

Holstein International's Readers Survey

2005

Holstein International is a breeding magazine with over 11.500 subscribers. In July/August 2005 Holstein International (HI) decided to conduct an extensive readers survey. Such a survey provides insight into the expectations of our (and your) customers. It is also a tangible evaluation which provides relevant information for you as an advertiser and for us as the publisher.

The set-up

The decision was made to conduct a readers survey (2136 copies) in nine countries. (Australia, Canada, France, Germany, Italy, the Netherlands, Switzerland, United Kingdom, the United States)

The response

The response of our international readership was substantial: 23.0%

The readers

The surveyed subscribers were asked, among other things, how many additional readers **(0.51 per subscriber)** are reading their magazine outside their family.

From this we can conclude we have 11.500 (number of subscribers) x 1.51 = **17.350 readers** (approx.).

How often is HI read

We also asked our subscribers: how often do you read HI. On average this is **4.0 times**.

81.0% keeps HI after they read it.

Advertisement use

This survey demonstrates that on average **59.7%** of our subscribers intentionally read the ads as part of the process of making purchasing decisions.

Appreciation

The rating of our readers for the different subjects is as follows

(1=Excellent, 2=Good, 3=Sufficient, 4=insufficient, 5=poor)

| Subjects | Average |
|--------------------|---------|
| Interviews | 1,8 |
| History articles | 1,7 |
| Intriguing sires | 1,9 |
| Intriguing cows | 1,9 |
| Herd reports | 1,6 |
| Sire reports | 1,5 |
| Show reports | 1,9 |
| Cow family stories | 1,5 |
| Sire proofs | 1,7 |
| 2nd crop bulls | 1,6 |
| Geography | 1,9 |

Dairy Breeds International

In 2005 the Dairy Breeds International supplement has been introduced. It is published in February, June & October. The first two editions have been well appreciated by the subscribers of Holstein International.

18.8% of the subscribers also have cows from other breeds (Brown Swiss, Jersey, Fleckvieh, Ayrshire) in their herds.

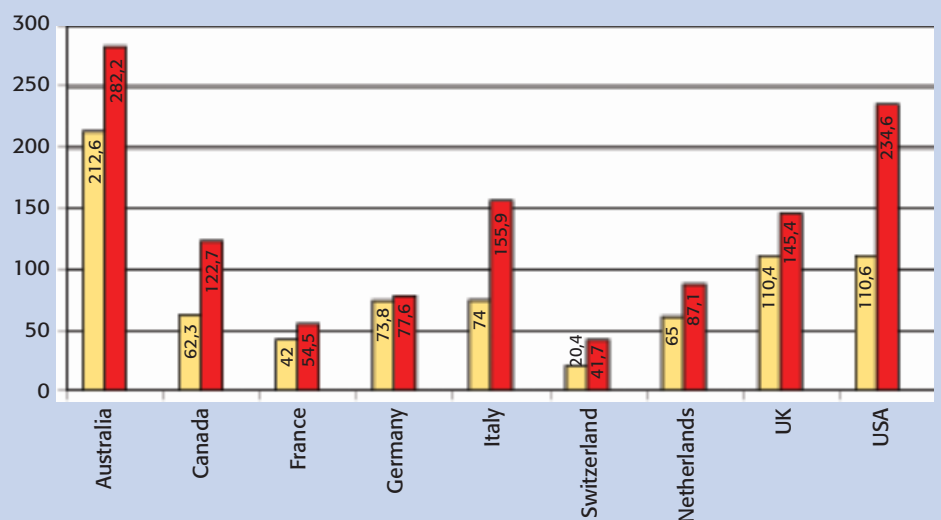
80.7 % of the HI subscribers read the Dairy Breeds International supplement.

80.0 % finds the supplement interesting/fairly interesting.

Farm profile

As part of the survey, our subscribers were asked about the size of their operation. This figure is compared with the average farm size of purebred herds in that particular country. What is clearly noticeable is that HI readers have an above-average herd size. Below you will find the statistics for each country.

Besides Holsteins (Black & White) 38.2% of our subscribers also have (some) Red Holsteins.



- Average herd size (country)
- Average herd size (HI subscriber)