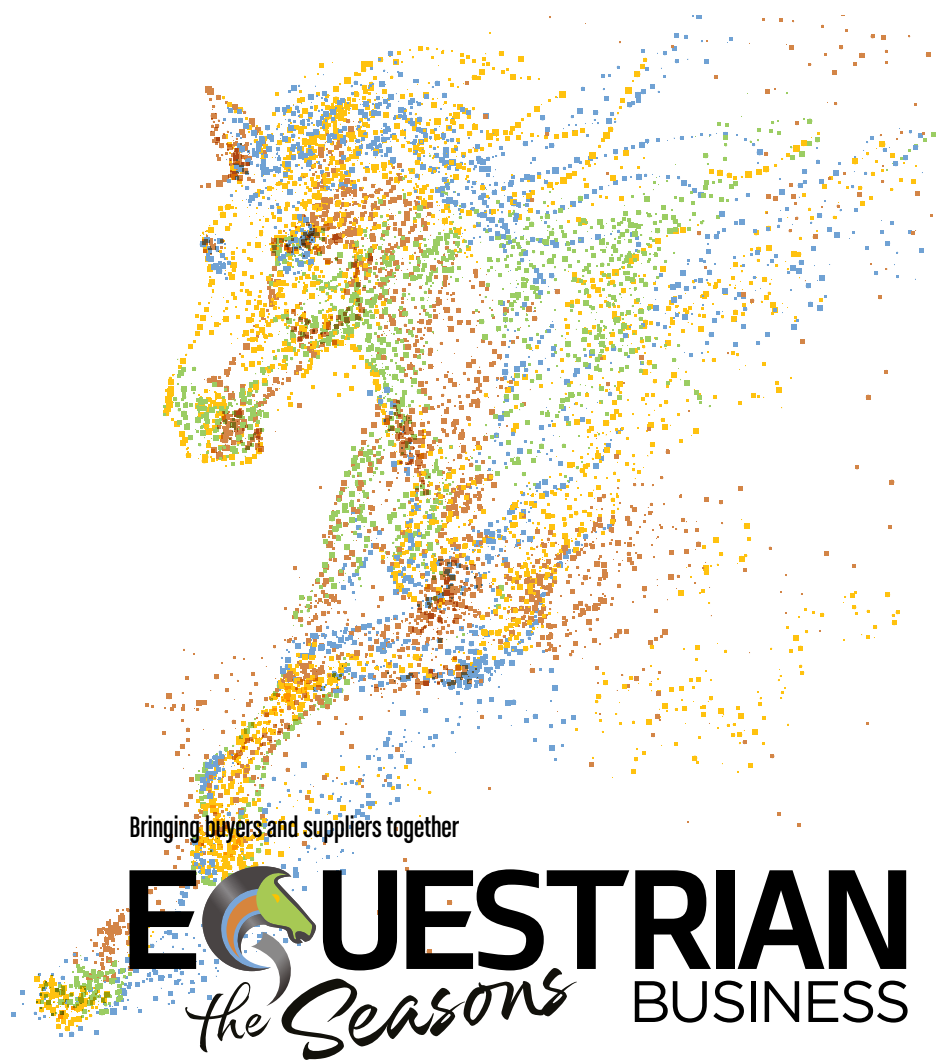




MEDIA PACK 2024



Bringing buyers and suppliers together

EQUESTRIAN
the Seasons BUSINESS

In Print

The changing seasons are always pivotal times for the equestrian trade.

Horses and riders' needs change in line with the seasons, and manufacturing, stocking and retailing relevant items follows a similar pattern. In response, and to provide more in-depth relevant content, Equestrian Business – The Seasons is published in four extended seasonal issues per year.

The printed publication is complimented with digital and online content, that is more reactive to changing weather patterns and events as they happen.

We work closely with advertisers on an individual basis, to ensure you get the coverage you need, via direct advertising, editorial and online content.

Readers benefit from enhanced features that cover topics, in depth, and we bring in more reader content to share peer-to-peer stories.

This approach provides a clear and simple route to the equestrian trade, combining a quarterly publication with regular digital updates across our multiple platforms.

Established over 20 years ago, Equestrian Business has continued to innovate across the years and has established a strong reputation as the UK's only independent equestrian trade publication that brings buyers and suppliers together.



Digital

Digital advertising has created a world that allows you to reach your audience on the go, wherever they are, whenever they are online.

With a choice of options, booking digital advertising with Equestrian Business offers a valuable, highly targeted and engaged audience.

Website:

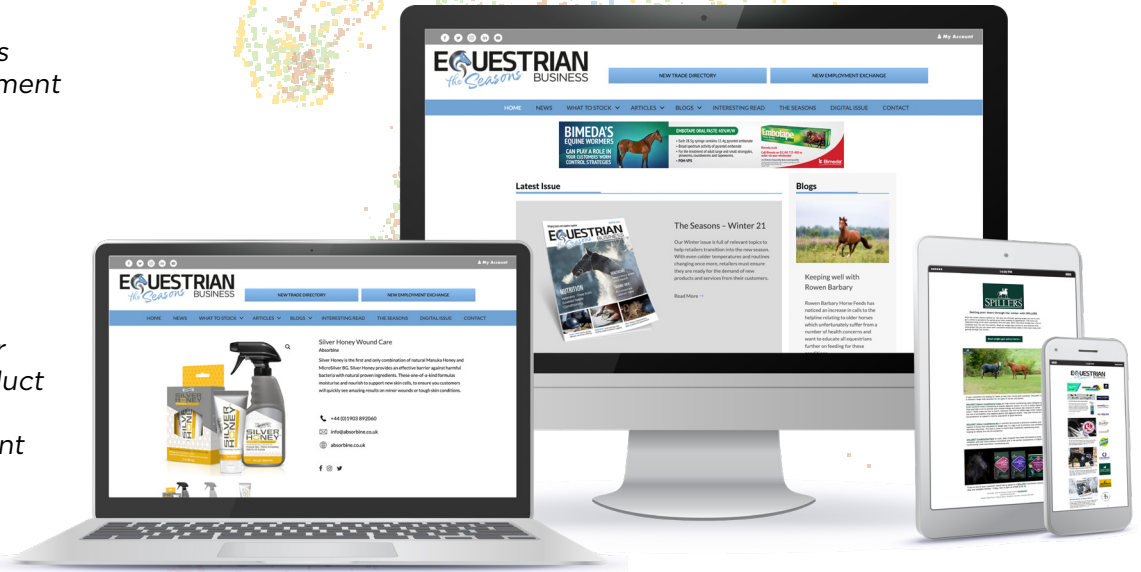
- Banner adverts
- Product placement
- Advertorial
- Blogs
- Surveys

Email marketing:

- Takeover email
- eNewsletter:
 - Header banner
 - Spotlight product
 - Square advert
 - Logo placement

Social media:

- Generic Posts
- Sponsored Posts
- Surveys
- Video content



Statistics

Audience

Retailers

Trade account holders

Wholesalers

Manufacturers

Veterinary practices

Direct mailed reaching key decision makers in the equestrian industry

Social Channels

Facebook 12.2k followers

Instagram 1.k follows

Twitter 14k followers

Website

Our website is kept fully up-to-date on a constant basis. With a fully subscribed trade log in our readers are current and highly engaged.

Prices

In Print

Double page spread £2,775

Outside back cover £1,650

Inside front cover £1,595

Inside back cover £1,550

Full page £1,320

Half page £770

Quarter page £410

Back Cover Throw Out POR

Carrier sheet (mono only) POR

Carrier sheet (Colour) POR

Belly band POR

Guide to Retailing POR
(A5 booklet)

Digital

Web advert (billboard) £150 for 3 months

Web advert (leaderboard) £125 for 3 months

Web advert (skyscraper) £125 for 3 months

Web advert (rectangle) £100 for 3 months

Web product showcase from £75

e-newsletter banner £80 per send

e-newsletter spotlight placement £80 per send

e-Newsletter square advert £65 per send

e-Newsletter logo placement £50 per send

Takeover email £300 per send

Please click [HERE](#) to view and download our technical specification information.

Reach our audience across multiple channels by incorporating print, social and website content in a bespoke advertising package.

For more information or to book contact:

+44 (0)1953 850678 | advertising@equestrianbusiness.net

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