

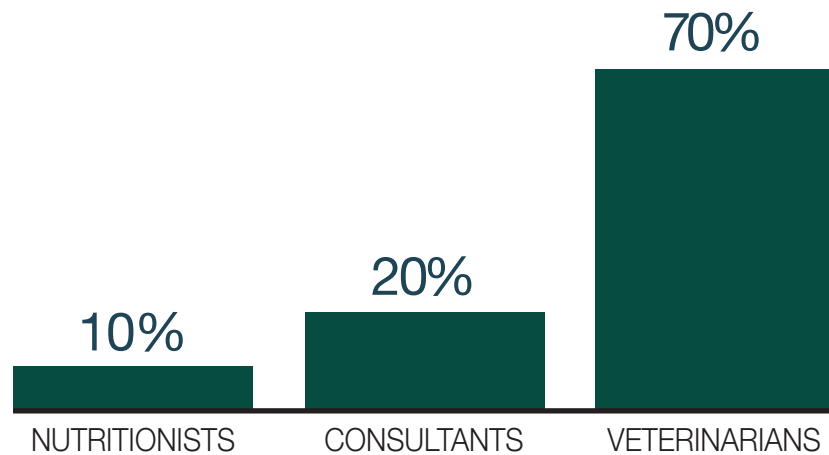


Circulation Overview

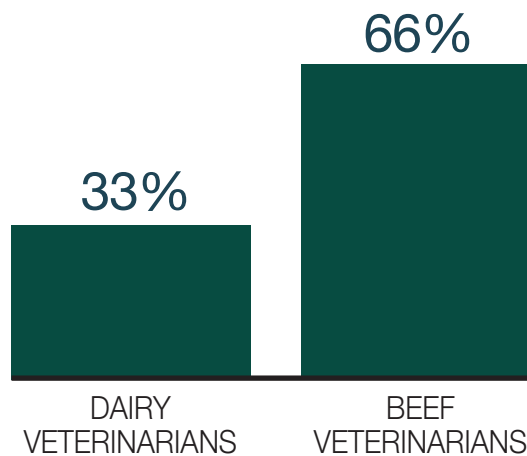
Bovine Veterinarian Total Circulation 13,734

Bovine Veterinarian offers the most comprehensive reach to these critical audiences with information that directly impacts their clients and practices.

Job Title Breakout



Species Focus Breakout



Source: Publisher's data



Print Editorial Calendar

*Tentative content and publishing schedule subject to change.

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*
JAN	12/4/20	12/14/20	1/8/21	<ul style="list-style-type: none"> • Vaccinations • Displaced abomasum
FEB	1/1/21	1/11/21	2/8/21	<ul style="list-style-type: none"> • Umbilical problems • Deworming
MAR/ APR	1/22/21	2/1/21	2/27/21	<ul style="list-style-type: none"> • Anaplasmosis • Dry cow management • Readex Ad Study
MAY/ JUN	3/19/21	3/29/21	4/22/21	<ul style="list-style-type: none"> • Lameness • At-risk calves
JUL / AUG	5/28/21	6/7/21	7/1/21	<ul style="list-style-type: none"> • Cow comfort • Business builders
SEP	7/23/21	8/2/21	8/20/21	<ul style="list-style-type: none"> • Septic arthritis • Conservation
OCT	8/27/21	9/6/21	9/24/21	<ul style="list-style-type: none"> • Labor needs • Genetics
NOV/ DEC	9/24/21	10/4/21	10/29/21	<ul style="list-style-type: none"> • Antibiotic stewardship • Vaginal prolapse

Frequent Expert Series

- Feedlot Health Services Group — post-mortem series