



© Holstein International

Holstein International

About us

Over **25 years** Holstein International has built its growing reputation on supplying extensive editorial content, focusing on the latest news and trends in breeding technology, shows and sales; introductions to the leading cow families and herds of the breed; in depth reviews of the leading sires and proof information from around the world; management topics and interesting features on the events and people that have shaped this breed. Because of the completely original, knowledgeable and unbiased content, crafted by its own dedicated team of editors and photographers, Holstein International is the unique magazine for the Holstein Industry.

Moreover: Holstein International is the only dairy magazine that is fully replicated and published in 5 languages; English, Dutch, German, French and Italian.

MISSION STATEMENT

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

Publications



Holstein International

Languages: English, German, Dutch, French, Italian
Countries: 60+ countries worldwide
Times per year: 12x
Circulation: 10,000+ print copies
Availability: Print & Digital



Cattle Connection

Languages: English
Countries: The United States of America, Canada
Times per year: 10x
Circulation: 7,440 print copies
Availability: Print & Digital



KuhFacto

Languages: German
Countries: Germany, Austria, Switzerland, Luxembourg
Published: March, May, July, October, December
Circulation: 4,750 print copies
Availability: Print & Digital



HI Plus!

Languages: Dutch
Countries: The Netherlands, Belgium
Published: February, April, June, September, November
Circulation: 2,750 print copies
Availability: Print & Digital



Brown Swiss International

Languages: English, German, Dutch, French, Italian
Countries: 60+ countries worldwide
Published: July
Circulation: 22,500 print copies
Availability: Print & Digital



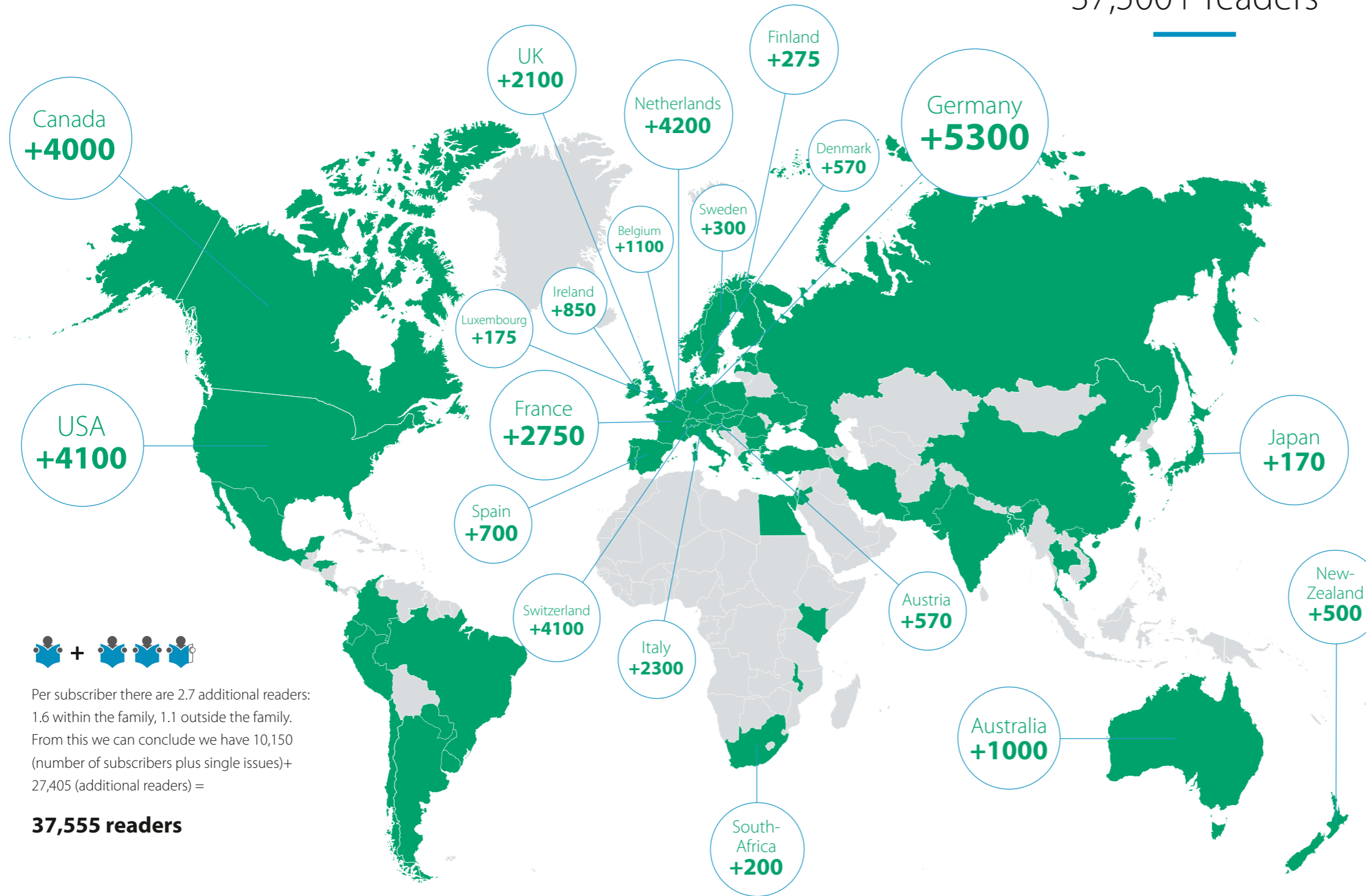
Dairy Breeds International

Languages: English, German, Dutch, French, Italian
Countries: 60+ countries worldwide
Published: June
Circulation: 10,000+ print copies
Availability: Print & Digital



Readers all around the globe

TOP-20 COUNTRIES:

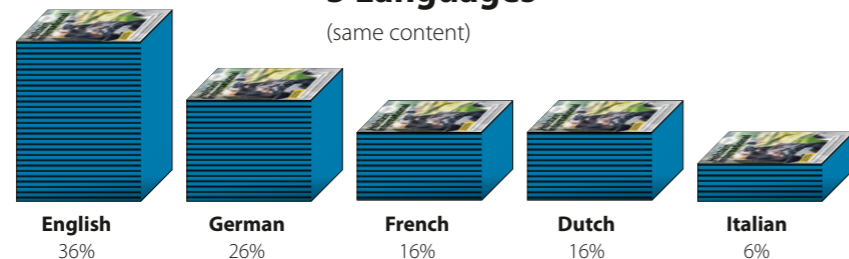


Per subscriber there are 2.7 additional readers:
 1.6 within the family, 1.1 outside the family.
 From this we can conclude we have 10,150
 (number of subscribers plus single issues)+
 27,405 (additional readers) =

37,555 readers

5 Languages

(same content)



5 languages
 60+ countries
 37,500+ readers

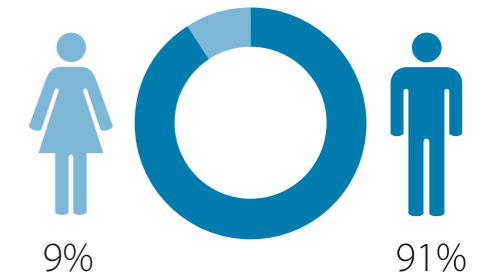
Readers profile

Holstein International is a magazine for readers who rely on genetics for the success of their company. It is for men and women highly interested in everything that is happening in the global Holstein industry. It is also an essential source for people who are interested in breeding, dairy business, management, shows and sales, as well as commercial, genomic or daughter-tested bulls.

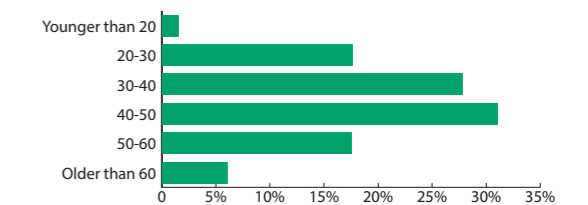
Holstein International readers are mostly secondary and/or higher educated. They work round-the-clock to ensure their business is sustainable and, next to that, their spare time is focused on cow related activities. They are in the prime of their working lives and select very carefully how they would like to be informed and inspired.

Holstein International offers conscientious, independent and intelligent content to an attractive and interested readership so they can expand their knowledge and improve the quality of their work within the Holstein industry.

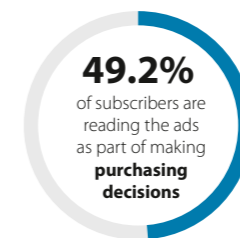
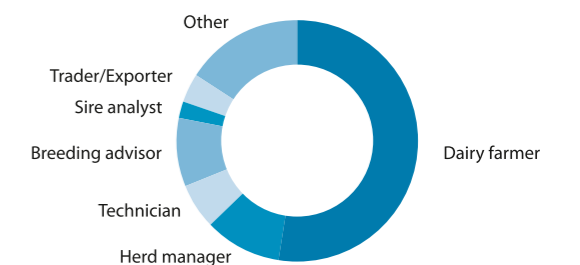
Gender



Age



Profession



Editorial planning

Holstein International always aims to provide current information and respond to what is happening in the industry. For that reason, topics related to breeding are always planned a month (or at the most, two) in advance. To make Holstein International as attractive as possible to our readers, we are flexible with our topics and have no yearly planning except for our two-paged management articles described below. We can inform you each month about the topics of the upcoming issue if you wish.

| ISSUE | DEADLINE | SUBMISSION DEADLINE | PUBLICATION DATE |
|--------------|-------------|---------------------|------------------|
| January | December 6 | December 9 | January 3 |
| February | January 6 | January 10 | February 2 |
| March | February 3 | February 7 | March 2 |
| April | March 3 | March 7 | April 1 |
| May | April 1 | April 7 | May 1 |
| June | May 4 | May 9 | June 2 |
| July | June 2 | June 7 | July 2 |
| August | July 30 | July 4 | August 1 |
| September | August 9 | August 12 | September 2 |
| October | September 1 | September 5 | October 1 |
| November | October 6 | October 10 | November 2 |
| December | November 3 | November 7 | December 1 |
| January 2023 | December 1 | December 5 | January 2 |

Management topics

Holstein International publishes several two-paged management articles throughout the editorial year. Six of them are selected one year ahead. These management topics are selected to inform our readers about relevant international developments. They provide an overview of the newest developments on the topic worldwide and are aimed to assist our readers in making better and more informed business decisions to improve their herd. An overview of the management topics of 2022 is displayed below.

If you have products and services that fit to these topics and which might be a great addition the article, please feel free to contact us at info@holsteininternational.com.

| ISSUE | TOPIC | BOOKING DEADLINE |
|----------|-------------------------------|------------------|
| February | Heat detection | January 6 |
| April | Diarrhea with calves | March 3 |
| June | Postcalving health management | May 4 |
| August | Udder Health | June 30 |
| October | Hoof Health | September 1 |
| December | Benefits of corn | November 3 |

Visit our website for older management article: www.holsteininternational.com

Advertising possibilities

Advertising in Holstein International: The benefits



- With advertising in HI you will reach a global audience – online and offline
- Your message will be clearly presented to the global audience in their preferred language: HI is published in 5 languages - English, German, French, Dutch and Italian
- Competitive advertising rates
- Free artwork for your advertisement if desired
- Free translation as described below
- Free Holstein International subscription

Supplements

Reach a specific country/country group or language specific audience by advertising in one of our supplement magazine.



Cattle Connection: allows you to reach readers in North-America (USA + Canada)



KuhFacto: allows you to reach readers in the German speaking countries (Germany + Switzerland + Austria + Luxembourg)



HIPlus!: allows you to reach readers in the Dutch speaking countries (The Netherlands + Belgium)

Yearly editions:



Brown Swiss International: The publication we create together with Braunvieh Magazine. This magazine has an extended reach thanks to this cooperation.






Dairy Breeds International: The publication in which we inform our readers about the development of other dairy breeds than Holstein.

“Advertising in Holstein International has given me so much global recognition and awareness. No social media can beat that. At first I somewhat dreaded the rates, but the many valuable industry contacts I gained from advertising in Holstein International has repaid it abundantly. As a judge I have also visited many countries being a judge and no matter where you are in the world, Holstein International is seen as the breeding magazine.”

Nico Bons
Bons-Holsteins, Ottoland (NL)
Breeder & judge

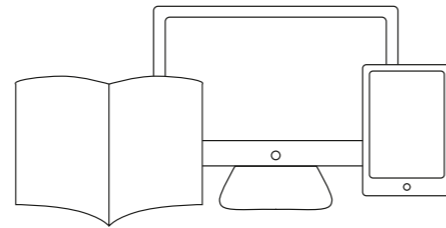
Digital presence

| | |
|--|---|
|  Facebook followers: 38,196 |  Instagram followers: 7,595 |
| Holstein International Weekly Newsletter Unique opt in weekly newsletter 4,800 subscribers | www.holsteininternational.com  24,771 Monthly page impressions 8,712 Monthly sessions 5,694 Monthly unique visitors |

November 2021

Cross Media Packages

We believe in the power of cross media. By using the strength of the various print and online options described above you will 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

- **4 Facebook** advertisements
- **4 full page** advertisements in HI
- **3 Months** website/newsletter banner

Gold PACKAGE

- **3 Facebook** advertisements
- **3 full page** advertisements in HI
- **2 Months** website/newsletter banner

Silver PACKAGE

- **2 Facebook** advertisements
- **1 full page** advertisement in HI
- **1 Month** website/newsletter banner

Bronze PACKAGE

- **1 Facebook** advertisement
- **1 half page** advertisement in HI
- **2 weeks** a website/newsletter banner

⚙️ Do you have a specific event coming up? By advertising in Holstein International we will make sure your agenda will be included on all of our agendas. Select one of the packages above or communicate your wishes for a custom made package.

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

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

Examples of pictures available on our website:



Do you want to create your own visual content?



Book one of our photographers!

Han Hopman and Christine Massfeller would be delighted to do a photoshoot for you. They know all the ins and outs of photography and how to make a cow stand out for the best result. This is the combination of skills you are looking for!

Please contact us for more info and for pricing at info@holsteininternational.com

*I very much enjoy reading
Holstein International each month.
As a breeder and a dairyman I find the
most current information on breeding
and management news from around the
world. 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

Holstein International

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