



Holstein International

Monthly magazine for 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.



Holstein International

9,000+ print copies
Worldwide

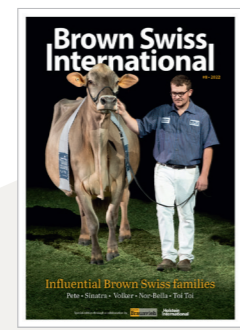
12x a year
English, German, Dutch, French, Italian



Jersey International

12,500+ print copies
Worldwide

May, November
English, German, Dutch, French, Italian



Brown Swiss International

15,500 print copies
Worldwide

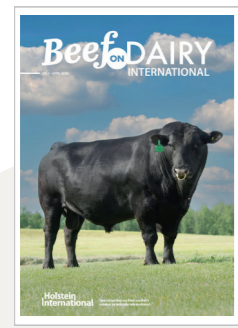
July
English, German, Dutch, French, Italian



Dairy Breeds International

9,000+ print copies
Worldwide

April, October
English, German, Dutch, French, Italian



Beef-on-Dairy International

9,000+ print copies
Worldwide

March
English, German, Dutch, French, Italian



Cattle Connection

7,050 print copies
The United States of America, Canada

10x a year
English



KuhFacto

3,500 print copies
Germany, Austria, Switzerland, Luxembourg

March, May, July, October, December
German



HI Plus!

2,250 print copies
The Netherlands, Belgium

February, April, June, September, November
Dutch



Scan for more details

All publications are available in Print and Digital

Holstein International readers around the world



50+ countries

Highest circulation

- USA
- Canada
- Germany
- France
- United Kingdom
- The Netherlands
- Switzerland
- Australia
- Ireland
- Italy



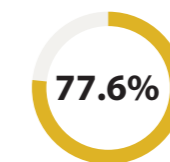
English German French Dutch Italian

5 languages

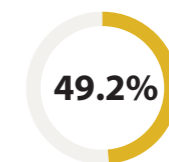
Same articles, same advertisements, different language

Readers profile

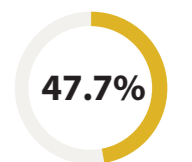
The target group of the magazine Holstein International consists of dairy farmers and Holstein enthusiasts with an above average interest in cattle improvement within the Holstein breed. They want to stay informed about trends and developments in the industry. The target group is passionate and involved,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



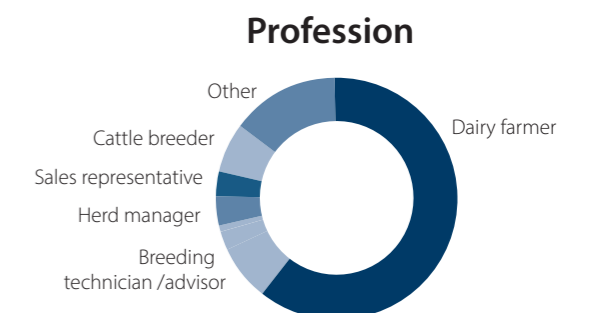
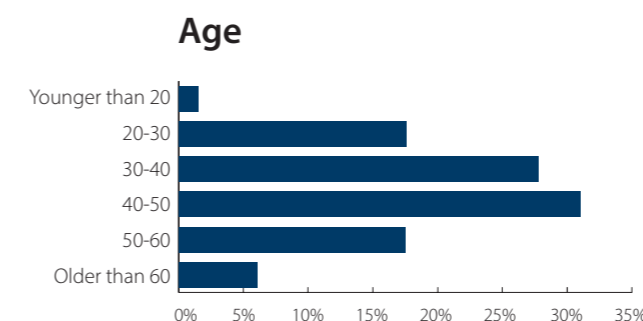
of subscribers keep the issue after they read it



of subscribers are reading the ads as part of making purchasing decisions



of subscribers read each issue more than 5 times



Print opportunities

Advertising in the magazine



Advertisements

Ask our sales department for the rates by sending an email to sales@holsteininternational.com

Spread

Full page

1/2 page

1/4 page

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. Advertorials are also published on our home page and promoted on social media.

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.

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.

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.



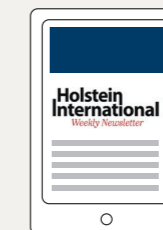
Weekly Newsletter

Online advertorial

Short

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

Banners



Check out our latest newsletter or sign up for it using the QR code.

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.

E-Blast

Partner email with your branded content sent to all contacts of Holstein International B.V.

EXCLUSIVE

Limited availability

Digital presence

Social Media



40,713



14,193



340



151

Website

672,722

Yearly pageviews

101,324

Unique users yearly



56,060

Monthly pageviews

Weekly newsletter

5,315

Subscribers



46%

Average open rate

3.7%

Click rate

Extra services

In addition to our renowned print publications and advertising, we proudly offer:

External magazines



As an experienced publisher, we can manage the production of your magazines from start to finish. We take care of the design and layout, ensuring a polished, high-quality publication. For instance, we produce Dairy News Austria, the magazine of the Austrian Holstein Association.

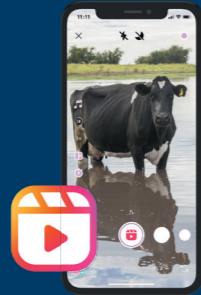
Translations

Our in-house translation team, specialised in dairy industry, can translate your content into English, German, Dutch, French and Italian. We gladly make a personalized offer for you. This service is free of costs for ads published in our magazines.



Social Media visuals

Need eye-catching visuals for your social media? From images to reels and stories, our talented design team is here to create stunning content that enhances your online presence.



Ready-to-Use Articles

Seen an article in Holstein International that would be perfect for your own publication? Reach out to us for a quote and bring top-notch dairy content to your readers.

High-Quality Photography

Searching for the perfect image for your ad or advertorial? Browse our photo collection online, where you can instantly order and download. Need something more specific? Our photographers are available for custom photoshoots—contact us at editors@holsteininternational.com.



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

Gold PACKAGE



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

Silver PACKAGE

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

Bronze PACKAGE

- 2 Facebook advertisement
- 1 Half page advertisement in HI

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.

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>



Sizes Print Advertisements

Sizes for the magazines:
 Holstein International (HI), Brown Swiss International (BSI), Dairy Breeds International (DBI), KuhFacto and HIPlus!

| Width x Height | 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" |
| 1/3 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" | - |

** 1/3 size only available for: HI, DBI and BSI

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

Sizes Online Banners

Big banner: jpg or png: 1120 px wide x 528 px high
 Small banner: jpg or png: 520 x 124 px

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 | Forage | December 2 |
| April | Udder Health | January 2 |
| June | DIY inseminations & embryo transfers | March 3 |
| August | Software management systems | May 1 |
| October | Lighting in the stables | July 1 |
| December | Feed efficiency | October 1 |



Deadlines

| ISSUE OF HI | BOOKING DEADLINE | SUBMISSION DEADLINE | PUBLICATION DATE |
|--------------|------------------|---------------------|------------------|
| January 2025 | December 2 | December 4 | January 2 |
| February | January 2 | January 6 | February 3 |
| March | February 3 | February 5 | March 3 |
| April | March 3 | March 5 | April 1 |
| May | April 3 | April 8 | May 1 |
| June | May 1 | May 6 | June 2 |
| July | June 2 | June 5 | July 1 |
| August | July 1 | July 3 | August 1 |
| September | August 1 | August 5 | September 1 |
| October | September 1 | September 3 | October 1 |
| November | October 1 | October 3 | November 3 |
| December | November 3 | November 5 | December 1 |
| January 2026 | December 3 | December 5 | January 1 |

Holstein International

Monthly magazine for Holstein dairymen

Holstein International BV

Office address: Juckemaleane 10, 9051 MT Stiens
Postal address: PO Box 80, 9050 AB Stiens, The Netherlands
Telephone: (+31) 582574345
E-mail: info@holsteininternational.com
Website: www.holsteininternational.com

Publication frequency: Monthly - 12 times per year
Advertising Sales: Meino Annema, Renée Bakker & Anke van der Stouwe
US-Agent: Stephanie Hammerly - 608.732.2757 - stephanie@cattleconnection.com



Our sales department:



Meino Annema

Advertising & Sales
m.annema@holsteininternational.com



Renée Bakker

Advertising & Sales
r.bakker@holsteininternational.com



Anke van der Stouwe

Advertising & Sales
a.vanderstouwe@holsteininternational.com