





“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  
 Advertising Sales: Stephanie Hammerly and  
 Renée Bakker

Telephone: 608-732-2757  
 E-mail: info@cattleconnection.com  
 Website: www.cattleconnection.com

## 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 2024

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 2024

Issue	Deadlines <i>(Always on Monday)</i>	Camera Ready Deadline <i>(Always on Wednesday)</i>	Publication Date <i>(Always on Monday)</i>
<b>December 2023/January 2024*</b>	December 4	December 6	December 11
<b>February 2024</b>	January 15	January 17	January 22
<b>March 2024</b>	February 12	February 14	February 19
<b>April 2024</b>	March 11	March 13	March 18
<b>May 2024</b>	April 15	April 17	April 22
<b>June/July 2024*</b>	May 13	May 15	May 20
<b>August 2024</b>	July 15	July 17	July 22
<b>September 2024</b>	August 12	August 14	August 19
<b>October 2024</b>	September 16	September 18	September 23
<b>November 2024</b>	October 14	October 16	October 21
<b>December 2024/January 2025*</b>	November 11	November 13	November 18

\*Combined issues

## Advertisements: specifications for submitting

Please send your materials via WeTransfer to [info@cattleconnection.com](mailto: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

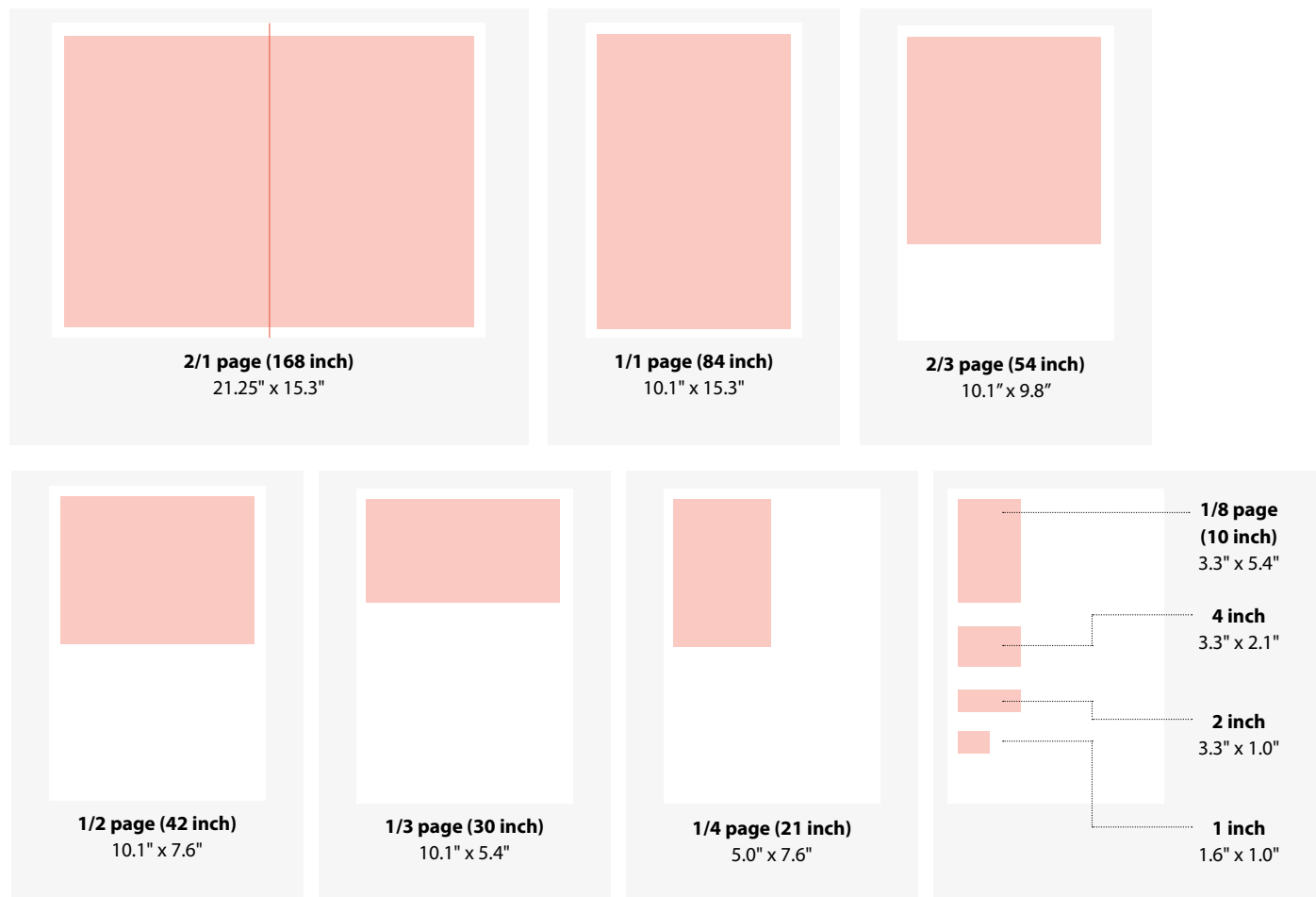
Cattle Connection has its own design team; they can design your advertisement in accordance with your specifications and requirements. (This service is included in the ad prices.) You might consider sending a sketch or sample via email.

#### Tips for submitting text and pictures

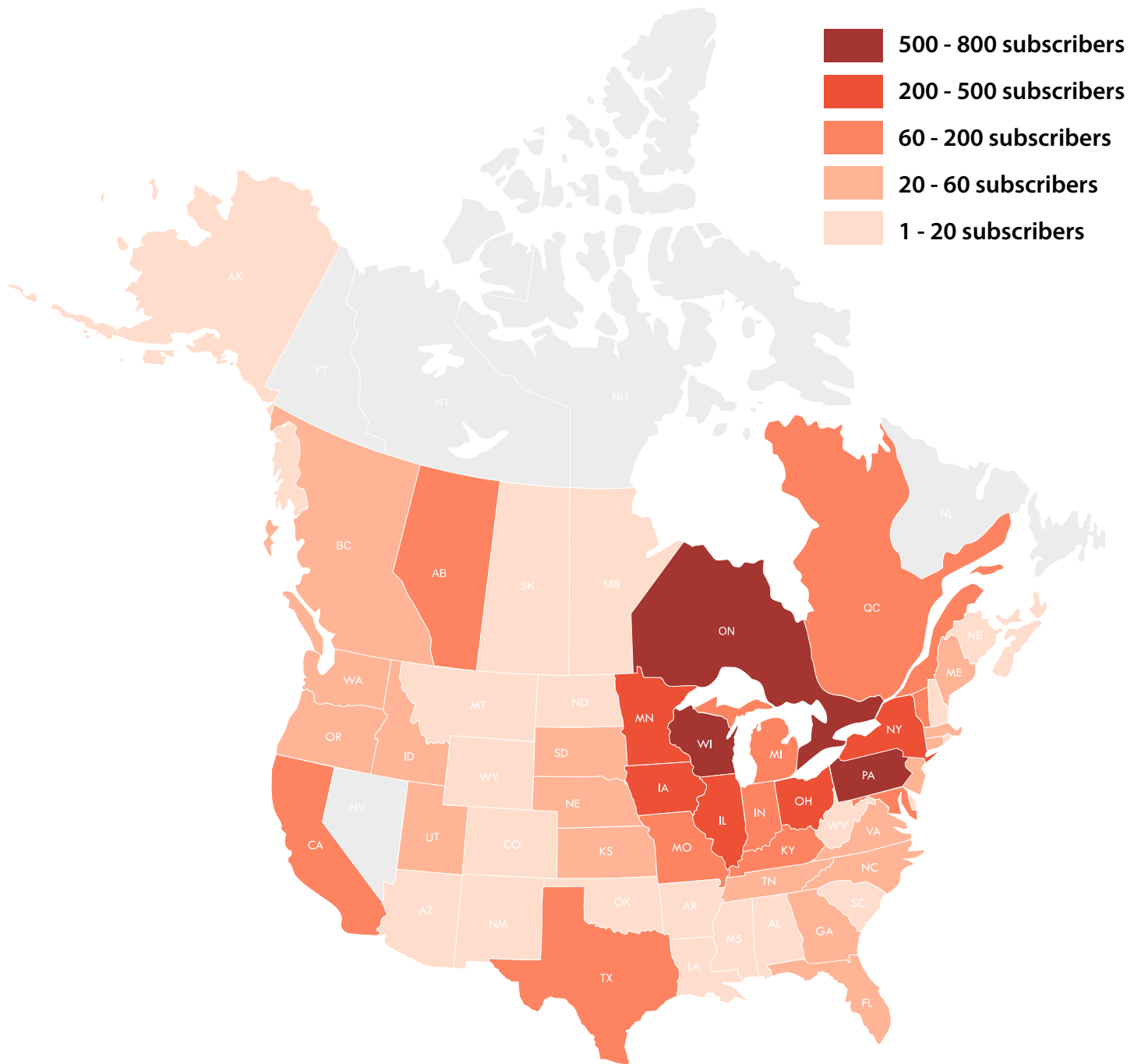
- Submitting text in Microsoft word or in the email message, unmade (no tabs or frames)
  - Pictures: high resolution – saved as .jpg, .eps, .psd, or .tif.
  - Logo's preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.
  - Send photos and texts directly to [info@cattleconnection.com](mailto:info@cattleconnection.com) (provided the e-mail is smaller than 10 mb).
- For large files, please use WeTransfer.

## Sizes

### Specifications (Width x Height)



# *Subscribers Cattle Connection in USA and Canada*



**Cattle**  
**CONNECTION**