

La Revue Holstein Québec

Gracieuseté Ferme Champagne, Sainte-Agathe

Media Guide

4 issues per year

La Revue Holstein Québec

La Revue magazine is the ideal tool to reach 95% of Québec's dairy producers at very competitive rates. It is distributed in over 4,200 copies per issue, four times a year, in Québec, as well as in the rest of Canada, the United States, and elsewhere in the world.

**The print edition
remains our readers'
favorite.**

The recent 2025 survey of our readers—dairy producers—conducted by *La Revue Holstein Québec* reveals a clear fact: **92% of them still prefer the print edition over the online version.**



In each issue

- In-depth report on a topic related to dairy production
- Herd profiles
- Genetics column
- Animal health column
- Financial column
- Several youth columns
- Summary of show and sale

Also available on the Holstein Québec website and on *La Revue's* Facebook page, you can enjoy several interesting privileges

- Triple visibility (paper copy, website/holsteinquebec.com and Facebook)
- Each advertisement is published individually on *La Revue's* Facebook page, with a direct link to the advertiser's profile.

Contact us



Editor

Geneviève Drolet, agr.
Phone: 450 778-9636 poste 232
drolet@holsteinquebec.com



Advertising Specialist and Production Coordinator

France Lemieux
Cell.: 819 795-5213
francelemieux18@gmail.com

Deadlines

DELIVERY: MARCH 25

Space booking February 15	Material not provided February 15	Material Provided February 20
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DELIVERY: JUNE 15

Space booking May 1 st	Material not provided May 1 st	Material Provided May 15
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DELIVERY: OCTOBER 20

Space booking September 10	Material not provided September 10	Material Provided September 24
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DELIVERY: DECEMBER 20

Space booking November 10	Material not provided November 10	Material Provided November 24
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Size of Ad

Specifications

(Width x Height)

 <p>1 page 8.25" x 10.8125" (+ 0.125 each side) 8" x 10.5625" live area</p>	 <p>1/2 page horizontal 7.375" x 4.875"</p>	 <p>1/2 page column 3.50" x 10"</p>	 <p>1/2 page vertical 4.5" x 7"</p>
 <p>1/3 page horizontal 7.375" x 3.16"</p>	 <p>1/3 page column 2.375" x 10"</p>	 <p>1/4 page vertical 3.56" x 4.875"</p>	 <p>1/8 business card 3.56" x 2.312"</p>

Advertiser Benefits

Write a contributor article on a topic selected in collaboration with the editor.

- One page text (approx. 700 words)
- Author's name, title, and photo (optional)
- 1-2 images or a table.

The article must remain neutral and informative: no products or services may be mentioned. All promotional content must be limited to your accompanying advertisement. The layout is handled by our team.

A minimum of one advertising page is required.

Your advertisement will be published for free on *La Revue's* Facebook page.

Display space on the website's homepage at 50% of the regular price.



Photo: Mylene Fournier

COMMERCIAL Advertising Rates

SIZE

1 page	\$1945
1/2	\$1350
1/3	\$1050
1/4	\$900
1/8	\$590

* Design fees not included.

* 100% color publication on high-quality glossy paper

Enjoy a frequency discount granted with a reservation contract of 5% to 15%.

Web visibility available

For you, advertisers, increase your visibility with the 3 available spaces on www.holsteinquebec.com

50% discount applicable with advertising in *La Revue*

For more information, scan the following QR code:



Priority positioning

Cover 2	+ 15%
Cover 3	+ 25%
Cover 4	unavailable, reserved for breeders
Centre	+ 30%
Page 3	+ 30%

Advertising inserts

Insert in cellophane	\$1910
Tip-in insert	\$1900
Detachable brochure	\$1550
Tear-out card	\$1500

Mailing ad material

Send the high-resolution advertisement by email to francelemieux18@gmail.com
WeTransfer or Dropbox

Marketing platform

Discover this new marketing tool provided by Holstein Québec!

The marketing platform is available online at: enchereholsteinquebec.com

Would you like to place an advertisement on the site at any time?

You have the opportunity to publish an ad in the section of your choice, renewable according to your interest.

Ad format to upload: 325 X 250

Monthly package: \$600

Annual package: \$6500 for commercial advertisers

* 50% discount applicable with advertising in *La Revue*



* All rates are in Canadian dollars.

BREEDER Advertising Rates

SIZE

1 page	\$725
1/2	\$550
1/3	\$450
1/4	\$395
1/8	\$335

* Design fees are not included.

Frequency discount for signed contracts

15% discount for 4 issues/year

10% discount for 3 issues/year

5% discount for 2 issues/year

Catch a moment for the cover page

The selection criteria are simple:

- Photograph beautiful Holstein animals in an outdoor setting or a natural environment
- Everyday situations on a dairy farm
- High resolution and vertical format photos
- No person or farm identification may appear in the photos

Submit your photos to

Geneviève Drolet, agr.

Editor

Phone: 450 778-9636 poste 232

drolet@holsteinquebec.com

Advertiser benefits:

- Your ad will be published on  | *La Revue* free of charge
- Display space on the website home page at 50% of regular price

Marketing platform

Discover this new marketing tool provided by Holstein Québec!

The marketing platform is available online at:

enchereholsteinquebec.com

Would you like to place an advertisement on the site at any time?

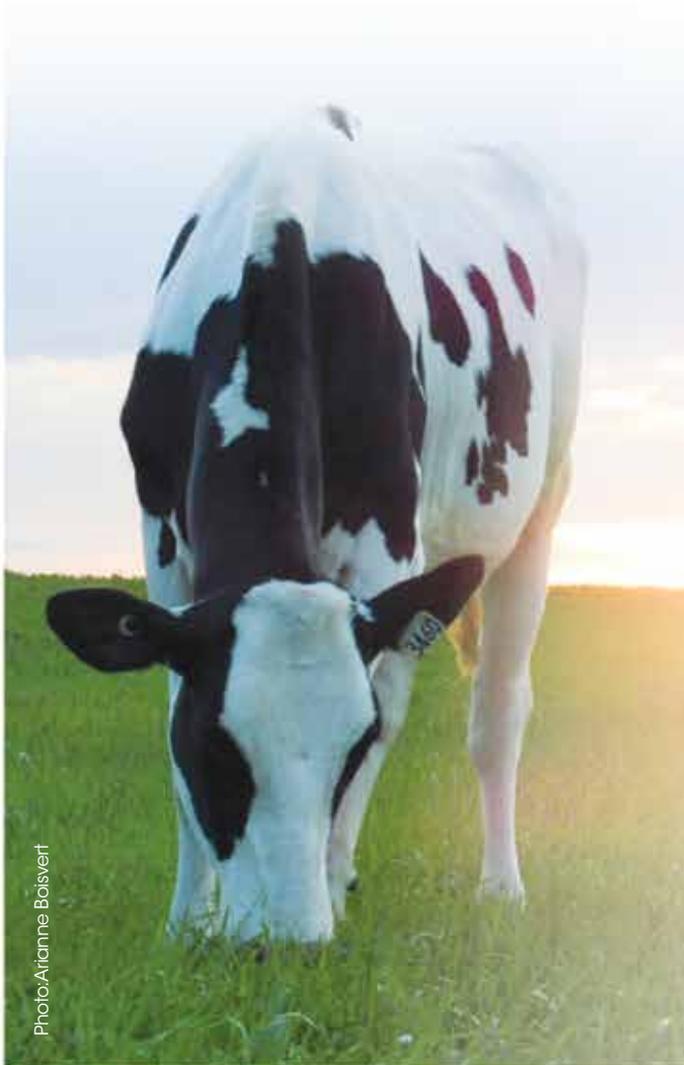
You have the opportunity to publish an ad in the section of your choice, renewable according to your interest.

Ad format to upload: 325 X 250

Monthly package: \$600

Annual package: \$5000 for breeder advertisers

*50% discount applicable with advertising in *La Revue*



Holstein Québec Web Services

Commercial and breeder advertisers: increase your visibility with 3 display spaces offered on the website at www.holsteinquebec.com

The screenshot shows the Holstein Québec website interface. At the top, there is a navigation bar with links for Home, Shop, Contact us, News, Videos, and Français. Below the navigation bar is a main header with the Holstein Québec logo and a search bar. A secondary navigation bar contains menu items: ASSOCIATION, SHOWS, SALES, EVENTS AND YOUTH, MEMBERSHIP SERVICES, and LA REVUE. The main content area features three advertising spaces: Space A (Leaderboard, 960 x 120 px) for Commercial (\$300/week) and Breeders (\$150/week); Space B (Showcase, 960 x 380 px) for Commercial (\$300/week) and Breeders (\$150/week); and Space C (Big Box, 300 x 250 px) for Commercial (\$300/week) and Breeders (\$150/week). An event calendar for May 2022 is visible in the bottom right corner of the screenshot.

For commercial advertisers

Advertising space on the home page

\$300/week

* 50% discount applicable with advertising in *La Revue*

Available to commercial advertisers only

D - Post a press release in our Press Room section

Price - \$75

For breeder members

Advertising space on the home page

\$150/week

* 50% discount applicable with advertising in *La Revue*

Free services available

Employment Offers

Post your offer on our website, under Membership Services, and on our Facebook page.

Videos

Holstein members and clubs have the opportunity to promote their herds or upcoming activities by posting a video in our Videos section.

Sales Catalogues

Display your catalogue on our website, in the Sales section
* Some conditions apply, more information on the website

To reserve



**Project Officer -
Annual meeting and Dairy Breeds**

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Holstein Québec

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