

**Holstein
International**

Mediakit 2024





Holstein International

Monthly magazine for modern Holstein dairymen

Holstein International is the international breeding magazine that publishes wide-ranging, unbiased content that enables you to improve your knowledge and the quality of your work within the Holstein industry. The magazine focuses on the latest news, developments and trends in breeding technology.



“The articles in HI are concise and informative. Holstein International is an excellent resource for me as I make breeding decisions for today while looking toward the future as well.”

Greg Andersen
WinStar Genetics

Publications by Holstein International B.V.



Holstein International



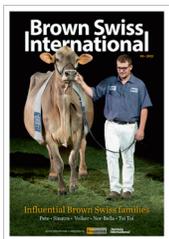
Languages: English, German, Dutch, French, Italian
 Countries: Worldwide
 Times per year: 12x
 Circulation: 9,000+ print copies



Dairy Breeds International



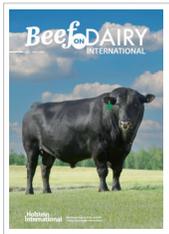
Languages: English, German, Dutch, French, Italian
 Countries: Worldwide
 Published: June, November
 Circulation: 9,000+ print copies



Brown Swiss International



Languages: English, German, Dutch, French, Italian
 Countries: Worldwide
 Published: July
 Circulation: 15,500 print copies



Beef-on-Dairy International



Languages: English, German, Dutch, French, Italian
 Countries: Worldwide
 Published: April
 Circulation: 9,000+ print copies



Cattle Connection



Languages: English
 Countries: The United States of America, Canada
 Times per year: 10x
 Circulation: 7,050 print copies



KuhFacto



Languages: German
 Countries: Germany, Austria, Switzerland, Luxembourg
 Published: March, May, July, October, December
 Circulation: 3,500 print copies



HI Plus!



Languages: Dutch
 Countries: The Netherlands, Belgium
 Published: February, April, June, September, November
 Circulation: 2,250 print copies

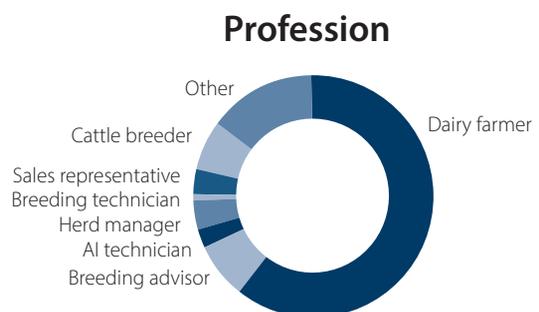
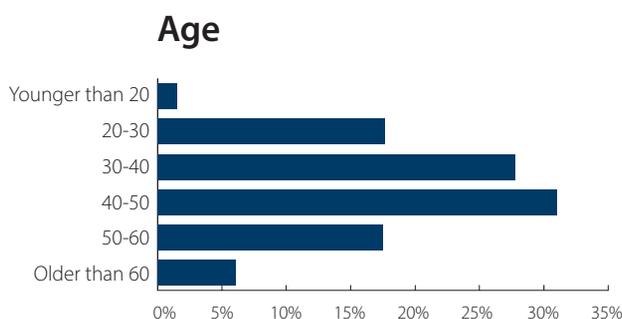
All publications are available in Print and Digital

Holstein International readers around the world



Readers profile

The target group of Holstein International consists of dairy farmers and Holstein enthusiasts with an above average interest in cattle improvement within the Holstein breed. They want to stay informed about trends and developments in the industry. The target group is passionate and involved, and has consciously chosen a paid subscription.



Print opportunities

Advertising in the magazine

Advertisements

Ask our sales department for the rates by sending an email to sales@holsteininternational.com

Spread

Full page

1/2 page

1/4 page



Backcover

of the magazine Holstein International

THE
VERY BEST
VISIBILITY FOR
YOUR AD!

Advertorials

Get a more detailed message to our readers with your branded content.

Flyers & posters

Stand out and opt for even greater visibility. You may choose to enclose it for a select audience based on language or location: zip code, state, country, continent, etc.

“Advertising in Holstein International is being able to connect to producers consistently.”

- Mark Comfort

Comfort Holsteins & Udder Comfort

Additional benefits

- Global audience - online and offline
- Your message clearly presented in English, German, French, Dutch and Italian
- Competitive advertising rates
- Free translation & design service

All articles and advertisements are translated without extra costs by our own specialized translation team. Holstein International's design team can help you with the art work of your advertisement, brochure, flyer etc.

Online opportunities



Website

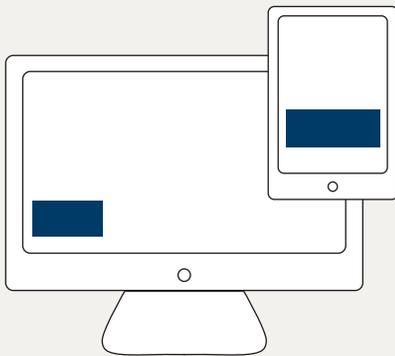
Online advertorial

Extended

Your full story, presented as an article on our home page. Including social media push for the best results.

Banners

On the homepage, or next to the articles.



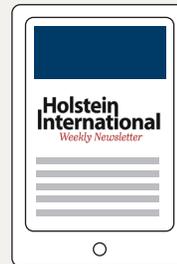
Weekly Newsletter

Online advertorial

Short

Short story (max. 150 words),
incl. 1 picture or 1 video.
5 languages

Banners



4930 subscribers
5 languages

View our latest newsletter
or sign up for it via:



EXCLUSIVE

E-Blast

To all contacts of Holstein International B.V.

Limited availability

Facebook & Instagram

Quickly reach your desired target group



Facebook and Instagram allows you to quickly reach your desired target group. By booking a social media advertisement you benefit from the brand name and expertise of Holstein International. Together with you, we will broadcast your content to the people you want to reach.

Digital presence

Social Media

49,788
followers



39,590
Facebook



9761
Instagram



304
LinkedIn

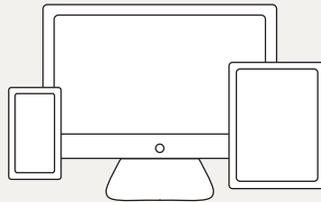


133
X (Twitter)

Website

698,276
Yearly pageviews

89,480
Unique users yearly



58,189
Monthly pageviews

Weekly newsletter

4,930
subscribers



39.1%
Average open rate

September 2023

“In the modern media environment, we believe the most impactful communication approach is based on a savvy mix of channels. Holstein International has tools that we’ve leveraged for exceptional exposure and return over the years.”

TechMix, LLC

Cross Media Packages

Use the power of cross media and make the most out of your campaign. Select the options you like to combine or discuss them with us to create a suitable package responding to your needs and wishes.

Platinum PACKAGE

- 2 **E-Blast** advertisements
- 6 **Facebook** advertisements
- 6 **Full page** advertisements in HI
- 3 **Months** website & newsletter banner

€19,500

Gold PACKAGE



- 4 **Facebook** advertisements
- 3 **Full page** advertisements in HI
- 3 **Months** website & newsletter banner

€9,500

Silver PACKAGE

- 2 **Facebook** advertisements
- 1 **Full page** advertisement in HI
- 1 **Month** website banner

€5,000

Bronze PACKAGE

- 2 **Facebook** advertisement
- 1 **Half page** advertisement in HI

€2,500

Photography

Looking for professional pictures for your advertisement or advertorial? Have a look at our photo website and purchase the picture you like! Order and download directly on www.holsteininternationalphotos.com



Management topics

Every other month Holstein International publishes a two-page management article with a focus on a particular topic. We invite you to share your product information with us if you estimate your product suits the topic.

ISSUE	TOPIC	BOOKING DEADLINE
February	Corn	December 1
April	Heat stress	January 3
June	Calf rearing	March 4
August	Post calving	May 1
October	Heat detection	July 3
December	Lameness: Prevention & Cure	October 2

Deadlines

ISSUE OF HI	BOOKING DEADLINE	SUBMISSION DEADLINE	PUBLICATION DATE
January 2024	December 1	December 5	January 2
February	January 3	January 5	February 2
March	January 31	February 2	March 4
April	March 4	March 6	April 2
May	April 3	April 5	May 2
June	May 1	May 3	June 3
July	June 3	June 5	July 3
August	July 3	July 5	August 1
September	August 5	August 7	September 2
October	September 2	September 4	October 2
November	October 2	October 4	November 1
December	November 4	November 6	December 2
January 2025	December 2	December 4	January 2

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