

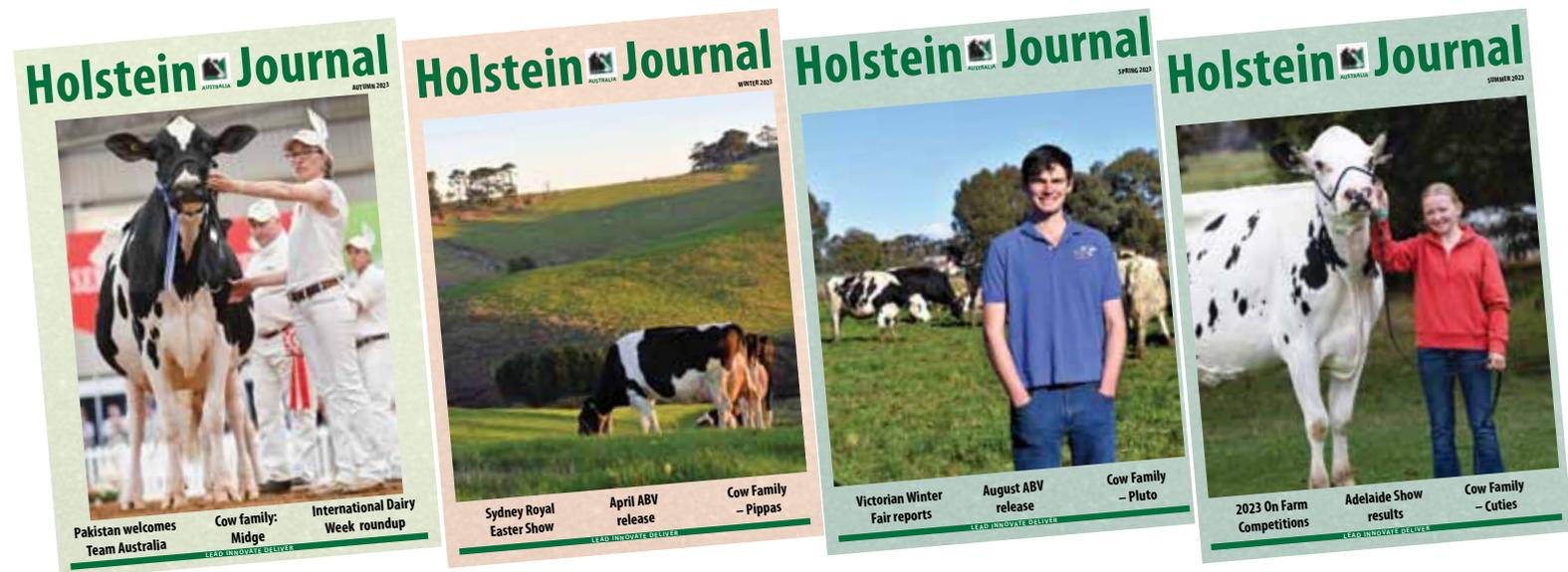
Holstein Journal

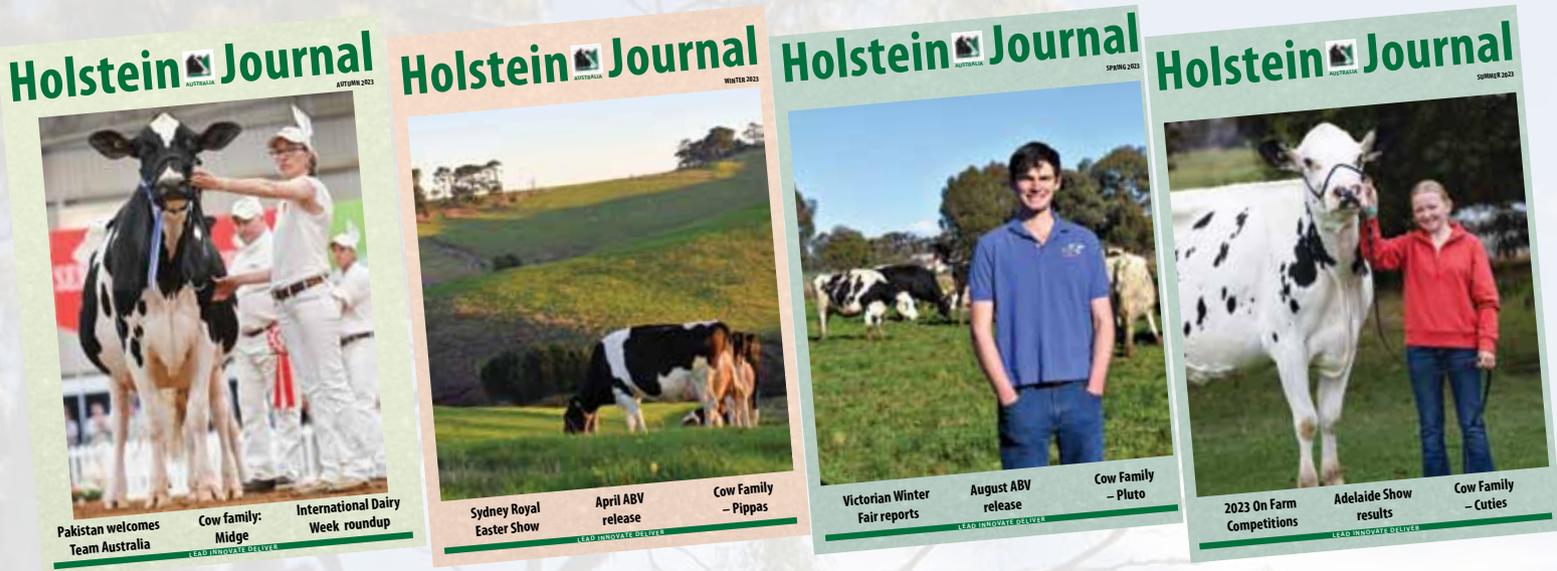


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Holstein Journal

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- Four issues per year**
- Breeder profiles**
- Cow family histories**
- Competitions**

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Send this completed form with payment (credit card details or bank cheque in AUD\$) to Holstein Australia, AgriBio, 5 Ring Road, Bundoora Victoria 3081.

Enquiries:
 Ph: +61 3 9835 7600
 e-mail: enquiry@holstein.com.au

Keep in touch with your market

Working with Holstein Australia through the Australian *Holstein Journal* is a great way to reach Australia's dairy farmers.

The *Holstein Journal* is a quarterly publication that is distributed to 1200 members throughout Australia as well as key Australian and overseas industry organisations. The Journal is only available to active members of the Association, providing a well-defined target market.

Holstein Australia is a farmer-owned organisation. We represent the interests of Holstein breeders and maintain the registration and pedigree records of more than 500,000 live Holsteins. Holsteins are the dominant presence in the industry, representing nearly 80% of dairy cows in Australia. Our members are considered some of the more progressive and influential breeders in Australia.

The diverse articles in the *Holstein Journal* range from discussions about genetics, pedigrees, breeding, and animal physiology, as well as breeder profiles. Special interest articles relate to the breed, and the general Australian and overseas dairy industries are also included.

If you would like to discuss an advertising schedule, contact Adam Sawell on 0401 096 507 or email asawell@holstein.com.au

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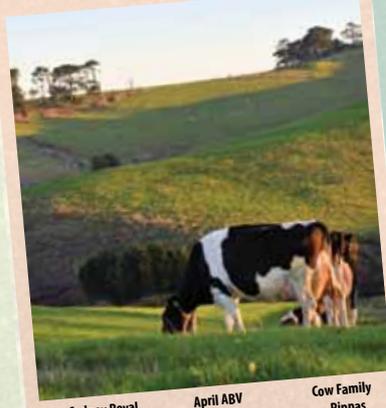
AUGURIN 2023



Pakistan welcomes Team Australia
Cow family: Midge
International Dairy Week roundup

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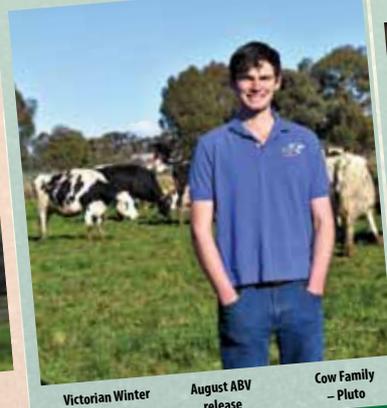
WINTER 2023



Sydney Royal Easter Show
April ABV release
Cow Family – Pippas

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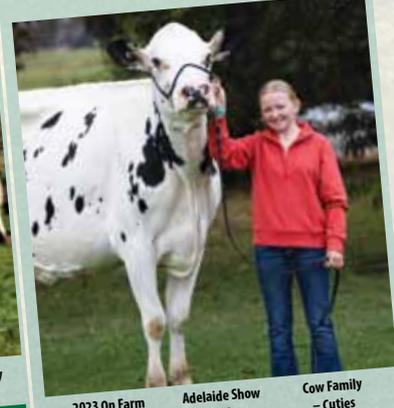
SPRING 2023



Victorian Winter Fair reports
August ABV release
Cow Family – Pluto

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SUMMER 2023



2023 On Farm Competitions
Adelaide Show results
Cow Family – Cuties

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2024 Advertising Rates

(Rates include GST)		Commercial	Member (breeder) rate
FULL PAGE	Colour	\$990	\$660
1/2 PAGE	Colour	\$770	\$440
1/4 PAGE	Colour	\$462	\$297
1/8 PAGE	Colour	\$308	
COVERS	Inside front	\$1,100	\$1,100
	Inside back	\$1,100	\$1,100
	Outside Back	\$1,221	\$1,221
DOUBLE PAGE SPREAD		\$1,650	\$1,100
CENTRE PAGE SPREAD		\$1,760	\$1,320
INSERT*		\$975 (1 x A4 sheet to 150 gsm)	\$880 (1 x A4 sheet to 150 gsm)
No agency commissions		* Inserts supplied & delivered to mail house by advertiser	

MEMBER RATE: A Member is a financial Holstein Australia member with a herd prefix who is actively engaged in breeding Holstein cows, to which the advertisement must relate. Sub-branches qualify for the member rate.

Advertisers will be invoiced by Holstein Australia.

INTERNATIONAL ADVERTISERS: Full payment of advertising fee is required when booking space. Holstein Australia accepts VISA, MasterCard, AUD\$ cheque or bank transfer.

MATERIAL REQUIREMENTS: A press-quality PDF file is required, CMYK, with all fonts embedded and including high-resolution (300 dpi) images and 5 mm bleeds.

Note: Please ensure that all material supplied is the final, correct version, ready for publishing. Advertising material that is not provided in a press-quality format will not be accepted. Any costs incurred to correct electronic or content errors will be charged to the advertiser.

If you need artwork to be created, contact Adam Sawell to arrange a quote.

Ad bookings: Adam Sawell
Ph: 0401 096 507 (mobile)
asawell@holstein.com.au

The *Holstein Journal* is the official publication of Holstein Australia. It is published quarterly.

2024 Advertising deadlines

Issue	Booking	Material	Post
Autumn 2024	28 Feb	4 Mar	10 Apr
Winter 2024	17 Apr	24 Apr	3 Jun
Spring 2024	9 Aug	14 Aug	19 Sep
Summer 2024	23 Oct	6 Nov	10 Dec

Specifications

Page Size	A4
Full Page	210 mm wide x 297 mm deep (plus 5 mm bleed)
1/2 Page (vertical)	90 mm wide x 275 mm deep (plus 5 mm bleed)
1/2 Page (horz)	190 mm wide x 130 mm deep (plus 5 mm bleed)
1/4 Page (vertical)	90 mm wide x 130 mm deep (no bleed available)
1/4 Page (horz)	190 mm wide x 62 mm deep (no bleed available)
Web Ad	25 mm wide x 61 mm deep