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THE JOURNAL

MEDIA PACK 2024



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 /HolsteinUK

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Holstein UK has been at the heart of the dairy industry for more than five decades. Today it continues to assist members in breeding profitable, robust and productive dairy cattle. Holstein UK's members comprise of Holstein and British Friesian dairy farmers who register their cattle with the official UK Herd Book.

As a member-owned organisation dedicated to innovation and research, Holstein UK is the parent of two subsidiary companies. The Cattle Information Service (CIS), the UK's leading milk recording and health testing organisation, and the National Bovine Data Centre (NBDC), which develops industry-leading analysis of data for the improvement of dairy production in the UK. Holstein UK also organises UK Dairy Day, the annual trade event for the dairy industry.

To communicate effectively with their members, Holstein UK produces *The Journal*, which is extremely well received nationally and internationally, and is regarded as one of the leading publications for pedigree dairy breeders.

The Journal combines updates from the nationwide network of Holstein member clubs, together with Holstein UK and world news, breeding and genetic features, animal welfare commentary, show reports and sales reports. Each edition also includes a Friesian Focus and Holstein Young Breeder report.

PUBLICATION:

Published quarterly

CIRCULATION:

6,000 (including international subscriptions)

AUDIENCE:

Holstein UK is the largest independent breed society in Europe with a membership of 6,000, which includes Holstein Young Breeders (HYB) – the youth movement of Holstein UK.



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cis
Cattle Information Service

NBDC
NATIONAL BOVINE
DATA CENTRE

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COMMERCIAL ADVERTISING

| PACKAGE | ALLOCATION | PRICE (EX VAT) | PRICE PER INSERT |
|----------|----------------|----------------|----------------------------------|
| Platinum | 4 x full pages | £2,880 | £720 (saving £720 over 4 issues) |
| Gold | 2 x full pages | £1,620 | £810 (saving £180 over 2 issues) |
| Silver | 4 x half pages | £1,408 | £352 (saving £352 over 4 issues) |
| Bronze | 2 x half pages | £792 | £396 (saving £88 over 2 issues) |

Alternatively commercial advertising can be purchased on a one-off, ad-hoc basis, charged at standard rate card. **Double page spread £1,750, full page £900, half page £440, quarter page £220.** Advert design services are available chargeable at £75 per hour.

Advertisers can also take advantage of the opportunity to include inserts in editions of *The Journal*, plus belly wraps and sponsorship of carrier sheets. **Loose and bound inserts:** The rates are dependent on the size, weight and number of insertions.

For further information, contact Laura Watling, laurajanevatling@ukcows.com

PREMIUM POSITIONS

| | |
|--------------------|-------------------------------|
| Inside front cover | Additional £250 per insertion |
| Inside back cover | Additional £250 per insertion |
| Back cover | Additional £300 per insertion |

BREEDER ADVERTISING

Discounted advertising packages for Holstein UK members, clubs and breeders.

| PACKAGE | ALLOCATION | PRICE (EX VAT) | PRICE PER INSERT |
|----------|----------------|----------------|----------------------------------|
| Platinum | 4 x full pages | £1,216 | £304 (saving £304 over 4 issues) |
| Gold | 2 x full pages | £684 | £342 (saving £76 over 2 issues) |
| Silver | 4 x half pages | £608 | £152 (saving £152 over 4 issues) |
| Bronze | 2 x half pages | £342 | £171 (saving £38 over 2 issues) |

Alternatively breeder advertising can be purchased on a one-off ad hoc basis, charged at standard rate card. **Full page £380, half page £190, quarter page £95.**

Complimentary advert design services are available for breeder adverts. All breeder adverts will also be published on the Holstein UK website and be shared on our Facebook and Twitter social media accounts.

CLASSIFIED ADVERTISING

Classified advertisements are available to small businesses (sole traders or businesses with fewer than three members of staff) looking to promote goods and services to Holstein UK members. A maximum of four adverts, either positioned individually or grouped together, can be included in each edition. Adverts are positioned either nationwide or by region.

Standard rate £50 per edition. Maximum 50 words including contact details (email & telephone).

CONTACT (COMMERCIAL ADVERTISING)

Laura Watling
Advertising Sales
laurajanevatling@ukcows.com

CONTACT (BREEDER ADVERTISING)

journal@holstein-uk.org
DD: 01923 695262

CONTACT (CLASSIFIED ADVERTISING)

Laura Watling
Advertising Sales
laurajanevatling@ukcows.com

ADVERT SPECIFICATIONS

All artwork is to be supplied digitally in one of the following formats:

- › InDesign (all fonts and picture files must be included)
- › Print-ready PDF or JPEG (high resolution scans – min 300dpi)

| AD TYPE | SIZE (HEIGHT X WIDTH) |
|-------------------------|---------------------------|
| Quarter page | 125mm x 89mm |
| Half page (landscape) | 125mm x 187mm |
| Half page (portrait) | 259mm x 89mm |
| Full page | 275mm x 210mm + 3mm bleed |
| Full page (with border) | 259mm x 187mm |
| Double Page Spread | 275mm x 420mm + 3mm bleed |
| Classified | 33mm x 89mm |

Artwork must arrive by the deadline to Laura Watling: laurajanewatling@ukcows.com

DEADLINES

Advert booking, breeder copy and commercial artwork deadlines:

| EDITION | BOOKING DUE | BREEDER COPY | COMMERCIAL ARTWORK | PUBLISHED |
|--------------|------------------|-------------------|--------------------|------------------|
| Issue 1 2024 | 4 December 2023 | 15 December 2023 | 3 January 2024 | 26 February 2024 |
| Issue 2 2024 | 4 March 2024 | 15 March 2024 | 28 March 2024 | 28 May 2024 |
| Issue 3 2024 | 31 May 2024 | 14 June 2024 | 28 June 2024 | 26 August 2024 |
| Issue 4 2024 | 2 September 2024 | 18 September 2024 | 27 September 2024 | 11 November 2024 |

CONTACTS

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BREEDER ADVERTISING BOOKING FORM

| | | |
|---|---|--|
| Company name: | | |
| Contact name: | | |
| Address: | | |
| | | Postcode: |
| Telephone: | | |
| Email: | | |
| WE WOULD LIKE TO SUBSCRIBE TO THE FOLLOWING PACKAGE <i>(Please select from the options below)</i> | | |
| PACKAGE | ONE-OFF | DESIGN THE ADVERT FOR ME |
| Platinum £1,216 + VAT <input type="checkbox"/> | Full page £380 + VAT <input type="checkbox"/> | Complimentary design service <input type="checkbox"/> |
| Gold £684 + VAT <input type="checkbox"/> | Half page £190 + VAT <input type="checkbox"/> | Please tick box if you do not require digital advertising <input type="checkbox"/> |
| Silver £608 + VAT <input type="checkbox"/> | Quarter page £95 + VAT <input type="checkbox"/> | |
| Bronze £342 + VAT <input type="checkbox"/> | | |

I agree to book the above advertising and will be invoiced in full

Total £: _____ (+VAT)

Name: _____

Position: _____

Signed: _____ Date: _____

Please return your booking form (either a scan or photo of complete form) to:

journal@holstein-uk.org
DD: 01923 695262

The Journal, Scope House,
Hortonwood 33, Telford,
Shropshire TF1 7EX



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