

# Brown Swiss International

*Mediakit 2024*



A Publication by:

Rinderzucht  
**Braunvieh**

**Holstein  
International**

holsteininternationalphotos.com

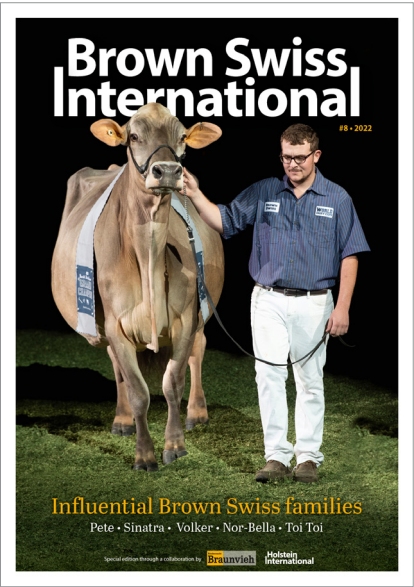


# Brown Swiss International

## General Information

Title:	Brown Swiss International
Published by:	<b>Holstein International BV</b> PO Box 80, 9050 AB Stiens, The Netherlands
	<b>DLV Deutscher Landwirtschaftsverlag GmbH:</b> Lothstraße 29, 80797 München, Germany Tel: +49 (0)89 12705-1 email: dlvmuennen@dlv.de
Publication frequency:	once per year
Advertising Sales:	Meino Annema, Renée Bakker & Edou Schotanus
Telephone:	(+31)-582-574345;
E-mail:	sales@holsteininternational.com
Website:	www.holsteininternational.com

## RATE CARD 2024 - €



## Advertising Rates 2024

### RATES FOR AI COMPANIES/COMMERCIAL ADVERTISERS:

Size	Rates in €	Rates in US\$	Rates in C\$
1/1 page	2750	3390	4350
1/2 page	1710	2100	2750
1/4 page	930	1130	1475

### ADDITIONAL CHARGES

#### Position charges

Outside back cover:	50% of the full colour full page rate
Inside back cover:	40% of the full colour full page rate
Inside front cover:	40% of the full colour full page rate
Centerspread:	40% of the full colour full page rate
Opposite the editorial page:	15% of the full colour full page rate
Other special position:	10% of the full colour full page rate

### TRANSLATION & DESIGN SERVICE: SPECIAL SERVICE!

Each edition of Brown Swiss International is published in 5 different languages - English, German, French, Dutch and Italian. All articles and advertisements are translated by our own specialized translation team. Translation service is included in our rates. Holstein International's design team can help you meet your marketing needs and design your advertisement, brochure, flyer etc.

## Advertisements: specifications for submitting

You can submit your ad material in the following ways:

### Layout by our design team

HI has its own design team; they can design your advertisement in accordance with your specifications and requirements. (This service is included in the ad prices.) You might consider sending a sketch or sample via email.

#### Tips for submitting text and pictures

- Submitting **text** in Microsoft word or in the email message, unmade (no tabs or frames)
- **Pictures** : high resolution – saved as .jpg, .eps, .psd, or .tif.
- **Logo's** preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.
- **Send** photos and texts directly to **sales@holsteininternational.com** (provided the e-mail is smaller than 10 mb). For large files, please use WeTransfer.

### Submitting your own design in Adobe InDesign

Submitting in InDesign CC, including all illustrations and fonts used.  
We ask for 'open files' so that we can provide the translations. For support please add a high resolution PDF.  
Please send your materials via WeTransfer to **sales@holsteininternational.com**

## SIZES PRINT ADVERTISEMENTS

Width x Height	in MM		in Inches	
Page size	Vertical	Horizontal	Vertical	Horizontal
1/1 page	210 x 297 *	-	8,268" x 11,693" *	-
1/2 page	93 x 280	190 x 138	3,661" x 11,024"	7,480 x 5,435"
1/3 page	61 x 280	125 x 138	2,402" x 11,024"	4,941 x 5,435"
1/4 page	93 x 138	-	3,661" x 5, 425"	-

\* With 1/1 page: take into account the 3mm (or 0,118") extra bleed on all sides and keep text 1cm from the edges.

## ONLINE BANNER SIZES

- Banners for our website should be a JPG or PNG at **1120 x 528 px**
- Banners for our Weekly Newsletter should be a JPG or PNG.  
Big banner newsletter: **1120 x 528 px**  
Small banner newsletter: **520 x 124 px**

## SOCIAL MEDIA ADS

For Social Media ads you can upload your files and indicate your needs and wishes via the following link:  
**<https://surveyhero.com/c/Facebookads>**

*“It is always intriguing to read about how  
Brown Swiss farms operate around the  
world. Also very interesting to read about  
breeding/genetic programs from different  
parts of the world.”*

**Tanner Mashek, Hilltop Acres Farm, IA, USA**

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