

**HORSE&HOUND Horse Eventing**

**equestrian  
media**

**INFORMATION 2008**



# Horse & Hound

**Horse & Hound is the best selling equestrian magazine in the UK and is well known by equestrian enthusiasts and beyond as a mainstream brand.**

The only weekly equestrian magazine carrying all the latest news stories from all the main disciplines, as well as topical features and a huge choice of special issues.

Horse & Hound is read by both the trade and enthusiasts. This ensures that your advertisement will be seen by dedicated and professional riders who spend freely on their sport.

We understand the importance of advertisement positioning within our magazine. We will always strive to place adverts amongst relevant editorial or within a particular section or discipline.

Horse & Hound reaches a loyal and affluent readership. Along with our market leading circulation and national coverage, it provides an ideal vehicle to promote your business.

## FACT FILE

Launched:	1884
Readership:	244,000
Frequency:	Weekly
Male:	28%
Female:	72%
Median age:	44 years
Income:	£28,304
Core target:	Serious equestrians

## On average our readers:

- Own 3 horses
- Spend £586 a year on feed
- Spend £438 a year on insurance
- 70% have bought something after seeing an advert in the magazine

Source: NRS July 06-June 07/Reader Survey 07

## HORSE & HOUND SPECIAL FEATURES 2008

### JAN

3	Stallion Number
10	Hoof Care
17	Eventing pull-out
24	NH Stallions
31	Competition Clothing

### FEB

7	Sport Horse 1
14	Worming Special
21	Show Directory Part 1
28	Show Directory Part 2

### MAR

6	Show Directory Part 3 / Cheltenham Preview
13	Sport Horse 2
20	Show Jumping Special / Cheltenham Report
27	Eventing Special / Sport Horse

### APR

3	Grand National Preview
10	Grand National Reports / British Open Reports
17	Summer Rugs
24	Badminton Preview / Winter Dressage Championships

### MAY

1	Dressage Special
8	Badminton Reports
15	Royal Windsor Reports / Chatsworth Reports / Polo special
22	Rider Clothing
29	Showing Products

### JUN

5	Derby Preview
12	Derby Report / Summer Management
19	Hickstead Derby Preview
26	Saddlery & Tack

### JUL

3	Hickstead Derby Reports
10	Supplements Special
17	RIHS Preview
24	To be confirmed
31	RIHS Reports / Olympic Games Preview

### AUG

7	Gatcombe Reports
14	Olympic Games: Eventing / Gastric Health
21	Olympic Games: Dressage
28	Burghley Preview / Olympic Games: Show Jumping

### SEP

4	Burghley Form Guide
11	Burghley Reports
18	Blenhiem Reports / Veterinary Special
25	National Dressage Championships / Winter Clothing

### OCT

2	HOYS Preview
9	Feeding for Winter
16	HOYS Reports / Winter Rugs
23	Hunting Special
30	National Hunt Number

### NOV

6	Christmas Gifts
13	December Sales / New Stallions
20	Winter Management
27	Point to Point Number

### DEC

4	Online Shopping / Gifts
11	To be confirmed
18	To be confirmed
25	To be confirmed

**Products for Editorial please email :**  
jennifer\_gordon-smith@ipcmedia.com



## HORSE & HOUND BLOODSTOCK

Bloodstock is an integral part of Horse & Hound. Our comprehensive editorial covers the breeding industry including the Thoroughbred and Sports Horse market.

### These statistics are taken from our 2006 Bloodstock Survey:

- 76% of respondents stated their involvement with horses was on a professional basis
- 54% said that their involvement with horses would increase in the next 12 months
- 51% of respondents own 6 or more mares
- 35% of respondents own 4 or more stallions

### Percentage of readers rating sections good/excellent

- |                                    |     |
|------------------------------------|-----|
| ● Editorial content                | 83% |
| ● Editorial style                  | 81% |
| ● Coverage of events/race meetings | 70% |

## HORSE & HOUND PROPERTY

The availability of land and stabling is very important to Horse & Hound readers when deciding on a property purchase.

- 74% of readers would use Horse & Hound if they were going to buy an equestrian property.
- Those looking to buy a property would like to own on average 15 acres of land.
- We feature property editorial in the first and third issue of each month at the front of the magazine and position the advertisements adjacent to it. Every property advertised in the display section also appears free of charge on our website [www.horseandhound.co.uk](http://www.horseandhound.co.uk) for 3 months

### For more information please contact :

Nicky Green  
Tel: 0203 148 4227  
email: [nicky\\_green@ipcmedia.com](mailto:nicky_green@ipcmedia.com)

## DISPLAY PROPERTY FEATURES 2007-2008

### 2 PAGE PROPERTY EDITORIAL SPECIALS

20	March
15	May
19	June
11	September
16	October

### 1 PAGE PROPERTY EDITORIAL FOCUS

7	February	7	August
21	February	21	August
6	March	4	September
3	April	18	September
17	April	2	October
1	May	6	November
5	June	20	November
3	July	4	December
17	July		

## HORSE & HOUND ONLINE

Horseandhound.co.uk launched in October 2000 and is now one of the most popular and interactive websites in the market.

Our dedicated online editorial team update the site daily, enabling us to provide a vital news service, which ensures our users keep on returning. The busy forum channel gives users the opportunity to debate issues with people who share the same passion – no matter where they are in the world.

Thanks to our unrivalled and dynamically updated online database of horses for sale, users now buy and sell horses with just a click of their mouse. So, if you're looking for a 16 plus hands proven event horse for your daughter ..... try searching [www.horseandhound.co.uk](http://www.horseandhound.co.uk)

## FACT FILE

Monthly page views :	6,441,687
Unique Users:	214,035
E:newsletter subs:	12,000
Male:	4%
Female:	96%
Average income:	£26,471
Average age:	36 years
Average user owns:	2 horses
Average time online:	17+ minutes

Source: Webtrends Nov 07/Online Survey Sep 06



# Horse

**Horse is aimed at the dedicated leisure rider and keen competitor, who take riding and the care of their horse seriously. With this in mind, Horse is packed with practical features to help riders improve their riding skills and horsecare knowledge and get the most enjoyment out of their time with their horse.**

Each month Horse offers training master classes with top riders and trainers, informed nutrition advice and a veterinary section which draws on the expertise of top vets around the country. In addition, there is the popular Question & Answer section, providing expert opinions to readers' queries, and the Kit File round-up of all the new gear on the market and product tests.

Designed to appeal to a broad readership, but most importantly to riders who are the most keen to progress with their horse both at home and in competition. Horse also features news, special reports, interviews, reviews and entertainment. Its unique mix of fun and serious sets it apart from the other magazines on the market.



## SPECIAL ISSUES 2008

	SPECIAL FEATURES	PRODUCT FOCUS	BUYER'S GUIDE
JAN	Rider fitness Supplements	Insurance	Winter gilets and fleeces
FEB	First Aid Safety	Riding Schools	Cross-country gear
MAR	Holidays Transport	Holidays	Performance supplements
APRIL	SHOW NUMBER	Transport	Travel rugs and travel boots
MAY	Worming	Clothing	Spring/summer fashion
JUNE	Saddlery & tack	Horseboxes	Turnout products
SUMMER	Summer horsecare	Holidays	Horse and rider competition
JULY	Stabling, land and arenas	Stabling	Saddles
AUG	Hoofcare	Arenas	Leg protection/boots
SEPT	Feed & nutrition	Livery yards	Health supplements
OCTOBER	Winter horsecare	Clothing	Winter rugs
NOV	Careers	Winter stabling	Winter fashion and footwear
DEC	Christmas special	Christmas Gifts	Reflective wear

## FACT FILE

Launched:	1997
Frequency:	Monthly
Male:	4%
Female:	96%
Median age:	37 years
Income:	£24,477
Core target:	Equestrians – ABC1 Women 20-40

On average our readers:

- Own 3 horses
- Spend £405 a year on feed
- Spend £325 a year on insurance
- 71% have bought something after seeing an advert in the magazine

Source: Reader Survey 07

**For all product editorial queries, please contact**

Emma Ledger (tel 020 314 84609)  
emma\_ledger@ipcmedia.com



# Eventing

**The fast-paced and exciting sport of eventing has never been more popular and it attracts record numbers of competitors from grass roots level to top international riders.**

Eventing magazine is the only independent magazine on sale at newsagents and with a loyal subscriber base, it is packed with all the latest news, views, results and profiles, as well as the most extensive reports of the UK and world scene available – in other words it is a unique publication.

This is the very serious end of competing and our readers are participants as well as spectators and those with an official role within the sport. The condition of the horse and equipment is of paramount importance, which is reflected in the advertising carried. Our high level of subscribers mirror the interest in this sport – there is no other magazine to consider on your advertising schedule to reach this sector.

## FACT FILE

Launched:	1985
Frequency:	Monthly
Male:	6%
Female:	94%
Median age:	40 years
Income:	£29,462
Core target:	Eventing enthusiasts

## On average our readers:

- Own 3 horses
- Spend £592 a year on feed
- Spend £509 a year on insurance
- 51% have bought something after seeing an advert in the magazine

Source: Reader Survey 07

## SPECIAL FEATURES 2008

	FEATURE	TRIED & TESTED
FEB	Breeding Special	Around the Yard
MAR	Horse Trials Map & Guide Part 1	Competition Clothing
APRIL	Horse Trials Guide Part 2 Riding at your first three day event incl Horse Care Advice	Safety products inc body protectors
MAY	Badminton Preview	Feed Supplements
JUNE	Badminton Report	Tack & Accessories
JULY	Three Day Event Special	Fly repellents & Shampoo
AUG	Olympic Preview	Leg Care
SEPT	Olympic Report, Burghley Preview, Gatcombe Report	Winter Clothing
OCT	Burghley Report, Blenheim Report Performance Horse Care and Vet Special	Rugs
NOV	Three day event special Grass Roots special for Novice Riders	Feed
DEC	Christmas Special including a Christmas Gift Guide	Footwear

## For all Tried & Tested queries please contact

Lauren Griffith on 07739 134 258

Or email : [Lauren.griffith@btinternet.com](mailto:Lauren.griffith@btinternet.com)



# Advertising Rates

	HORSE & HOUND			HORSE & HOUND PROPERTY*		HORSE			EVENTING		
	Colour	Spot	Mono	Colour	Mono	Colour	Spot	Mono	Colour	Spot	Mono
IFC	£4927					£2600			£1266		
OBC	£4927					£2800			£1367		
IBC	£4624								£1266		
PAGE	£4085	£2654	£2286	£2781	£2087	£2400	£1900	£1800	£1183	£930	£813
HALF	£2627	£1458	£1229	£1564	£1172	£1220	£950	£900	£613	£472	£414
QUARTER	£1374	£1019	£661	£868	£651	£700	£485	£460	£304	£236	£211
EIGHTH	£683	£507	£353	£436	£327	£350	£252	£240	£216	£143	£123

\*Spot colour 10% on mono rates

[www.horseandhound.co.uk](http://www.horseandhound.co.uk)

Creative format	Max File size		Rates per '000
	Jpeg / Gif	Flash	
Skyscraper	120x600	20k	£30.00
MPU	250x250	30k	£50.00
Banner	468x60	15k	£25.00

All rates exclude VAT

Online packages can be tailored to suit individual requirements. For more information please contact Gina Williams on 0203 148 4224 or email [gina\\_williams@ipcmedia.com](mailto:gina_williams@ipcmedia.com)

## Advertorials and Sponsorship

Advertorials can complement an existing campaign or provide a very effective enhancement to display advertising. We are able to offer a full advertorials service over Horse & Hound, Horse and Evening. Sponsorship opportunities are available in many forms from events and supplements to on-page ideas. We can advise on or create the ideal sponsorship package to suit your marketing needs and give you that extra cut through in this congested market place.

### Added Value

We can also offer a number of added value ideas including competitions, tip-ons, reprints or the creation of an individual idea.

### Marketing Solutions

An effective way to target the equestrian market. We can offer you the following unique and innovative forms of marketing, tailor-made to your individual needs:

- Cover mounts ● Media sponsorship ● Supplements
- Database rental ● Reader offers ● Sampling
- Exposure through competition prizes

To discuss an idea with the creative team call Charlotte Harris Tel: 0203 148 4231 or email: [charlotte\\_harris@ipcmedia.com](mailto:charlotte_harris@ipcmedia.com)

For comprehensive information and help, please contact our sales team on **0203 148 4224**