

GENERAL INFORMATION

Title: Holstein International Plus!
 Subtitle: Dutch magazine for the modern Holstein breeder
 Published by: Holstein International BV
 Juckemaleane 10, 9051 MT Stiens, Netherlands
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EDITORIAL CONCEPT

HI Plus! is Holstein International's magazine for Holstein breeders in The Netherlands and the Dutch-speaking part of Belgium. HI Plus! is published 5 times per year and provides similar topics to Holstein International, with a special focus on breeding developments in The Netherlands and Flanders.

In each issue, HI Plus! will extensively feature leading and acclaimed Holstein-breeders. Also typical of HI Plus! is the amount of attention given to current Holstein sires, both genomic and daughter proven. New foundation sires are being appointed, and their available sons will be introduced. In particular, HI Plus! offers thorough backgrounds on major breeding trends. Additionally, main bull dams and show cows from the Netherlands and Flanders will be introduced in each issue. Also, HI Plus! paves the way for the youth.



ADVERTISING RATES 2018

(All rates are in Euros)

COLORED	Size	1x	3x	5x
	1/1	755	675	595
	1/2	420	380	350
	1/4	230	210	195

Contract period: 1 year

Prime placement

- Back cover +50%
- Inside front cover +40%
- Inside back cover +40%
- Opposite the editorial page +15%
- Double-page middle +50%

Cross Media Package COMPLETE € 1.595

- 1/1 page advertorial
- 1/1 page advertisement
- 2 weeks website banner
- 2x newsletter banner
- 1x Social media only post or branded content post (€ 30 CPM)

Cross Media Package SUPER € 1.795

- 2/1 page advertorial
- 1/1 page advertisement
- 2 weeks (video) advertorial website
- 4 weeks website banner
- 4x newsletter banner
- 1x Social media only post or branded content post (€ 30 CPM)

RATES FOR INSERTS/BROCHURES

Upon request

RATES FOR ONLINE BANNERS

Website or Online newsletter:

Per week:	€ 150
Per month:	€ 350
Per 3 months:	€ 650

TECHNICAL INFORMATION

Printing procedure:	sheet offset
Paper quality:	cover 130 grams glossy MC inside 90 grams paper grade glossy MC
Screen full colour:	60
Screen black-and-white:	80
Reproduction material:	digital reproduction material (PDF or Indesign CC)

PUBLICATION DATES

(with a proviso)

	Publication dates:	Delivery of materials:
1	February 16th	January 31st
2	April 13th	March 21st
3	June 15th	May 30th
4	September 14th	August 29th
5	November 9th	October 24th

Cancellation deadline: 3 weeks before editorial deadline

SIZES

Width x Height	in MM		In Inches		
	Vertical	Horizontal	Vertical	Horizontal	
1/1 page:	210 x 297*	-	8,268" x 11,693"*	-	* With 1/1 page: take into account the 3mm (or 0,118") extra outflow on all sides and keep text 1cm from the edges
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"	-	

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 or fax.

— Tips for submitting text and pictures

- Submitting **text** in Microsoft word or in the email message, unmade (no tabs or frames)
- **Pictures (digital):** high resolution – saved as .jpg, .eps, .psd, or .tif.
- **Pictures (print):** you can also send us printed pictures, we will scan the pictures for you
- **Logo's** preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.

MAILING / UPLOADING MATERIAL

A high resolution PDF and/or pictures and text can be mailed directly or via WeTransfer.com to:
sales@holsteininternational.com

Large files (Indesign, photoshop) can be uploaded to our ftp site:
ftp.holsteininternational.com.

Username: holstein • Password: ftp