



*“Connecting Buyers and Sellers Coast to Coast”*

## General Information

Title: Cattle Connection  
 Subtitle: Monthly magazine for the US and Canada

Published by: Holstein International BV  
 Mailing address: PO Box 672  
 DeForest, WI 53532-0672

Business manager: Jan H. Bierma

Publication frequency: Monthly / 10x per year  
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 Ed Schotanus

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## Editorial formula

The Cattle Connection is a monthly magazine, composed of advertisements and editorial content focused solely on the North American Holstein Industry. The Cattle Connection is published by Holstein International since 2021 and has a circulation of >7000. The Cattle Connection was designed and is committed to serving the dairy industry both large and small, with the lowest cost, fastest, easiest and most reliable way to reach active breeders from coast to coast.

The Cattle Connection is published in English only. The digital version is available worldwide, and the print version is free for inhabitants of North America.

## Advertising Rates 2022

Price per ad, all rates are in USD

	Size	(1 issue)	(5 issues)	(10 issues)
2/1 page	168 inch	3360	3100	2850
1/1 page	84 inch	1680	1550	1430
2/3 page	54 inch	1080	995	920
1/2 page	42 inch	840	780	715
1/3 page	30 inch	600	555	510
1/4 page	21 inch	420	390	360
1/8 page	10 inch	250	230	210
	4 inch	150	125	100
	2 inch	75	75	75
	1 inch	50	50	50

## Sizes\*

Size	Column Inches	Measurement
2/1 page	12 x 14 = 168	21.25" x 15.3"
1/1 page	6 x 14 = 84	10.1" x 15.3"
2/3 page	6 x 9 = 54	10.1" x 9.8"
1/2 page	6 x 7 = 42	10.1" x 7.6"
1/3 page	6 x 5 = 30	10.1" x 5.4"
1/4 page	3 x 7 = 21	5.0" x 7.6"
1/8 page	2 x 5 = 10	3.3" x 5.4"
4 inch	2 x 2 = 4	3.3" x 2.1"
2 inch	1 x 2 = 2	3.3" x 1.0"
1 inch	1 x 1 = 1	1.6" x 1.0"

\*visual examples on the backside

## Deadlines 2022

Issue	Deadline	Camera Ready Deadline	Publication Date
December 2021/January 2022	November 15	November 17	November 22
February 2022	January 17	January 19	January 24
March 2022	February 14	February 16	February 21
April 2022	March 21	March 23	March 28
May 2022	April 18	April 20	April 25
June / July 2022	May 16	May 18	May 27
August 2022	July 18	July 20	July 25
September 2022	August 15	August 17	August 22
October 2022	September 19	September 21	September 26
November 2022	October 17	October 19	October 27
December 2022/January 2023	November 28	November 30	December 5

## Advertisements: specifications for submitting

Please send your materials via WeTransfer to [info@cattleconnection.com](mailto:info@cattleconnection.com)

### Camera Ready Artwork

#### PDF files (High resolution)

A pdf file made for the Cattle Connection will contain only two colors, black and magenta\*, and have all fonts embedded.

#### Also accepted:

- Submitting in **InDesign CC**, including all illustrations and fonts used.
- Adobe **Photoshop** and **Illustrator** files.

#### \* Color

The Cattle Connection files are prepared with black and magenta as a second color. (The publication prints in red ink, but pre-press work needs to use magenta as the second color.) Any spot or PMS color need to be removed or converted to either black or magenta.

### Layout by our design team

Cattle Connection 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.

#### Tips for submitting text and pictures

- Submitting text in Microsoft word or in the email message, unmade (no tabs or frames)
  - Pictures: high resolution – saved as .jpg, .eps, .psd, or .tif.
  - Logo's preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.
  - Send photos and texts directly to [info@cattleconnection.com](mailto:info@cattleconnection.com) (provided the e-mail is smaller than 10 mb).
- For large files, please use WeTransfer.

## Sizes

### Specifications (Width x Height)

