

### GENERAL INFORMATION

Title:	KuhFacto
Publisher:	Holstein International bv Juckemaleane 10, 9051 MT Stiens, The Netherlands PO Box 80, 9050 AB Stiens, The Netherlands
Chief Editor:	Stephan Schneider
Publishing manager:	Berber van Amerongen
Publication frequency:	5x per year
Circulation:	4,750 print copies
Advertising sales:	Meino Annema
Telephone:	(+31) 58 257 43 45
Fax:	(+31) 58 257 41 00
E-Mail:	m.annema@holsteininternational.com
Website:	www.holsteininternational.com

### EDITORIAL CONCEPT

Editorially, KuhFacto will increasingly focus on short news pieces from Germany, Austria, Luxemburg, and Switzerland. These news pieces will include – beyond their usual content – short interviews, opinions of individual breeders, breeding consultants, etc. Also featured is at least one more in-depth article and stories on certain cows, cow families and sires.

### KUHFACTO READERSHIP

A short survey of readers showed that no less than 63.4% of our subscriptions have at least one or several additional readers. We believe that a proportion of more than 60% additional readers, primarily within the family, is a little high. From our standpoint, a proportion of 30% additional readers who are interested in breeding is more realistic. As such, 4,750 x 1.3 = 6,175 expected readers.



### ADVERTISING RATES 2018

(All rates are in Euros)

COLORED	Size	1x	3x	5x
	1/1	975	925	875
	1/2	525	495	450
	1/4	320	295	265

- Excluding taxes
- Changes possible

#### 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 € 2,195

- 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 € 2,395

- 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 process:	sheet offset
Paper type:	cover 130 grams glossy MC inside 90 grams paper grade glossy MC
Raster Full Color:	60
Raster black/white:	80
Copy material:	digital copy material (PDF or InDesign CC)

## PUBLICATION DATES

(with a proviso)

	<b>Publication dates:</b>	<b>Delivery of materials:</b>
1	March 16th	February 28th
2	May 11th	April 25th
3	July 13th	June 25th
4	October 12th	September 26th
5	December 14th	November 28th

Cancellation deadline: 3 weeks before editorial deadline

## SIZES

Width x Height	in MM		In Inches	
	Vertical	Horizontal	Vertical	Horizontal
Image size:				
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

## 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