



Holstein International

Holstein International BV

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Publication frequency: 2 times per year
Advertising Sales: Meino Annema, Renée Bakker & Anke van der Stouwe
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Exclusive:

only in Dairy Breeds International
and Beef-on-Dairy International
we guarantee editorial content
for the advertisers.

Additional benefits

- Global audience - online and offline
- Your message clearly presented in English, German, Dutch, French and Italian
- Competitive advertising rates
- Free translation & design service

All articles and advertisements are translated by our own specialized translation team. Holstein International's design team can help you with the art work of your advertisement, brochure, flyer etc.

Deadlines

DBI 2025	Booking Deadline	Submission Deadline	Publication Date
April	March 3	March 5	April 1
October	September 1	September 3	October 1

Combinations

Interested in combining your ad with an ad in one of the other platforms of Holstein International? Ask for the possibilities!

Rates

Full Page	€2125	USD 1550	CAD 2150	AUD 1995
1/2 Page	€1225	USD 875	CAD 1325	AUD 1150
1/4 Page	€695	USD 625	CAD 925	AUD 875

Full page

1/2 page

1/4 page

Submitting Specifications

Camera ready ads

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

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 comes without additional costs.

Tips for submitting text and pictures

- Submitting text in Microsoft Word or in the email message
 - Pictures: high resolution – saved as .jpg, .eps or .psd
 - Logos saved as .ai, .eps, .jpg or .psd, in high resolution.
 - Send photos and texts directly to: sales@holsteininternational.com.
- For large files, please use WeTransfer.

Sizes

Page size	in MM		in Inches	
	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"
1/4 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.