

EQUESTRIAN

the Seasons BUSINESS

SPRING 2024



Here's a glimpse of what our **spring** edition has in store:

NUTRITION:

- > Sustainability in horse feed production
- > A retailer's guide to effective management of laminitis, EMS, and PPID
- > Herbal dietary supplements
- > Regulatory compliance and safety standards in feed manufacture

PADDOCK / STABLE:

- > A comprehensive guide to 24/7 turnout
- > Essentials of paddock upkeep and maintenance

HORSE CARE:

- > Embracing spring shedding: renewal of the horse's coat
- > Effective wound healing
- > Hoof health: prevention and treatment strategies

HEALTHCARE:

- > Must-have products for springtime ailments
- > Comprehensive parasite management

OWNER / RIDER:

- > Equestrian apparel: from casual to high-performance
- > Choosing the right short boots: from country style to stable elegance
- > Selecting the best gloves for every equestrian need

TACK / HORSEWEAR:

- > Spring rugging: preparing for the upcoming season
- > Horse boots for every occasion: from turnout to exercise and competition
- > Perfecting turnout: essential plaiting kits

THE RETAIL ENVIRONMENT:

- > Maximising retail space: the "£ per square inch" method
- > Expanding into smallholding and pet products
- > Exploring effective digital marketing strategies for equestrian businesses



As the chill of winter lingers, the arrival of the New Year prompts us to evaluate the past year's triumphs and challenges. This period of introspection naturally leads to strategising for the forthcoming year, focusing on necessary adjustments to foster success.



new initiatives planned for launch throughout the year. We encourage those interested in contributing to our content, or exploring our unique advertising strategies, to contact us. We understand the importance of a tailored approach, as we believe in a flexible methodology that caters to businesses of all sizes and budgets.

At *Equestrian Business – The Seasons*, we've been pondering over the success of our seasonal framework, which has garnered positive feedback from both readers and advertisers. The year 2024 is set to be thrilling, with several

Founded in 2001, *Equestrian Business* has consistently been at the forefront of innovation, earning a distinguished reputation as the UK's sole independent equestrian trade magazine, bridging the gap between buyers and suppliers.

Our strong presence on social media and a constantly updated website ensure that our readers are always connected and well informed about the latest developments in the equestrian world.

For further information, please contact us as below, and we will arrange a suitable time to discuss your needs.

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