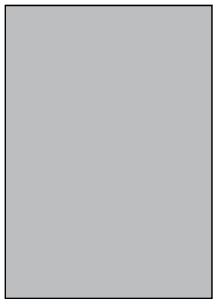
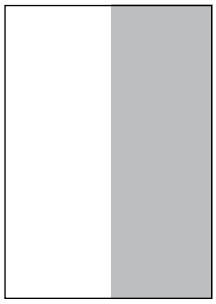
nzholstein

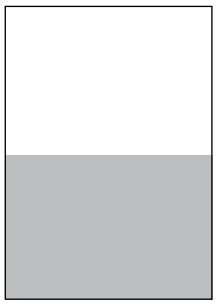
HOLSTEIN FRIESIAN NEW ZEALAND COMMERCIAL ADVERTISING



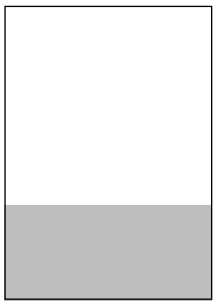
FULL PAGE
210mm x 297mm
+ 3mm bleed



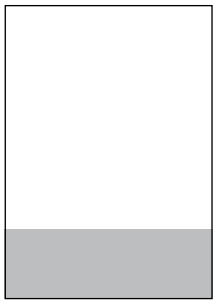
1/2 PAGE - PORTRAIT
102.5mm x 297mm
+ 3mm bleed



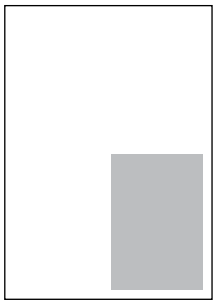
1/2 PAGE - LANDSCAPE
210mm x 146mm
+ 3mm bleed



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 a.boswell@nzhfa.org.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 a.boswell@nzhfa.org.nz