

GENERAL INFORMATION

Title: Holstein International
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 P.O. Box 80, 9050 AB Stiens, Netherlands

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EDITORIAL FORMULA

Mission statement

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

Holstein International is published in 6 language versions: English, Dutch, German, French, Italian and Spanish.

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MANAGEMENT TOPICS 2016

February	Hygiene
April	Nutrition
June	Udder health
August	Milking
October	Calf feeding
December	Heat detection

ADVERTISING RATES 2016

(All rates are in €)

Size	1x	4x	6x	8x	12x
1/1	2.245	2.035	1.955	1.875	1.795
1/2	1.395	1.270	1.200	1.140	1.070
1/3	990	880	855	830	805
1/4	755	650	630	610	590

Contract Period: 1 year

ADDITIONAL CHARGES

Position charges

Inside front cover: 40% of the full colour full page rate
 Inside back cover: 40% of the full colour full page rate
 Outside back cover: 50% of the full colour full page rate
 Opposite the editorial page: 50% of the full colour full page rate
 Other special position: 10% of the full colour full page rate

VARIOUS COSTS

Technical costs:

extra costs related to the delivery of incomplete advertising material are calculated.

RATES FOR INSERTS

Inserts: upon request

RATES FOR WEBSITE BANNERS

Width: 120 pixels (4,23 cm) x height: 90 pixels (3,18 cm)

Website or Online newsletter:

Per week:	€150
Per month:	€350
Per 3 months:	€650

TECHNICAL INFORMATION

Printing procedure: sheet offset
 Paper quality: cover 135 grams calendered mc inside
 70 grams woody calendered mc

Screen full color: 60
 Screen black-and-white: 80
 Reproduction material: Digital production material

Submitting in Indesign CC (or QuarkXpress up to version 9), including all illustrations and fonts used. Holstein International is printed in 6 languages with exchange of black plates, i.e. the black colour plate is exchanged per each language (Dutch, English, French, German, Italian and Spanish), the other colour plates remain unchanged.