4th for free
- Responsive scaled website
- [www.m2-magazine.org](http://www.m2-magazine.org)

SIZE	Per month	Pixels
Leaderboard TOP (Rotation)	€ 500	728 x 90
Button TOP (Rotation)	€ 300	300 x 150
Button MID (Rotation)	€ 200	300 x 150
Button LOW (Rotation)	€ 125	300 x 150
Digital Branded Content Content, url inclusive, edited and posted by our editorial staff (press release, product news,...)	€ 300	



### Newsletter

- Bannering in Newsletter
- Language: English
- Take 3 weeks on a row and get the 4th for free

SIZE	Per month	Pixels
Leaderboard (Fix)	€ 500	497x 60
Button TOP (Fix)	€ 350	300x125
Button (Fix)	€ 250	300x125
Dedicated newsletter	€ 1.500	
Digital Branded Content Content, url inclusive, edited and posted by our editorial staff (press release, product news,...)	€ 450	

