



Horse Deals

2021 MEDIA KIT

WHAT WILL WE DELIVER FOR YOUR BUSINESS?



Your brand will reach Australia's biggest equestrian audience.

An unsurpassed equestrian audience of **210,000** per month.

We will provide bespoke campaigns to meet your marketing strategies.

The sales platforms of your choice: magazine, diary, website, social media*.

Support from dedicated marketing specialists who understand the equine industry.

Credibility by partnering with the trusted brand Horse Deals.

ABOUT US

From humble beginnings in 1986, Horse Deals rapidly evolved into the industry leader.

The much loved monthly magazine and high traffic website provide an unparalleled experience for the equestrian enthusiast.

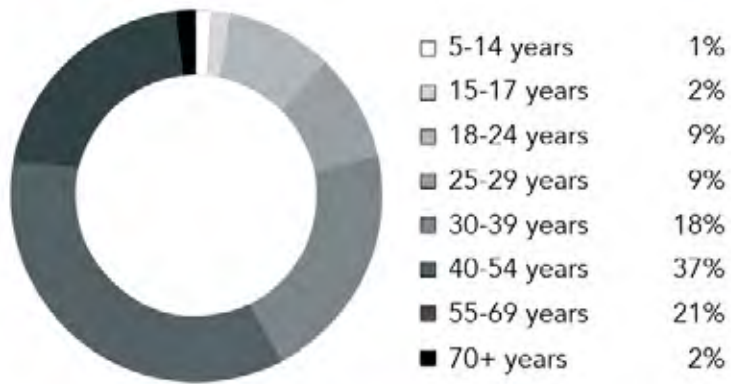
Horse Deals' continued success is due to our commitment to outstanding customer representation, constant innovation and intimate knowledge of the industry we serve.

*conditions apply

OUR AUDIENCE

Average age

43



43%

Live on a small farm



WHERE OUR AUDIENCE LIVE

Regional/country town	24%
Small farm - less than 50 ha	43%
Medium farm - 50-500 ha	14%
Large farm - 500 ha +	5%
Metropolitan area or major city	13%

Source: Horse Deals Reader Survey, Australian Community Media / Agricultural / Regional / Suburban

HORSE DEALS' AUDIENCE ARE HIGH EARNERS WITH MONEY TO SPEND...



Horse Deals' audience are passionate equestrians, browsing for anything and everything equine-related.

\$127,800

Average household income

EXPENDITURE

	PER MONTH
Feed & nutrition including daily feed & supplements	\$558
Veterinary/health services for horses including dentistry, farrier, massage etc	\$373
Horse rugs & stable care	\$245
Competition entries	\$225
Health products for horses including grooming products, drenches etc	\$212
Lessons/coaching clinics	\$153
Equestrian clothing & boots	\$137
	PER ANNUM
Stable & property improvements	\$3,732
Farm machinery & equipment including ride-ons, arena products etc	\$2,793
Fencing	\$2,261
Saddlery & tack	\$2,256
Pasture management	\$1,970
Equine insurance	\$746

Source: Horse Deals Reader Survey, Australian Community Media / Agricultural / Regional / Suburban

AUSTRALIA'S LEADING EQUESTRIAN MAGAZINE

Readers rate the magazine
9 out of 10.



Readership of **60,000** per month.

Each issue has a range of compelling editorial to suit every reader.



Available through over **2,900** stockists Australia-wide.

Providing longevity with a quality, tangible magazine.

We showcase Australia's biggest brands in the equine industry.



AUSTRALIA'S LEADING EQUESTRIAN WEBSITE



www.horsedeals.com.au

150,000+
users per
month.

The ultimate
branding
platform.

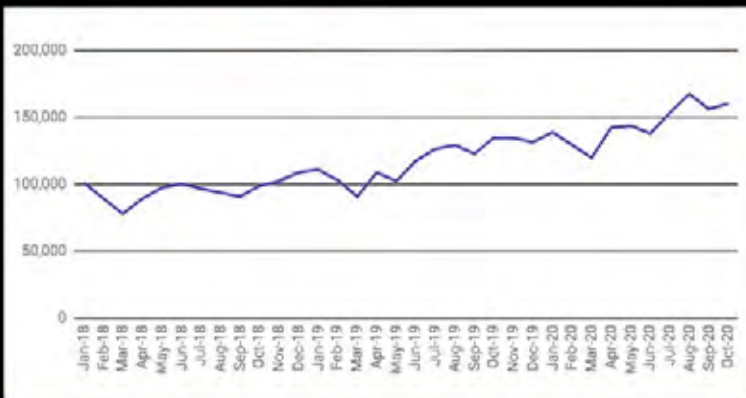
Horse Deals is
trusted by its
audience, unlike
some other digital
platforms.

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



ADVERTISING PACKAGES

Horse Deals is the ultimate brand to promote your product and increase sales. Our professional creative team will design your artwork at no additional cost.

PLATINUM



Double page spread
420mm x 278mm
(+ 5mm bleed)

Includes:

- 1x double page spread printed in one issue.
- 30,000 impressions on www.horsedeals.com.au

\$2,448

GOLD



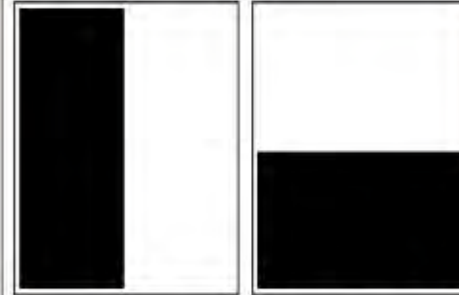
Full page
210mm x 278mm
(+ 5mm bleed)

Includes:

- 1x full page advert printed in one issue.
- 20,000 impressions on www.horsedeals.com.au

\$1,299

SILVER



Half page
90mm x 255mm
(no bleed)

Half page
186mm x 125mm
(no bleed)

Includes:

- 1x half page advert printed in one issue.
- 15,000 impressions on www.horsedeals.com.au

\$777

BRONZE



Quarter page
90mm x 125mm
(no bleed)

Includes:

- 1x quarter page advert printed in one issue.
- 10,000 impressions on www.horsedeals.com.au

\$439

Additional impressions available on request • **Prices are per issue.** All prices include GST • Multiple month packages available on request



SOMETHING EXTRA



SPECIAL FEATURES

Throughout the year Horse Deals includes special features which zone in on a particular discipline or topic. These features provide the opportunity to highlight your product to our readers in a specialised section of the magazine.



CATALOGUES & INSERTS

Make a real impact in our magazine with an unmissable catalogue or insert for your business.

HORSE HEALTH DIARY

Our annual publication. 100% produced and printed in Australia and sold through the Horse Deals website, saddleries, produce stores, riding clubs, colleges and more.

Limited spaces available for our 2022 diary.

Let your business reap the rewards with Horse Deals

2021 DEADLINES

JULY ISSUE

Friday 4th June

AUGUST ISSUE

Friday 2nd July

SEPTEMBER ISSUE

Friday 5th August

OCTOBER ISSUE

Friday 3rd September

NOVEMBER ISSUE

Friday 8th October

DECEMBER ISSUE

Friday 5th November

JANUARY 2022 ISSUE

Friday 3rd December



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