2024 commercial media kit

Who is **Holstein Friesian NZ?**

Holstein Friesian New Zealand is a membership of just over 750 dairy farmers from Awanui in the north to Invercargill in the south.

HFNZ members have an interest in farming and breeding Holstein Friesian cattle in New Zealand and are dedicated to the advancement of the Holstein Friesian breed.

HFNZ also has international links via breed societies and followers throughout the world.

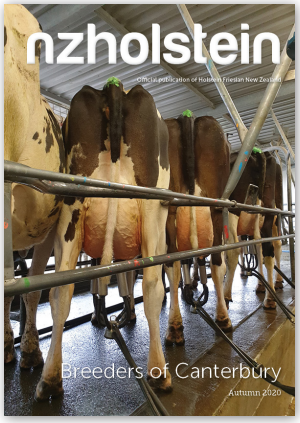
HFNZ publications are delivered directly to our members' mailboxes, inboxes and newsfeeds. We have a unique, targeted demographic already actively listening to HFNZ.

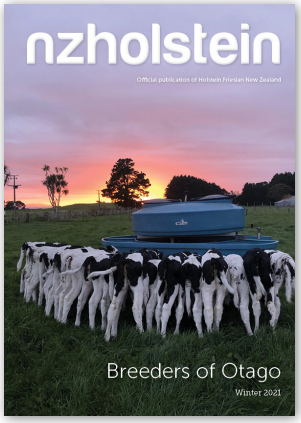
We communicate to our members and Holstein Friesian lovers through our:

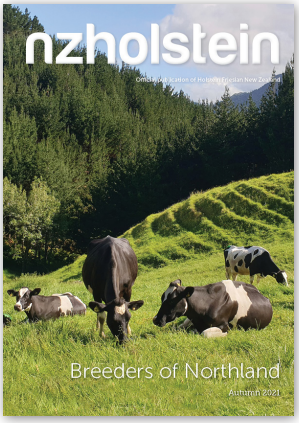
MISSION STATEMENT

"To progressively develop and support the breeding of genetically elite cattle, ensuring profitability of the Holstein Friesian breed. We are committed to developing and implementing services that record, improve and promote the Holstein Friesian breed to the benefit of breeders in the dairy industry."

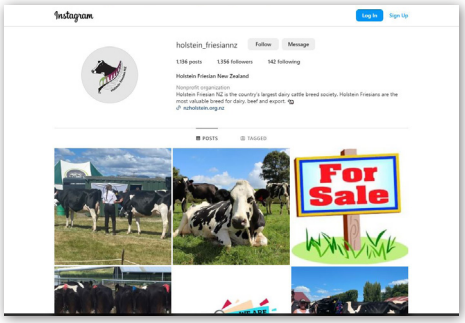
TRIANNUAL MAGAZINE



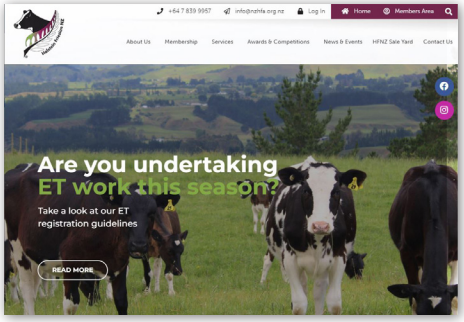




FACEBOOK AND INSTAGRAM



WEBSITE, MONTHLY E-NEWSLETTER AND EMAIL UPDATES



nzholstein

2024 PRINT DATES

AUTUMN 2024

Booking deadline
January 26, 2024

Copy deadline
February 2, 2024

Due out
March 8, 2024

WINTER 2024

Booking deadline
April 19, 2024

Copy deadline
April 26 2024

Due out
May 31, 2024

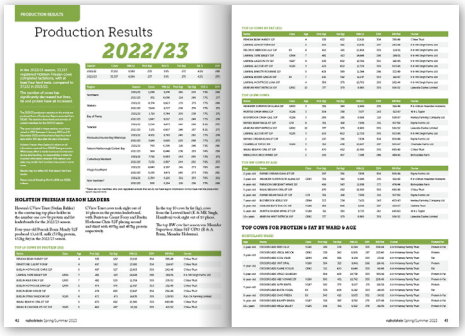
SPRING/SUMMER 2024

Booking deadline
August 9, 2024

Copy deadline
August 16, 2024

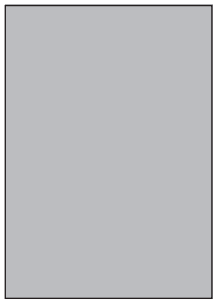
Due out
September 20, 2024

nzholstein is a 60-page glossy magazine packed with all things Holstein Friesian. In each issue we profile six Holstein Friesian breeders, an outstanding cow and sire, industry insights, competition and award winners, production results and excellent cows, an historic herd, member news and dates for your calendar.

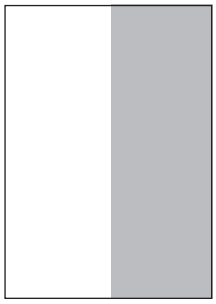


nzholstein

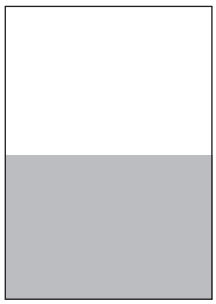
HOLSTEIN FRIESIAN NEW ZEALAND COMMERCIAL ADVERTISING



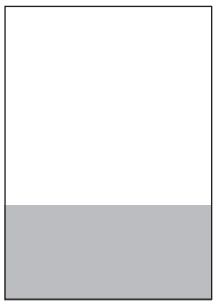
FULL PAGE
210mm x 297mm
+ 3mm bleed



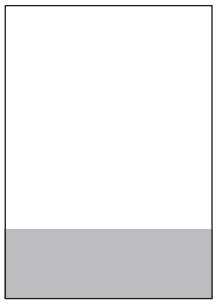
1/2 PAGE - PORTRAIT
102.5mm x 297mm
+ 3mm bleed



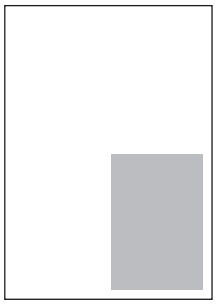
1/2 PAGE - LANDSCAPE
210mm x 146mm
+ 3mm bleed



1/3 PAGE - LANDSCAPE
210mm x 96mm
+ 3mm bleed



1/4 PAGE - LANDSCAPE
210mm x 70.5mm
+ 3mm bleed



1/4 PAGE - PORTRAIT
92.5mm x 136mm

This A4 (297 x 210mm) size, full colour magazine is published three times a year – autumn, winter and spring/summer. *nzholstein* contains editorial relating to Holstein Friesian breeders with information about sires, cow families, like-minded breeders and other industry-related issues. This magazine offers a valuable advertising opportunity for commercial advertisers to take advantage of this very unique target audience.

ADVERTISING RATES

Full page	$1,035	Full page x 3 issues*	$953 each
1/2 page	$690	1/2 page x 3 issues*	$635 each
1/3 page	$518	1/3 page x 3 issues*	$474 each
1/4 page	$345	1/4 page x 3 issues*	$318 each

** Priced for three consecutive issues. All prices exclusive of GST.*

PREMIUM PAGES

Centre double page	$2,300	Inside front cover	$1,380
Outside back cover	$1,495	Inside back cover	$1,265

Please note: these prices are those paid to Holstein Friesian New Zealand and any advertising agencies must add their own commissions to this.

PDF SPECIFICATIONS

Files can be sent as high-res PDFs or as EPS, with all text converted to paths.
All images need to be CMYK respectively, at 300dpi.
Please email all files to anne@anneboswell.co.nz

COPY SPECIFICATIONS

If submitting text for adverts, do so in the correct and final form with clear instructions. Due to strict time constraints prior to print there will be one opportunity only for you to proof and make minor changes in format or text to your ad. Please supply all necessary contact information.

Adverts are submitted under the above conditions and Holstein Friesian New Zealand takes no responsibility for errors. Where advert content is supplied for HFNZ to create the final ad, that work will be charged at $50 per hour, plus GST, to be paid to HFNZ by the advertiser.

If you require any further information please contact Anne Boswell on 027 394 3904 or anne@anneboswell.co.nz

Holstein Headlines

e-newsletter

Sent on the
1st of every month

Booking deadline
20th of month prior

Copy deadline
25th of month prior

Holstein Headlines is HFNZ's monthly e-newsletter, landing in over 500 email inboxes every month.

With an excellent open rate of 60%, and reasonable advertising rates starting at $66 + GST per ad, Holstein Headlines is an effective way to get your product in front of a specific target audience.

ADVERTISING DETAILS

600px x 600px, 72dpi, RGB, .JPEG or .PNG file

View this email in your browser

Holstein Headlines

November 2023

Holstein Friesian New Zealand
23 Vialou Street, PO Box 9282, Hamilton 3240 | 07 839 9957
info@nzhfa.org.nz | www.nzholstein.org.nz

Supported by our business partner

Boehringer Ingelheim

In this issue...

Welcome to the November issue of Holstein Headlines.

A group of seven Holstein Friesian enthusiasts will be winging their way to Europe in just a few days in a HFNZ-hosted trip to the 15th World Holstein Friesian Federation Conference in Le Puy de Fou, France.

Members will tour through Portugal, Spain and France before taking part in gala dinners and farm visits at Prim'Holstein's Centenary Conference. Keep an eye out on our social media page for photos and updates as the group have a trip of a lifetime.

In November, farmers are still very much in the throes of mating. It is unquestionably one of the most important times of year, where so much work is put into designing a future herd that will tick all the boxes required for success. We would love to know which bulls our members are using this year, and why!

The show season is underway, with the Holstein Friesian South Island Championships starting in just a few days time. From then on, it's all go! Make sure you take the time to read the RAS Cattle Show Code of Ethics document (link further down) to ensure you are not in breach of the rules.

Finally, registrations for the 2024 World Wide Sires National All Dairy Breeds Youth Camp close at the end of the month, so if you or someone you know would like to attend, get your registration in now!

Enjoy this issue of Holstein Headlines.

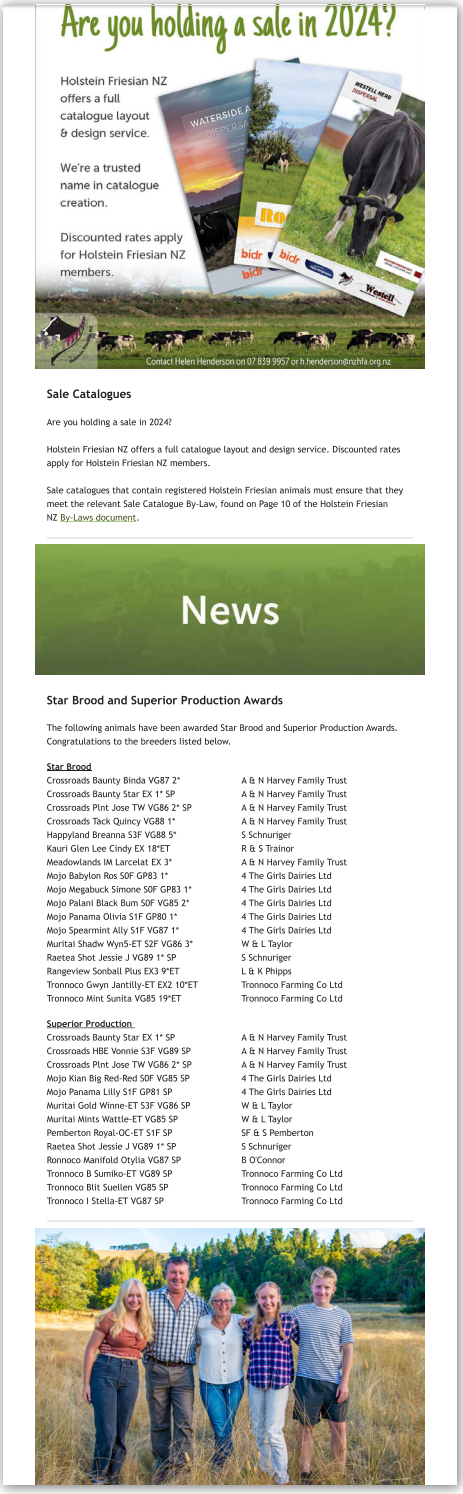
From the Office

Holstein Friesian GENETIC LEADERS Superior Females

2023 Holstein Friesian Genetic Leaders Superior Females

Is a goal of your dairy farming business to have more of your heifers contract mated?

We are now accepting nominations for our Holstein Friesian Genetic Leaders Superior Female Programme, a joint contract mating scheme run by CRV and Holstein Friesian NZ.



Are you holding a sale in 2024?

Holstein Friesian NZ offers a full catalogue layout & design service.

We're a trusted name in catalogue creation.

Discounted rates apply for Holstein Friesian NZ members.

Contact Helen Henderson on 07 839 9957 or h.henderson@nzhfa.org.nz

Sale Catalogues

Are you holding a sale in 2024?

Holstein Friesian NZ offers a full catalogue layout and design service. Discounted rates apply for Holstein Friesian NZ members.

Sale catalogues that contain registered Holstein Friesian animals must ensure that they meet the relevant Sale Catalogue By-Law, found on Page 10 of the Holstein Friesian NZ By-Laws document.

News

Star Brood and Superior Production Awards

The following animals have been awarded Star Brood and Superior Production Awards. Congratulations to the breeders listed below.

Star Brood

Crossroads Baunty Binda VG87 2*	A & N Harvey Family Trust
Crossroads Baunty Star EX 1* SP	A & N Harvey Family Trust
Crossroads Plnt Jose TW VG86 2* SP	A & N Harvey Family Trust
Crossroads Tack Quincy VG88 1*	A & N Harvey Family Trust
Happyland Breanna S3F VG88 5*	S Schnuriger
Kauri Glen Lee Cindy EX 18*ET	R & S Trainor
Meadowlands IM Larcelat EX 3*	A & N Harvey Family Trust
Mojo Babylon Ros S0F GP83 1*	4 The Girls Dairies Ltd
Mojo Megabuck Simone S0F GP83 1*	4 The Girls Dairies Ltd
Mojo Palani Black Bum S0F VG85 2*	4 The Girls Dairies Ltd
Mojo Panama Olivia S1F GP80 1*	4 The Girls Dairies Ltd
Mojo Spearmint Ally S1F VG87 1*	4 The Girls Dairies Ltd
Muritai Shadw Wyn5-ET S2F VG86 3*	W & L Taylor
Raetea Shot Jessie J VG89 1* SP	S Schnuriger
Rangeview Sonball Plus EX3 9*ET	L & K Phipps
Tronnoco Gwyn Jantilly-ET EX2 10*ET	Tronnoco Farming Co Ltd
Tronnoco Mint Sunita VG85 19*ET	Tronnoco Farming Co Ltd

Superior Production

Crossroads Baunty Star EX 1* SP	A & N Harvey Family Trust
Crossroads HBE Vonnie S3F VG89 SP	A & N Harvey Family Trust
Crossroads Plnt Jose TW VG86 2* SP	A & N Harvey Family Trust
Mojo Kian Big Red-Red S0F VG85 SP	4 The Girls Dairies Ltd
Mojo Panama Lilly S1F GP81 SP	4 The Girls Dairies Ltd
Muritai Gold Winne-ET S3F VG86 SP	W & L Taylor
Muritai Mints Wattle-ET VG85 SP	W & L Taylor
Pemberton Royal-OC-ET S1F SP	SF & S Pemberton
Raetea Shot Jessie J VG89 1* SP	S Schnuriger
Ronnoco Manifold Otylia VG87 SP	B O'Connor
Tronnoco B Sumiko-ET VG89 SP	Tronnoco Farming Co Ltd
Tronnoco Blit Suellen VG85 SP	Tronnoco Farming Co Ltd
Tronnoco I Stella-ET VG87 SP	Tronnoco Farming Co Ltd