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

Languages: English, German, Dutch, French, Italian
Countries: Worldwide
Times per year: 12x
Circulation: 9,000+ print copies

KuhFacto

Languages: German
Countries: Germany, Austria, Switzerland, Luxembourg
Published: March, May, July, October, December
Circulation: 3,500 print copies

HI Plus!

Languages: Dutch
Countries: The Netherlands, Belgium
Published: February, April, June, September, November
Circulation: 2,250 print copies

Dairy Breeds International

Languages: English, German, Dutch, French, Italian
Countries: Worldwide
Published: June, November
Circulation: 9,000+ print copies

Brown Swiss International

Languages: English, German, Dutch, French, Italian
Countries: Worldwide
Published: July
Circulation: 15,500 print copies

Cattle Connection

Languages: English
Countries: The United States of America, Canada
Times per year: 10x
Circulation: 7,050 print copies

Beef-on-Dairy International

Languages: English, German, Dutch, French, Italian
Countries: Worldwide
Published: April
Circulation: 9,000+ print copies

All publications are available in Print and Digital
Holstein International readers around the world

27,500+ readers

50+ countries

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

5 languages

Same articles, same advertisements, different language

English
German
French
Dutch
Italian

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.

- 77.6% of subscribers keep HI after they read it
- 49.2% of subscribers are reading the ads as part of making purchasing decisions
- 47.7% of subscribers read HI more than 5 times

Age

- Younger than 20
- 20-30
- 30-40
- 40-50
- 50-60
- Older than 60

Profession

- Dairy farmer
- Cattle breeder
- Sales representative
- Breeding technician
- Herd manager
- AI technician
- Breeding advisor
- Other
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.

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**

View our latest newsletter or sign up for it via:

**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.
“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

**Gold PACKAGE** (MOST POPULAR)
- 4 Facebook advertisements
- 3 Full page advertisements in HI
- 3 Months website & newsletter banner

**Platinum**
€19,500

**Silver PACKAGE**
- 2 Facebook advertisements
- 1 Full page advertisement in HI
- 1 Month website banner

**Bronze PACKAGE**
- 2 Facebook advertisement
- 1 Half page advertisement in HI

**Silver**
€5,000

**Gold**
€9,500

**Bronze**
€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

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.

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<th>TOPIC</th>
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Deadlines

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Holstein International

Monthly magazine for modern Holstein dairymen

Holstein International BV

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