

# Holstein International

Mediakit 2024



# Holstein International

## Monthly magazine for modern Holstein dairymen

Holstein International is the international breeding magazine that publishes wide-ranging, unbiased content that enables you to improve your knowledge and the quality of your work within the Holstein industry. The magazine focuses on the latest news, developments and trends in breeding technology.





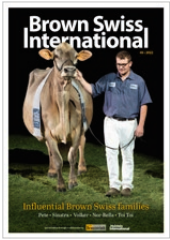











*“The articles in HI are concise and informative. Holstein International is an excellent resource for me as I make breeding decisions for today while looking toward the future as well. “*

**Greg Andersen**  
WinStar Genetics

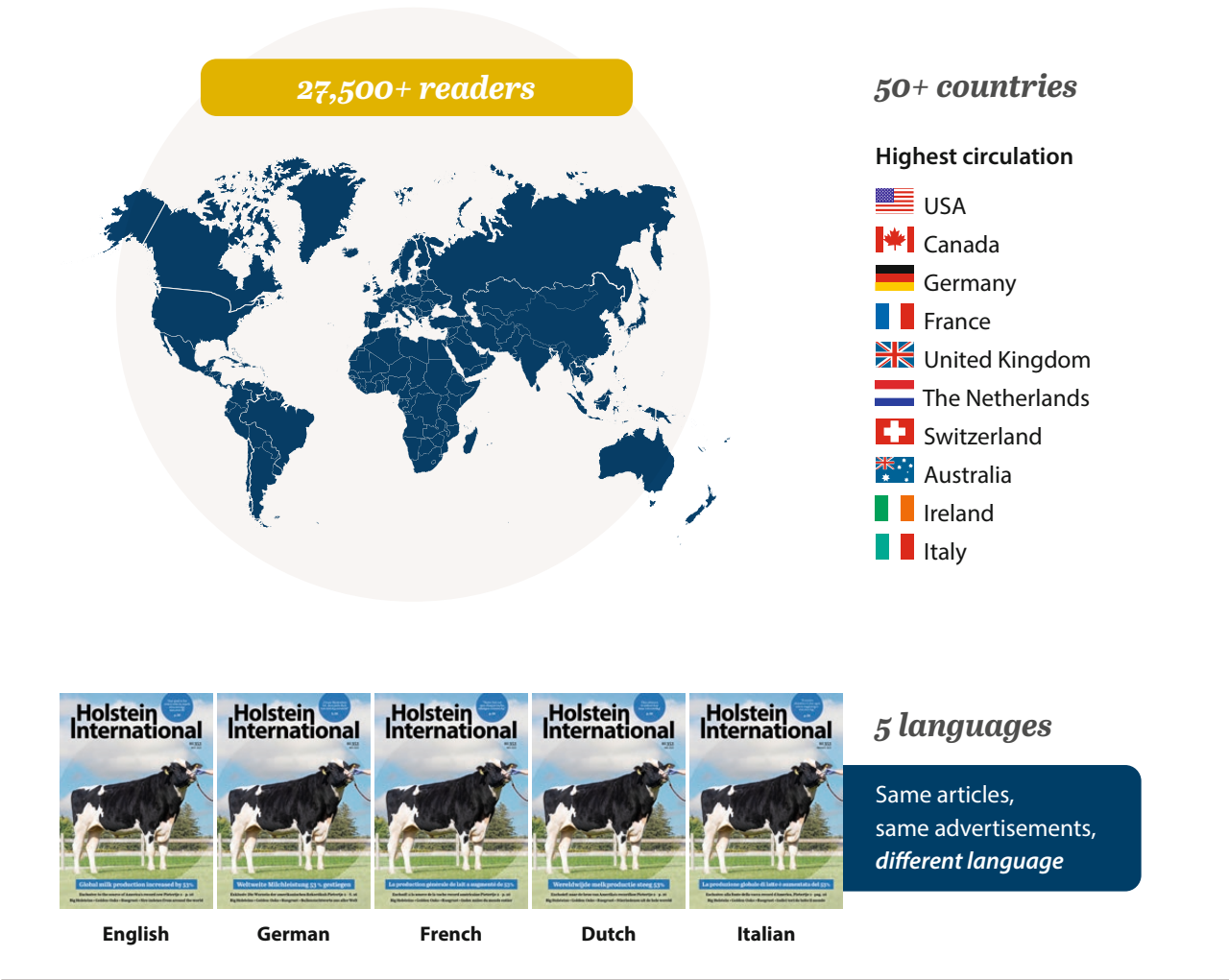


Publications by Holstein International B.V.

	<div><div>Holstein International</div><div>Languages: English, German, Dutch, French, Italian</div><div>Countries: Worldwide</div><div>Times per year: 12x</div><div>Circulation: 9,000+ print copies</div></div> <div></div>
	<div><div>Dairy Breeds International</div><div>Languages: English, German, Dutch, French, Italian</div><div>Countries: Worldwide</div><div>Published: June, November</div><div>Circulation: 9,000+ print copies</div></div> <div></div>
	<div><div>Brown Swiss International</div><div>Languages: English, German, Dutch, French, Italian</div><div>Countries: Worldwide</div><div>Published: July</div><div>Circulation: 15,500 print copies</div></div> <div></div>
	<div><div>Beef &amp; Dairy International</div><div>Languages: English, German, Dutch, French, Italian</div><div>Countries: Worldwide</div><div>Published: August</div><div>Circulation: 9,000+ print copies</div></div> <div></div>
	<div><div>Cattle CONNECTION</div><div>Languages: English</div><div>Countries: The United States of America, Canada</div><div>Times per year: 10x</div><div>Circulation: 7,050 print copies</div></div> <div></div>
	<div><div>KuhFacto</div><div>Languages: German</div><div>Countries: Germany, Austria, Switzerland, Luxembourg</div><div>Published: March, May, July, October, December</div><div>Circulation: 3,500 print copies</div></div> <div></div>
	<div><div>Holstein International Plus!</div><div>Languages: Dutch</div><div>Countries: The Netherlands, Belgium</div><div>Published: February, April, June, September, November</div><div>Circulation: 2,250 print copies</div></div> <div></div>

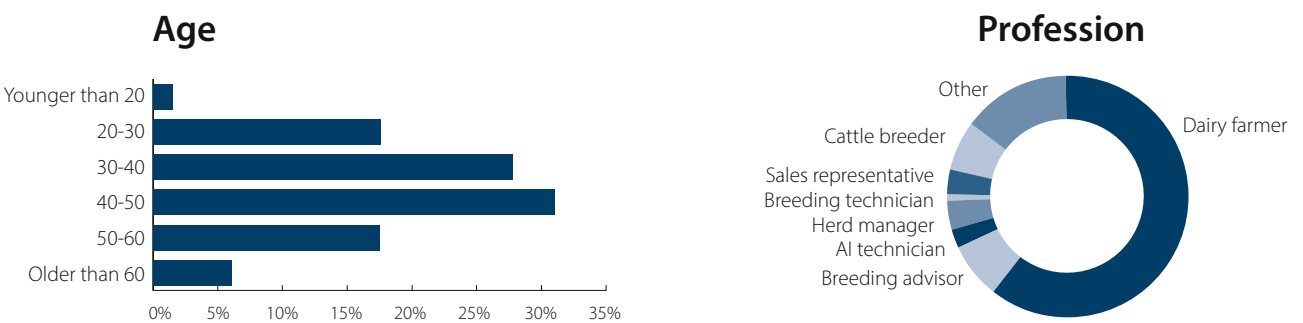
All publications are available in Print and Digital

Holstein International readers around the world



Readers profile

The target group of Holstein International consists of dairy farmers and Holstein enthusiasts with an above average interest in cattle improvement within the Holstein breed. They want to stay informed about trends and developments in the industry. The target group is passionate and involved, and has consciously chosen a paid subscription.



# Print opportunities

## Advertising in the magazine

### Advertisements

Ask our sales department for the rates by sending an email to [sales@holsteininternational.com](mailto:sales@holsteininternational.com)



### Backcover

of the magazine Holstein International

THE  
VERY BEST  
VISIBILITY FOR  
YOUR AD!

### Advertorials

Get a more detailed message to our readers with your branded content.

### Flyers & posters

Stand out and opt for even greater visibility. You may choose to enclose it for a select audience based on language or location: zip code, state, country, continent, etc.

*“Advertising in Holstein International is being able to connect to producers consistently.”*

- Mark Comfort

Comfort Holsteins & Udder Comfort

## Additional benefits

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

All articles and advertisements are translated without extra costs by our own specialized translation team. Holstein International's design team can help you with the art work of your advertisement, brochure, flyer etc.

# Online opportunities



## Website

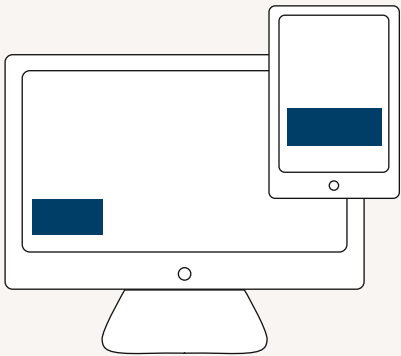
### Online advertorial

#### Extended

Your full story, presented as an article on our home page. Including social media push for the best results.

### Banners

On the homepage, or next to the articles.



## Weekly Newsletter

### Online advertorial

#### Short

Short story (max. 150 words), incl. 1 picture or 1 video. 5 languages

### Banners



4930 subscribers  
5 languages

View our latest newsletter  
or sign up for it via:



EXCLUSIVE

## E-Blast

To all contacts of Holstein International B.V.

Limited availability

## Facebook & Instagram

Quickly reach your desired target group



Facebook and Instagram allows you to quickly reach your desired target group. By booking a social media advertisement you benefit from the brand name and expertise of Holstein International. Together with you, we will broadcast your content to the people you want to reach.

# Digital presence

## Social Media

49,788  
followers



39,590  
Facebook



9761  
Instagram



304  
LinkedIn

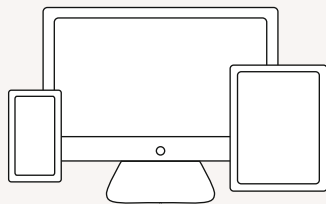


133  
X (Twitter)

## Website

698,276  
Yearly pageviews

89,480  
Unique users yearly



58,189  
Monthly pageviews

## Weekly newsletter

4,930  
subscribers



39.1%  
Average open rate

September 2023

“In the modern media environment, we believe the most impactful communication approach is based on a savvy mix of channels. Holstein International has tools that we’ve leveraged for exceptional exposure and return over the years.”

TechMix, LLC

# Cross Media Packages

Use the power of cross media and make the most out of your campaign. Select the options you like to combine or discuss them with us to create a suitable package responding to your needs and wishes.

### Platinum PACKAGE

- 2 E-Blast advertisements
- 6 Facebook advertisements
- 6 Full page advertisements in HI
- 3 Months website & newsletter banner

€19,500

### Gold PACKAGE

MOST POPULAR

- 4 Facebook advertisements
- 3 Full page advertisements in HI
- 3 Months website & newsletter banner

€9,500

### Silver PACKAGE

- 3 Facebook advertisements
- 1 Full page advertisement in HI
- 1 Month website banner

€5,000

### Bronze PACKAGE

- 2 Facebook advertisement
- 1 Half page advertisement in HI

€2,500



# Photography

Looking for professional pictures for your advertisement or advertorial? Have a look at our photo website and purchase the picture you like! Order and download directly on [www.holsteininternationalphotos.com](http://www.holsteininternationalphotos.com)



[www.holsteininternationalphotos.com](http://www.holsteininternationalphotos.com)

# Management topics

Every other month Holstein International publishes a two-page management article with a focus on a particular topic. We invite you to share your product information with us if you estimate your product suits the topic.

ISSUE	TOPIC	BOOKING DEADLINE
February	Corn	December 1
April	Heat stress	January 3
June	Calf rearing	March 4
August	Post calving	May 1
October	Heat detection	July 3
December	Lameness: Prevention & Cure	October 2

# Deadlines

ISSUE OF HI	BOOKING DEADLINE	SUBMISSION DEADLINE	PUBLICATION DATE
January 2024	December 1	December 5	January 3
February	January 3	January 5	February 5
March	January 31	February 2	March 4
April	March 4	March 6	April 4
May	April 3	April 5	May 2
June	May 1	May 3	June 4
July	June 3	June 5	July 2
August	July 3	July 5	August 1
September	August 5	August 7	September 3
October	September 2	September 4	October 2
November	October 2	October 4	November 4
December	November 4	November 6	December 2
January 2025	December 2	December 4	January 2

# Holstein International

*Monthly magazine for modern Holstein dairymen*

## Holstein International BV

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