

MEDIA INFORMATION

**Three ways to promote
your business...**



**EQUESTRIAN
BUSINESS** MONTHLY
TRADE talk
EQUESTRIAN DIRECTORY
LET'S TALK HORSES

**...across the whole of
the equestrian market**

EQUESTRIAN BUSINESS MONTHLY is *the* publication for the equestrian trade. We exist for you, to help you promote your business to over 5,500 key decision makers within the equestrian marketplace.

This year Equestrian Business Monthly is celebrating 10 years as the leading independent publication for equestrian buyers and suppliers. With an established readership of retailers, distributors, wholesalers, veterinary practices and trade account holders, and a wealth of expertise in marketing and design, we provide the perfect forum for you to reach your target audience. Now available to view online via a login system, our widespread readership extends worldwide.

If you have something worth shouting about, we will do all we can to ensure you are heard across the equestrian industry, all at the most cost effective price. For 2011, we have unveiled a brand new design to keep ourselves fresh and right up to date, and ensure that your message really stands out from the crowd.

WHAT CAN WE OFFER YOU?

EDITORIAL

All editorial is welcomed, whether you are advertising or not. Opportunities exist within our regular features such as 'UK News' and 'On The Market', which are packed with all the latest industry news and product information, as well as in our balanced and informative monthly feature articles.

Do you have a fantastic new product or would you like to offer your expert opinion to help write a feature? The opportunities are extensive and we are open to all ideas.

If you really want to get your company or product noticed, our sought-after 'Launch It' and 'Let's Talk Products' features always deliver measurable results.

DISPLAY ADVERTISING

Whatever the advertising budget or objective, we can tailor a package to meet your needs. With competitive rates and discounts available, an advert in Equestrian Business Monthly is the most cost effective way of reaching your customers and achieving your marketing goals.

We can help you every step of the way – whether you supply your own advertisement or would like assistance from our highly skilled design team.

ADVERTORIALS & SPONSORSHIP

Advertorials offer the perfect promotional opportunity at a very low cost and are available every issue. Our skilled team of copy-writers can create a story that engages an audience and our creative designers then bring that story to life. Alternatively, page sponsorship is a proven way of getting your message seen and heard by all the right people within the context of an informative feature.

LOOSE INSERTS

Are accepted on approval and offer a simple and cost effective way of distributing your company literature across the spectrum of our readership.

SUPPLIERS DIRECTORY

A low cost and popular way of making sure your customers can contact you. The Suppliers Directory enjoys a prominent position opposite the inside back cover – can you afford not to be included?

WEB ADVERTISING & E-SHOTS

Get direct access to our retail readership with tailor-made e-shots. We can help you put together an influential viral marketing strategy to help your business grow. Advertising is also available on the Equestrian Business Monthly website – the perfect way to complete an all-round, targeted marketing campaign.



**EQUESTRIAN
BUSINESS** MONTHLY

BRINGING BUYERS AND SUPPLIERS TOGETHER

ADVERT SIZES & PRICES

DOUBLE PAGE SPREAD

Colour: £2,772
Type: 271mm x 398mm
Bleed: 304mm x 426mm
Trim: 297mm x 420mm

FULL PAGE COVER

Colour Back Cover: £1,650
Colour Inside Back: £1,595
Colour Inside Front: £1,595
Type: 271mm x 188mm
Bleed: 304mm x 216mm
Trim: 297mm x 210mm

FULL PAGE

Colour: £1,320
Type: 271mm x 188mm
Bleed: 304mm x 216mm
Trim: 297mm x 210mm

HALF PAGE

Colour: £770

LANDSCAPE

Type: 134mm x 188mm
Bleed: 152mm x 214mm
Trim: 145mm x 210mm

PORTRAIT

Type: 271mm x 92mm
Bleed: 304mm x 108mm
Trim: 297mm x 101mm

QUARTER

Colour: £410

LANDSCAPE

Type: 65mm x 188mm
Bleed: 76mm x 214mm
Trim: 69mm x 210mm

PORTRAIT

Type: 271mm x 44mm

STANDARD

Type: 134mm x 92mm

EIGHTH

Colour: £300

LANDSCAPE

Type: 34mm x 188mm

STANDARD

Type: 65mm x 92mm

SUPPLIERS DIRECTORY

(12 months entry, includes company name, telephone number and website)
Standard: £125.00
Highlighted: £175.00
Highlighted with company logo: £225.00

WEB DIRECTORY

Colour: £100
Type: 32mm x 92mm

All prices quoted are subject to VAT at the prevailing rate.
Advert sizes are listed in mm deep x mm wide.

ADDITIONAL INFORMATION

SERIES DISCOUNTS:

20% for 12 consecutive bookings
10% for 6 consecutive bookings
5% for 3 consecutive bookings
All within a 12 month period

ADVERTISING AGENCIES:

10% discount

PUBLISHED:

1st day of every month

ADVERTISING COPY DEADLINE:

1st of month preceding publication date

EDITORIAL DEADLINE:

1st of the month preceding publication for product news.
8th of the month preceding publication for news stories.
Inclusion cannot be guaranteed.

ADVERT SPECIFICATIONS:

Copy, photographs and artwork should be emailed to: allison@ebmonthly.co.uk
Complete adverts should be supplied on CD with a colour proof or emailed as a high resolution PDF/EPS or JPEG. All components to make up the advertisement must also be supplied.
Documents: QuarkXpress, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat. Images: EPS, TIFF.
Colour images: CMYK format.
Hard copy photos & logos must be clear, sharp and of a good size.

EQUESTRIAN
BUSINESS MONTHLY

BRINGING BUYERS AND SUPPLIERS TOGETHER

TRADE TALK is a popular equestrian industry supplement available exclusively through Equestrian Business Monthly. Now in its third year of publication, Trade Talk has received excellent feedback from retailers who benefit from having all the right contacts at their fingertips.

Trade Talk is an A5 directory that each month profiles a specific sector of the equestrian industry, providing retailers and trade account holders with comprehensive information about the sector and the relevant companies operating within. Each month's Trade Talk directory is sent free-of-charge to every recipient of Equestrian Business Monthly.

With advertising budgets getting more constricted, Trade Talk offers a highly effective means of ensuring your company's message is in front of those who matter, at the right time, every time.

WHAT CAN TRADE TALK OFFER YOU?

ADVERTORIALS

Be seen to be heard with a Trade Talk advertorial. Our half-page advertorials profile many of the leading companies within a given sector, and allow you to promote your business directly to your customers in a concise and cost-effective manner, emphasising the value and benefits of using your services.

Retailers seeking more about a company's provenance look to Trade Talk advertorials for further information, both on business and on product. Can you afford not to be there when it matters?

ADVERTISING

Many opportunities exist for advertising within Trade Talk, with special rates available for companies also taking a half-page advertorial.

ADVERTISING RATES

Advertorial: **£150.00** (half of an A5 page)

Half A5 Page Advert within the issue: **£125.00**

Half A5 Page Advert within the issue with a half page advertorial: **£225.00**

A5 Full Page Advert within the issue: **£200.00**

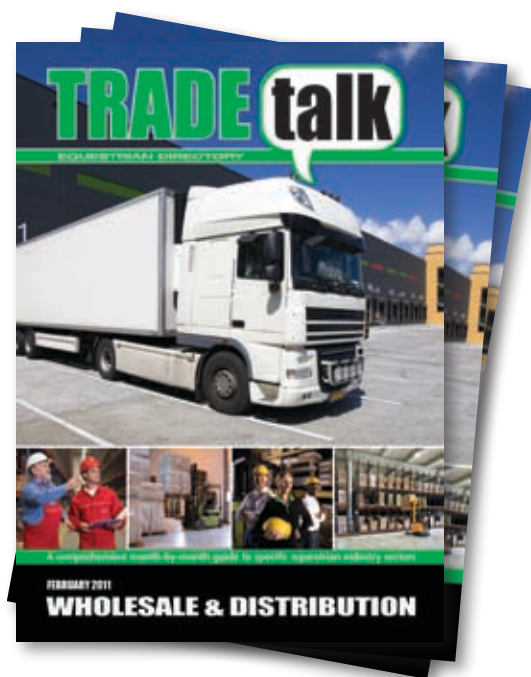
A5 Full Page Advert within the issue with a half page advertorial: **£300.00**

A5 Inside Front Cover or inside Back Cover: **£250.00**

A5 Inside Front Cover or Inside Back with a half page advertorial: **£350.00**

A5 Outside Back Cover: **£300.00**

A5 Outside Back Cover with a half page advertorial: **£400.00**



TRADE talk

EQUESTRIAN DIRECTORY

**A COMPREHENSIVE MONTH-BY-MONTH GUIDE TO SPECIFIC
EQUESTRIAN INDUSTRY SECTORS**

LET'S TALK HORSES is fast becoming *the* website for everything equestrian, and offers the perfect medium for communicating with the equestrian consumer. After a soft launch early last year, Let's Talk Horses is picking up speed, with visits to the site up an impressive 80% in January alone.

This informative, trend-setting and up-to-the-minute website is packed full of interesting editorials and the latest news from the equestrian world, providing a comprehensive and ever-growing library of informative articles to keep users both informed and entertained.

Frequently updated and constantly evolving, the aim of Let's Talk Horses is to be the number one website for people to turn to for clear and user-friendly advice and information on everything equestrian.

WHAT CAN LET'S TALK HORSES OFFER YOU?

WEB ADVERTISING

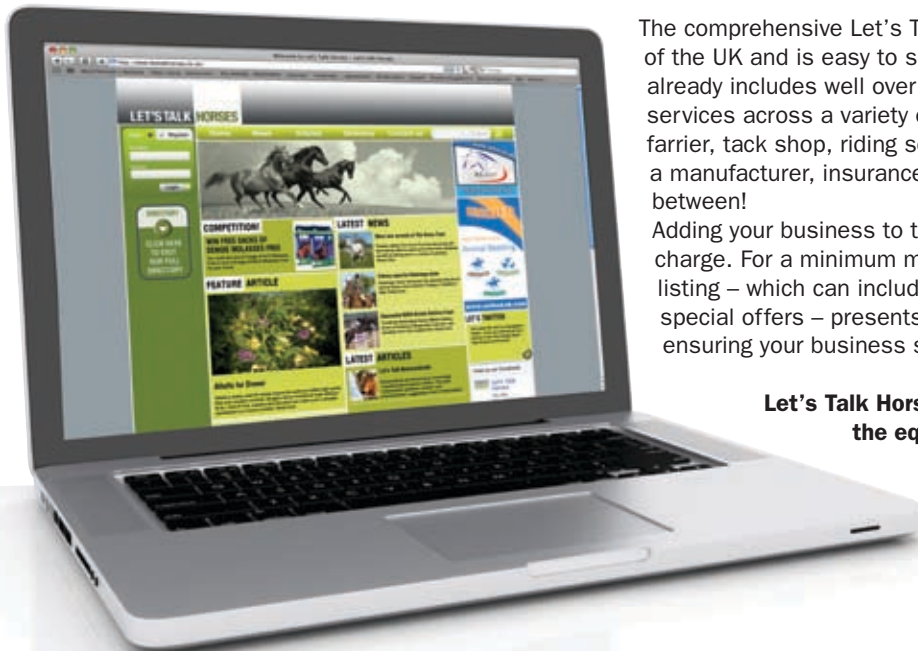
A banner on the Let's Talk Horses homepage is the number one way of ensuring high-impact, highly visible communication between you and your consumers, with a link to your own webpage a simple click-through away. We have a number of banner options available in prime positions throughout the website, and our skilled team will be happy to help if you require any assistance with design.

EDITORIAL PAGES

Do you want to talk directly to customers about the benefits of using your product or service? Let's Talk Horses can offer you a complete and fully branded editorial page that you can use to inform and educate your consumers, straight from the horse's mouth.

Your page, together with an image, will also be profiled in a prominent location on our homepage, and so – alongside our active presence on both Twitter and Facebook – we can ensure that your message is seen across the full spectrum of online media.

DIRECTORY LISTINGS



The comprehensive Let's Talk Horses directory covers the whole of the UK and is easy to search and easy to use. The directory already includes well over 800 listings for equestrian businesses and services across a variety of fields – users can search locally for a farrier, tack shop, riding school or vet, or even search nationally for a manufacturer, insurance provider or college, or anything else in between!

Adding your business to the Let's Talk Horses directory is free of charge. For a minimum monthly charge however, an enhanced listing – which can include descriptions, images, keywords and even special offers – presents an excellent and extremely low-cost way of ensuring your business stays ahead of the rest.

Let's Talk Horses is your online portal to the world of the equestrian consumer. To find out more visit www.letstalkhorses.co.uk or follow us on [Twitter@LetsTalkHorses](https://twitter.com/LetsTalkHorses).

LET'S TALK HORSES

Online Portal to the Equestrian World

CONTACT US



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