

## GENERAL INFORMATION

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## EDITORIAL FORMULA

### MISSION STATEMENT

Supplying unbiased information – worldwide accessible – to our readers, to enable them to improve their knowledge and the quality of their work within the Holstein industry.

Holstein International is published in 5 language versions: English, Dutch, German, French and Italian.

## MANAGEMENT TOPICS 2018

Issue	Topic	Booking Deadline
December 2017	Bedding, stall design & equipment	November 1st
February	Dry Cow Management	January 3rd
April	Use of Pro-Biotics and Yeast	February 28th
June	Udder health	April 30th
August	AI Techniques	June 29th
October	Data management	August 31st
December	Cow comfort	November 1st

## ADVERTISING RATES 2018

(All rates are in €)

Size	1x	4x	6x	8x	12x
1/1	2,290	2,075	1,995	1,910	1,830
1/2	1,420	1,295	1,225	1,160	1,090
1/3	1,010	895	870	845	820
1/4	770	665	640	620	600

### Cross Media Package COMPLETE € 4,750

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 € 6,750

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)

### ADDITIONAL CHARGES

#### Position charges

Inside front/back cover:	40% of the full colour full page rate
Outside back cover:	50% of the full colour full page rate
Opposite the editorial page:	50% of the full colour full page rate
Other special position:	10% of the full colour full page rate

### RATES FOR INSERTS/BROCHURES

Upon request

### RATES FOR ONLINE BANNERS

#### Website or Online newsletter:

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