



## FOR IMMEDIATE RELEASE

For more information:

Cheri Oechsle, Purebred Publishing

Telephone: 614.339.5393

[purebred.editor@gmail.com](mailto:purebred.editor@gmail.com)

Joel Hastings, HFW Communications, Inc.

Telephone: 559.440.9220

[jhastings@dairybusiness.com](mailto:jhastings@dairybusiness.com)

### **The New *HolsteinWorld Exclusive* to be Produced by Purebred Publishing**

Columbus, Ohio December 12, 2016 - A joint agreement has been reached between HFW Communications, Inc. and Purebred Publishing, Inc. to produce the newly relaunched *HolsteinWorld Exclusive*. The editorial content, advertising sales and magazine production for the print magazine will be carried out by Purebred Publishing of Columbus, Ohio. This, according to a joint announcement by Publisher Joel Hastings of HFW Communications, Inc., owner of the title, and Managing Editor Cheri Oechsle of Purebred Publishing, is an exciting venture for both parties.

"Changing times demand new solutions," Hastings says, "and we see this outsourcing in a similar light to sending out our printing a generation ago. Purebred Publishing has been producing four other breed magazines for over 15 years and we think this is a very logical step to provide the best opportunities for readers and advertisers alike."

Oechsle says, "We are excited about the opportunity to work with a publication that is founded on over 110 years of service with a tradition of excellence for the Holstein breed. We look forward to working with Holstein breeders both domestically and internationally," adds Oechsle, who grew up with registered Holsteins on her family farm in Ohio.

Oechsle continues, "We're delighted that Carol Moyer, longtime member of the *HolsteinWorld* staff, will continue as Breeder Ad Manager and that Bill Woodruff, veteran art director, will continue his involvement with production."

As announced earlier, the first issue will appear in mid-January with a January/February issue date and a presentation of the Holstein and Jersey All-American Nominations. Hastings adds, "HFW will maintain the *HolsteinWorld.com* website under the direction of Randy Blodgett who continues as digital manager, with Carol helping breeders place their digital ads."

Founded in 1999, Purebred Publishing of Columbus, OH., produces the official magazines for the Ayrshire, Brown Swiss, Guernsey and Milking Shorthorn breeds working with the respective breed associations.

HFW Communications, Inc., the parent company of *HolsteinWorld Exclusive* also publishes the monthly magazine *DairyBusiness & HolsteinWorld* and the digital newsletter, *The Weekly*, with related web sites. The business office is in Indianapolis, IN.