



“Connecting Dairymen Coast to Coast”

General Information

Title: Cattle Connection

Published by: Holstein International BV
Mailing address: PO Box 672
DeForest, WI 53532-0672

Business manager: Jan H. Bierma

Publication frequency: Monthly / 10x per year

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Editorial formula

The Cattle Connection is a monthly magazine, composed of advertisements and editorial content focused solely on the North American Holstein Industry. The Cattle Connection is published by Holstein International since 2021 and has a circulation of >7000. The Cattle Connection was designed and is committed to serving the dairy industry both large and small, with the lowest cost, fastest, easiest and most reliable way to reach active breeders from coast to coast.

The Cattle Connection is published in English only. The digital version is available worldwide, and the print version is free for inhabitants of North America.

Advertising Rates 2023

Price per ad, all rates are in USD

	Size	(1 issue)	(5 issues)	(10 issues)
2/1 page	168 inch	3460	3200	2940
1/1 page	84 inch	1730	1600	1470
2/3 page	54 inch	1115	1030	945
1/2 page	42 inch	865	800	735
1/3 page	30 inch	620	570	525
1/4 page	21 inch	430	400	370
1/8 page	10 inch	260	240	220
	4 inch	155	130	100
	2 inch	75	75	75
	1 inch	50	50	50

Additional charges: 10% of the initial rate for a fixed spot in every issue.

Sizes

Size	Column Inches	Measurement
2/1 page	12 x 14 = 168	21.25" x 15.3"
1/1 page	6 x 14 = 84	10.1" x 15.3"
2/3 page	6 x 9 = 54	10.1" x 9.8"
1/2 page	6 x 7 = 42	10.1" x 7.6"
1/3 page	6 x 5 = 30	10.1" x 5.4"
1/4 page	3 x 7 = 21	5.0" x 7.6"
1/8 page	2 x 5 = 10	3.3" x 5.4"
4 inch	2 x 2 = 4	3.3" x 2.1"
2 inch	1 x 2 = 2	3.3" x 1.0"
1 inch	1 x 1 = 1	1.6" x 1.0"

Deadlines 2023

Issue	Deadlines <i>(Always on Monday)</i>	Camera Ready Deadline <i>(Always on Wednesday)</i>	Publication Date <i>(Always on Monday)</i>
December 2022/January 2023*	November 28	November 30	December 12
February 2023	January 16	January 18	January 23
March 2023	February 13	February 15	February 20
April 2023	March 20	March 22	March 27
May 2023	April 17	April 19	April 24
June/July 2023*	May 29	May 31	June 5
August 2023	July 17	July 19	July 24
September 2023	August 14	August 16	August 21
October 2023	September 18	September 20	September 25
November 2023	October 16	October 18	October 20
December 2023/January 2024*	December 4	December 6	December 11

*Combined issues

Advertisements: specifications for submitting

Please send your materials via WeTransfer to info@cattleconnection.com

Camera Ready Artwork

PDF files (High resolution)

A pdf file made for the Cattle Connection will contain only two colors, black and magenta*, and have all fonts embedded.

Also accepted:

- Submitting in **InDesign CC**, including all illustrations and fonts used.
- Adobe **Photoshop** and **Illustrator** files.

* Color

The Cattle Connection files are prepared with black and magenta as a second color. (The publication prints in red ink, but pre-press work needs to use magenta as the second color.) Any spot or PMS color need to be removed or converted to either black or magenta.

Layout by our design team

Cattle Connection 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 info@cattleconnection.com (provided the e-mail is smaller than 10 mb).
- For large files, please use WeTransfer.

Sizes

Specifications (Width x Height)

