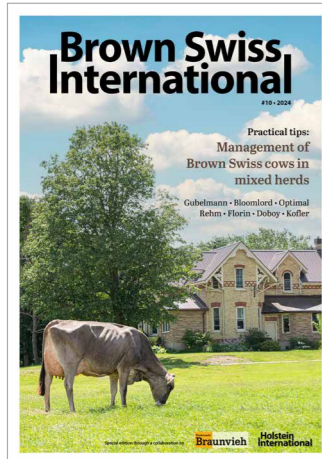


**Brown Swiss
International**

Mediakit 2025



Brown Swiss International



Holstein International **Braunvieh**

General Information

Title: Brown Swiss International

Published by: **Holstein International BV**
PO Box 80, 9050 AB Stiens,
The Netherlands

DLV Deutscher Landwirtschaftsverlag GmbH:
Lothstraße 29, 80797 München, Germany
Tel: +49 (0)89 12705-1
email: dlvmuenchen@dlv.de

Publication frequency: once per year

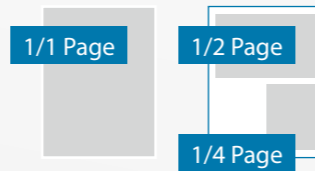
Advertising Sales: Meino Annema, Renée Bakker
& Anke van der Stouwe

Telephone: (+31)-582-574345;
E-mail: sales@holsteininternational.com
Website: www.holsteininternational.com

Advertising Rates

Rates for AI companies/ Commercial Advertisers:

Size	Rates in €	Rates in USD	Rates in CAD
1/1 page	€ 2750	USD 3390	CAD 4350
1/2 page	€ 1710	USD 2100	CAD 2750
1/4 page	€ 930	USD 1130	CAD 1475



Position charges

- Outside back cover: 50% +
- Inside back cover: 40% +
- Inside front cover: 40% +
- Centerspread: 40% +
- Opposite the editorial page: 15% +
- Other special position: 10% +

Combination with Online Ads

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>

Online Banner Sizes

- Banners for our website should be a JPG or PNG at 1120 x 528 px
- Banners for our Weekly Newsletter should be a JPG or PNG.
Big banner newsletter: 1120 x 528 px
Small banner newsletter: 520 x 124 px

Advertisements: specifications for submitting Sizes Print Advertisements

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.

You can submit your ad material in the following ways:

Submitting your own design in Adobe InDesign

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 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 sales@holsteininternational.com (provided the e-mail is smaller than 10 mb).
- For large files, please use WeTransfer.

Translation & design service: special service!

Each edition of Brown Swiss International is published in 5 different languages - English, German, French, Dutch and Italian. All articles and advertisements are translated by our own specialized translation team. Translation service is included in our rates. Holstein International's design team can help you meet your marketing needs and design your advertisement, brochure, flyer etc.

Deadlines 2025

Issue 2025	Booking Deadline	Submission Deadline	Publication Date
July	June 2	June 10	July 1



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Holstein
International Rindernacht
Braunvieh

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