

Horse Deals

2021 DIGITAL
MEDIA KIT



WWW.HORSEDEALS.COM.AU

EXPAND YOUR HORIZONS WITH HORSE DEALS



Whether you are new to the world of digital advertising or have past experience, the Horse Deals advertising team can help you create a campaign that promotes your business to our huge equestrian audience.

We offer standalone digital options and also print and digital packages for maximum exposure.

There are campaign options for every budget and every business.

Our advertising consultants are all horse owners and riders who understand the industry and are ready to help you discover or enhance your existing digital experience.

AUSTRALIA'S LEADING EQUESTRIAN WEBSITE



www.horsedeals.com.au

150,000+
users per
month.

The ultimate
branding
platform.

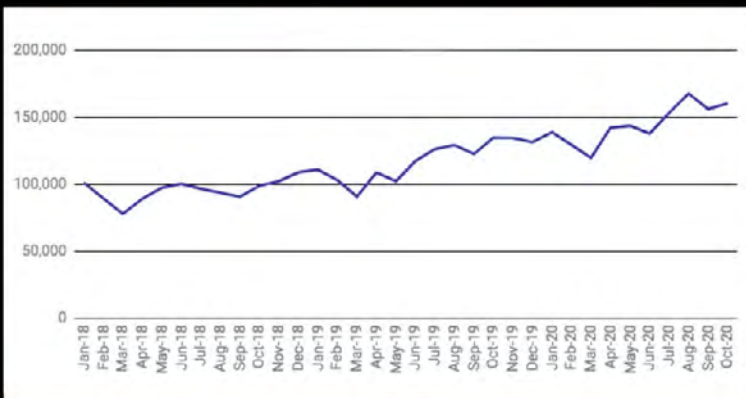
Horse Deals is
trusted by its
audience, unlike
some other digital
platforms.

Readers rate our
website
8 out of 10.
★★★★★★★★★

2.5+ million
pageviews
per month.

160,000+
followers on
social media.

HORSE DEALS
WEBSITE
GROWTH OF
USERS PER
MONTH



DIGITAL DISPLAY ADVERTISING

LEADERBOARD

728px x 90px - desktop, 320px x 50px - mobile

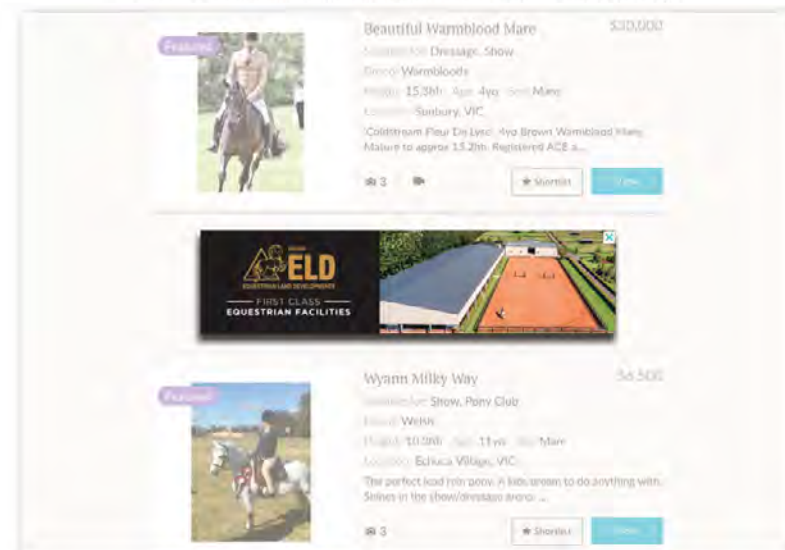
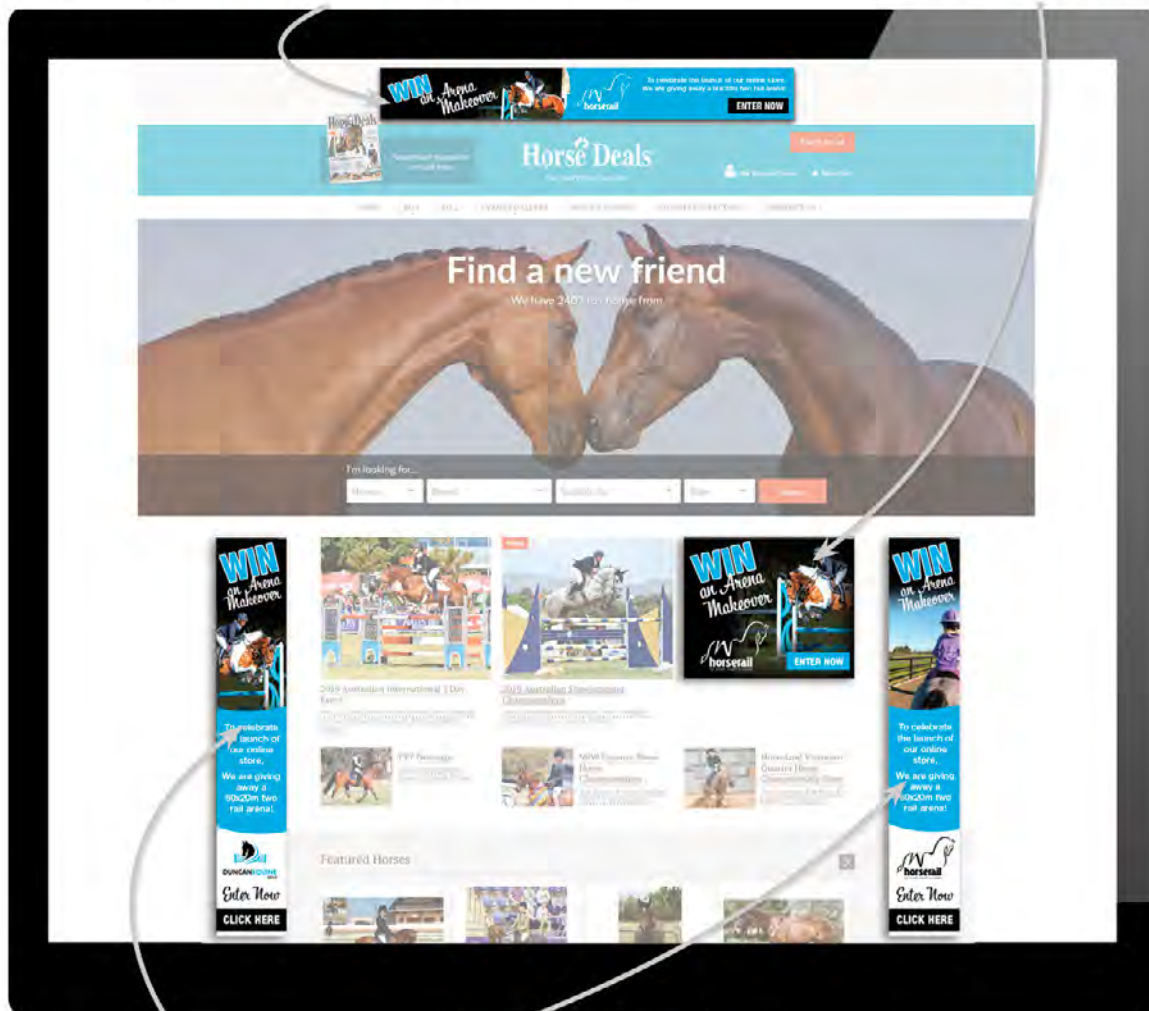
MREC

300px x 250px

AD BANNERS

520px x 130px

Featured between listings on search results pages - desktop only.



GUTTERS

125px x 700px

Only available in high execution campaigns.
See page 3 for more information.

PRICING

- 100,000 impressions = \$1,200
- 75,000 impressions = \$900
- 50,000 impressions = \$750
- 30,000 impressions = \$450
- 20,000 impressions = \$300
- 15,000 impressions = \$225

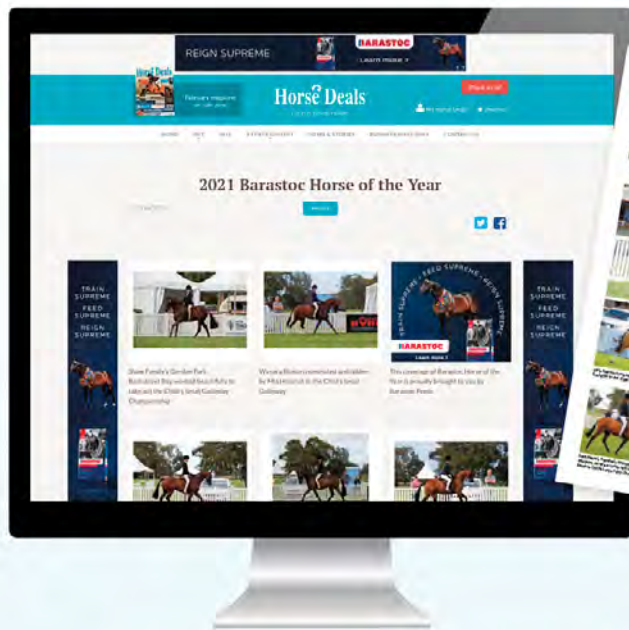
Price includes professional advert design.

State based targeting available - contact for more information.

15,000 - 50,000 impressions = \$15 CPM • 50,000+ impressions = \$12 CPM
CPM is Cost Per 1,000 impressions. (All prices include GST.)

HIGH IMPACT EXECUTIONS

High impact executions have proven to increase click through rates by up to 200% compared to single promotions.



EVENT COVERAGE SPONSORSHIPS

Starting from **\$770**

Includes:

Leaderboard, MREC's and gutters on the event coverage on www.horsedeals.com.au

Strip advert on coverage in print.

Named as coverage sponsor on all Horse Deals promotion of the event coverage.

HOMEPAGE BUYOUTS

\$699

50% SOV per week

Includes leaderboard, MREC and gutters on our desktop homepage.

SOV = Share of voice

EDM promotions also available on request.



Ph 08 8725 4744 | info@horsedeals.com.au

WWW.HORSEDEALS.COM.AU