

www.horseandhound.co.uk

- ▶ Horseandhound.co.uk is Europe's most comprehensive equestrian website with the largest horses for sale database in the market
- ▶ Up to the minute reports from equestrian events as well as practical advice on horse care and a supporting community
- ▶ Some of the most independent and affluent female browsers in the UK
- ▶ Targeting high net worth 'yummy mummies'
- ▶ 41% have bought something as a result of seeing it on the site
- ▶ They own on average 3 horses.*
*online survey '06

Horseandhound.co.uk site details

Launched	2000
Monthly Imps	4,279616
Unique Users	176,384
Email newsletter subs	12,000

Target audience



32%



68%

Age 61% 35-54
Average age 36

85% ABC1

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HORSE AND HOUND.CO.UK

HOME OF EQUESTRIANISM

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Competition News & Reports
Shows
Results
Archive
Breeding
Jobs
Property
Horses for sale
Classified
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HORSES FOR SALE

Sponsored by **NAF**

Height
Min: Select
Max: Select

Price
Min: Select
Max: Select

Type: Select

Save 15%
on your horse insurance

Users' Centre

- How to Advertise
- Place a classified ad
- Forum
- Galleries
- This week in Horse & Hound
- This month in HORSE
- This month in Eventing
- Subscriptions
- Back issues
- WIN! WIN! WIN!**
- Sign up for e-news
- Useful phone nos
- Letters to the Editor
- What's on TV
- Hunting directory

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Add your voice to Scottish welfare act forum

Riders and equestrians across Scotland are being asked to help...

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A Flintshire horse keeper claims she is being victimised by her local...

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Despite the best efforts of the British contingent, Ireland again ruled the...

Illegal horse dealer put out of business by Harrow Council
ABRS introduces new "centres of excellence" award for top yards