

GENERAL INFORMATION

Title: The Holstein Hub
 Subtitle: Magazine for the North American Holstein Dairymen
 Published by: Holstein International BV
 Juckemaleane 10, 9051 MT Stiens, Netherlands
 P.O. Box 80, 9050 AB Stiens, Netherlands

Chief Editor: Jan H. Bierma
 Publisher: Berber van Amerongen
 Publication frequency: 4 times a year
 Publication dates: March, June, September & December
 Advertising Sales: Berber van Amerongen, Meino Annema, Jeroen Houweling & Evelyn Gaarman

Telephone: (011 31) 58 257 43 45
 Fax: (011 31) 58 257 41 00
 E-mail: sales@holsteininternational.com
 Website: www.holsteininternational.com

FTP-site: ftp.holsteininternational.com
 Login: holstein
 Password: ftp

EDITORIAL FORMULA

MISSION STATEMENT

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



The Holstein Hub

Languages: English
Countries: The United States of America, Canada
Times per year: 4x
Readership: 9,000 readers
Availability: Print & Digital

ADVERTISING RATES 2018

(All rates are in USD)

AI companies/Commercial Advertisers:

Size	1x	2x	4x
1/1	1,450	1,350	1,100
1/2	950	850	750

AI companies/Commercial Advertisers - customers HI:

Size	1x	2x	4x
1/1	975	850	800
1/2	590	550	520
1/4	490	470	450

Cross Media Package MEDIUM	\$ 2,795
1/1 page advertorial	
1/2 page advertisement	
2 weeks website banner	
2x newsletter banner	
1x branded content post (\$ 30 CPM)	

Cross Media Package LARGE	\$ 3,295
1/1 page advertorial	
1/1 page advertisement	
2 weeks (video) advertorial website	
4 weeks website banner	
2x newsletter banner	
1x branded content post (\$ 30 CPM)	

ADDITIONAL CHARGES

Position charges
 Inside front/back cover: 30% of the full colour full page rate
 Outside back cover: 40% of the full colour full page rate
 Centerspread: 40% of the full colour full page rate

RATES FOR INSERTS/BROCHURES

Upon request

Advertisements: specifications for submitting

You can submit your ad material in the following ways:

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.

SUBMITTING

You can submit a high resolution PDF file, or Photoshop file (.PSD) including all fonts used.

SIZES

Width x Height Image 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 outflow on all sides and keep text 1cm from the edges

MAILING / UPLOADING MATERIAL

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