




*info*Holstein is a free publication for the membership and industry partners of Holstein Canada and is delivered nationally, either by mail or electronically, four times a year.

**MEMBERSHIP**  
**FRENCH 43.4%**    **ENGLISH 56.6%**

			
<b>SOCIAL FOLLOWING</b>	+ 28,000	+ 22,800	+8,105
<b>MONTHLY IMPRESSIONS</b>	+75,000	+6,000	+3,000

**INFO HOLSTEIN ONLINE ACCESSES**

Language	National	International
ENGLISH	1,717	444
FRENCH	3,755	36
<b>Total</b>	<b>5,472</b>	<b>480</b>

**INFO HOLSTEIN PRINT NUMBERS**

Language	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	International	Totals
ENGLISH	351	419	112	217	3312	172	154	170	163	16	52	5,138
FRENCH	0	0	0	2	89	3651	6	0	1	0	6	3,755
<b>Total</b>	<b>351</b>	<b>419</b>	<b>112</b>	<b>219</b>	<b>3,401</b>	<b>3,823</b>	<b>160</b>	<b>170</b>	<b>164</b>	<b>16</b>	<b>58</b>	<b>8,893</b>



## INFO MANDATE

To provide unbiased and educational information to the membership of Holstein Canada. That the content published provides readers with insight and value of the services rendered by Holstein Canada and is uniquely tied to the current Strategic Plan. That all information herein represents the membership of Holstein Canada.

## VISION OF HOLSTEIN CANADA

"Engaged dairy producers. Profitable, healthy herds. A dynamic Industry"

## MISSION OF HOLSTEIN CANADA

- Provide consolidated services and program to meet the diverse needs of producers
- Contribute to the management of data
- Play a leadership role in the industry to create alignment or partnerships

## VALUES OF HOLSTEIN CANADA

- Ask, listen and stay connected to producers
- Demonstrate the value of what we do
- Actively track and anticipate changes in the industry
- Respond to changes quickly and with agility

## ADVERTISING PARAMETERS

- All advertisements must respect the Vision and Mission of Holstein Canada while holding true to our primary four (4) Values
- Advertisement Spacing is Limited, first come first serve
- Advertisements must be relevant to the Canadian producer promoting opportunities for efficiencies, profitability or genetic gain
- All advertisements must compliment the services of Holstein Canada and will be reviewed for approval
- Advertisements must be pre-designed and fit to proper size specifications
- Front Cover, Inside Front Cover and Back Cover reserved for Holstein Canada
- Inside Back Cover available for advertising
- INFO Holstein is in colour and all ads will be required to be colour
- Holstein Canada is a national association representing two official languages. You may or may not provide translation for your ad. Translation fees will be charged in addition to advertisement pricing

## SUBMISSION DEADLINE

All ads must be received 45 days prior to print

Issue	Deadline	Expected Publishing Date
Jan/Feb/March	January 8, 2025	February 2025
April/May/June	April 8, 2025	May 2025
July/August/Sept	July 2, 2025	August 2025
October/Nov/Dec	October 1, 2025	December 2025

## PRICING

All pricing is determined by page size and is non-negotiable. For frequency, should you wish that your ad be repeated through several issues, the frequency of your choice is the amount you will pay for each issue. All prices subject to applicable provincial and federal taxes.

PAGE SIZE	FREQUENCY 1	FREQUENCY 2	FREQUENCY 3	FREQUENCY 4
Inside Back Cover 8.5" x 7.25"	\$1,800	\$1,700	\$1,500	\$1,300
Full Page 8.5" x 11"	\$1,450	\$1,350	\$1,150	\$900
½ Page 8.5" x 5.5"	\$900	\$800	\$600	\$500
1/3 Page 8.5" x 3.67"	\$750	\$700	\$500	\$400
¼ Page 4.25" x 5.5"	\$500	\$400	\$250	\$200
Business Card 3.5" x 2.0"	\$250	\$200	\$150	\$100

## SPECS

Margins: 0.375" - 0.5"

Bleed: 0.125" with crop marks

Accepted file formats: High resolution (300 dpi) PDF or jpeg

## TRANSLATION FEES

Per Word: \$0.27