



2024  
*member*  
**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.

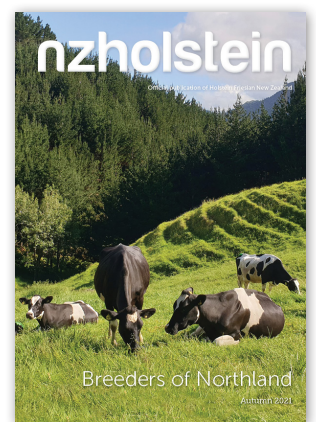
HFNZ members have an interest in farming and breeding Holstein Friesian cattle in New Zealand and are dedicated to the advancement of the Holstein Friesian breed.

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:

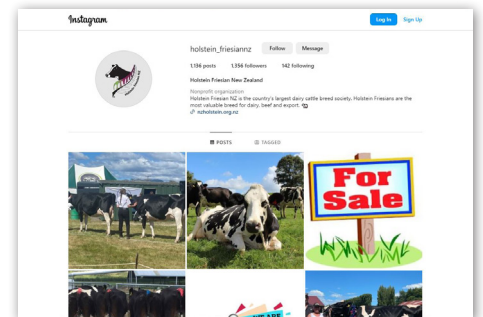
## TRIENNIAL MAGAZINE



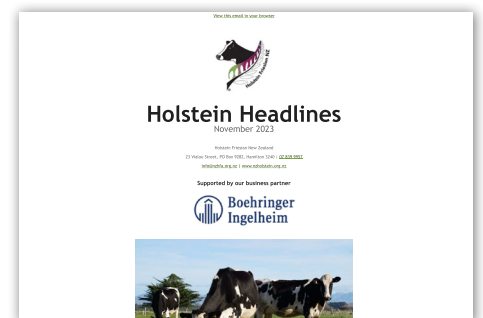
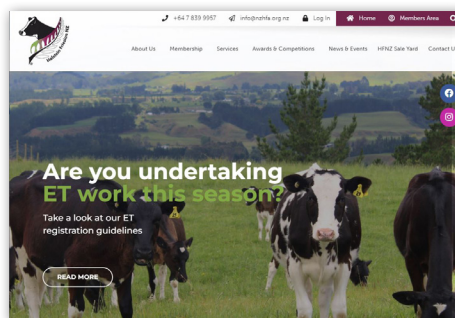
## MISSION STATEMENT

"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."

## 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**

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.



### WINTER 2024

Booking deadline  
**April 19, 2024**

Copy deadline  
**April 26, 2024**

Due out  
**May 31, 2024**

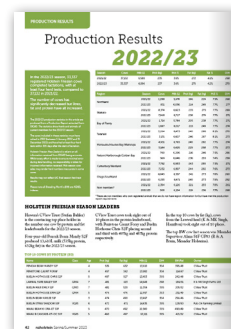


### SPRING/SUMMER 2024

Booking deadline  
**August 9, 2024**

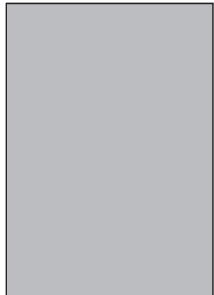
Copy deadline  
**August 16, 2024**

Due out  
**September 20, 2024**



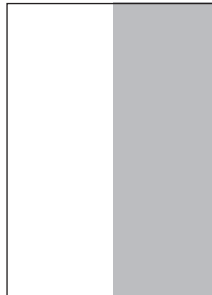
# nzholstein

## HOLSTEIN FRIESIAN NEW ZEALAND MEMBER ADVERTISING



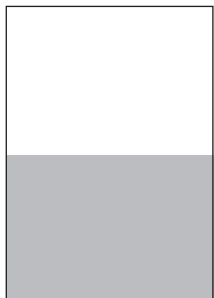
### FULL PAGE

210mm x 297mm  
+ 3mm bleed



### 1/2 PAGE - PORTRAIT

102.5mm x 297mm  
+ 3mm bleed



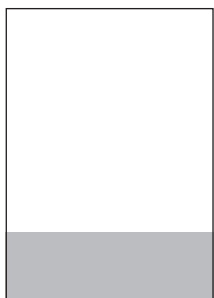
### 1/2 PAGE - LANDSCAPE

210mm x 146mm  
+ 3mm bleed



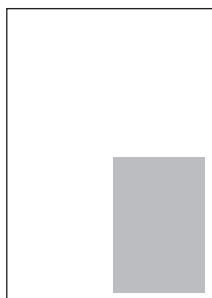
### 1/3 PAGE - LANDSCAPE

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. Special member advertising rates are reserved for people actively engaged in farming a pedigree herd in New Zealand.

### ADVERTISING RATES

Full page	\$805	Full page x 3 issues*	\$741 each
1/2 page	\$538	1/2 page x 3 issues*	\$495 each
1/3 page	\$403	1/3 page x 3 issues*	\$368 each
1/4 page	\$268	1/4 page x 3 issues*	\$246 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](mailto: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.

If you require any further information please contact Anne Boswell on 027 394 3904 or [anne@anneboswell.co.nz](mailto:anne@anneboswell.co.nz)



# Holstein Headlines

e-newsletter

Sent on the  
1<sup>st</sup> of every month

Booking deadline  
20<sup>th</sup> of month prior

Copy deadline  
25<sup>th</sup> 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@hfnz.org.nz | www.holstein.org.nz

Supported by our business partner



### 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 PrimHolstein'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@hfnz.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	Superior Production
Crossroads Baunity Binda VG87 2*	Crossroads Baunity Star EX 1* SP
Crossroads Baunity Star EX 1* SP	Crossroads HBE Vennie 53F VG89 SP
Crossroads Pint. Jose TW VG86 2* SP	Crossroads Pint. Jose TW VG86 2* SP
Crossroads Tack Quincy VG88 1*	Mojo Kian Big Red-Red 50F VG85 SP
Happyland Breanna 53F VG88 5*	Mojo Panama Lilly 51F GP81 SP
Kauri Glen Lee Cindy EX 19*ET	Maurital Gold Winne-ET 53F VG86 SP
Meadowlands IM Larchat EX 3*	Maurital Mints Wattle-ET VG85 SP
Mojo Babylon Ros 50F GP83 1*	Pemberton Royal-OC-ET 51F SP
Mojo Megabuck Simone 50F GP83 1*	Raetea Shot Jessie J VG89 1* SP
Mojo Palani Black Bum 50F VG85 2*	Ronnoco Mantfold Otylia VG87 SP
Mojo Panama Olivia 51F GP80 1*	Ronnoco B Sumiko-ET VG89 SP
Mojo Spearmint Ally 51F VG87 1*	Ronnoco Blit Suelen VG85 SP
Maurital Shadow Wyns-ET 53F VG86 3*	Ronnoco I Stella-ET VG87 SP
Raetea Shot Jessie J VG89 1* SP	
Rangeview Sorball Plus EX3 9*ET	
Tronnoco Gwyn Jantilly-ET EX2 10*ET	
Tronnoco Mint Sunita VG85 19*ET	



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