

hoofbeats magazine

Australia's riding,
training, horse and land
care magazine.

2018/2019

Media Kit



For more information please contact our Advertising Manager -

Tracy Weaver-Sayer on +61 8 9397 0506, Email: ads@hoofbeats.com.au, 90 Leslie Rd, Wandi, 6167,

www.hoofbeats.com.au

SUBSCRIBE

to **HOOFBEATS** to
WIN *Pacy II*
all country boots & more

Two subscribers will each win a pair

A perfect partner for the riding season, the Pacy II offers performance protection and a soft, cushioning look under the saddle or out. The Muck Boot's exclusive, 100% waterproof, 100% synthetic leather has a sleek finish and durable grip. The Pacy II's shock absorber reduces the impact of the horse's hooves on the rider's joints. The Pacy II's shock absorber reduces the impact of the horse's hooves on the rider's joints.

Available in black, brown, and tan.

• anti-sweatband
• shock absorber
• 100% waterproof
• soft, cushiony leather
• 100% synthetic
• 100% waterproof
• 100% synthetic
• 100% waterproof
• 100% synthetic

www.muckboots.com.au

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☐ Email: enquiries@hoofbeats.com.au

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 AVAILABLE ON
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Please
 enter your
 details
 to
 subscribe
 to
 Hoofbeats
 and
 Muck

CONGRATULATIONS!
 You are a winner of Hoofbeats & Muck!
 Your prize is a pair of Muck Boots Pacy II boots in the color of your choice.
 Your prize will be delivered to your home in Melbourne, Victoria, Australia. Please note that the prize is not transferable and cannot be exchanged for cash.
 The prize is valid until 31/12/2014.
 www.hoofbeats.com.au

THE
 MUCK
 BOOT

2018/2019 National Printed Advertising Rates

COLOUR	Dble Page	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
	\$1680	\$885	\$530	\$415	\$295	\$225	\$190	\$120

Back Cover \$1060

Inside Covers \$980

Business Card \$65 ea
(to be booked for 3 issues)

BLACK AND WHITE	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
	\$450	\$310	\$250	\$190	\$135	\$120	\$75

- 10% loading for specified positions and to guarantee a right hand page.
- All prices include GST and are in AUS \$.
- 10% discount for contract booking (6 issues) (eighth or larger).
- Inserts: Please enquire for pricing on insertions and deadlines.
- Run-ons available.

PRINTED DEADLINE DATES 2018/2019

BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
June/July	2 nd May	Dec/Jan	1 st Nov
Aug/Sept	29 th June	Feb/Mar	4 th January
Oct/Nov	3 rd September	Apr/May	1 st March

ARTWORK DEADLINES:

Issue	Deadline	Issue	Deadline
June/July	4 th May	Dec/Jan	2 nd November
Aug/Sept	5 th July	Feb/Mar	8 th January
Oct/Nov	5 th September	Apr/May	4 th March

- Pre-payment is required for all new/casual advertisers.
- If material is not supplied by the artwork deadline, the publisher reserves the right to repeat the most recent material.
- Payment is required 14 days from publication date for all account advertisers.
- Cancellations 5 days after the artwork deadline will incur full costs.



For those interested in reaching the West Australian equestrian community separate rates are available for the WA Show Scene insert - distributed in Hoofbeats in WA via newsagents, stores and in all subscriber's copies.

hoofbeats magazine

Hoofbeats Online Opportunities

Recognising the time readers are spending online Hoofbeats offers a number of opportunities to reach potential customers via the Hoofbeats website www.hoofbeats.com.au, Sneak Peek and the Newspeak, which complement each edition of the magazine.

The Hoofbeats website is the first point of call for those looking to find out about the magazine, purchase individual copies in print and online, subscribe, browse and find information on previous articles and back issues.

In addition to content information being available from the website this is also widely promoted via our extensive email data base, our popular facebook page and other equestrian media channels, including radio. These additional advertising opportunities provide a means of reaching an increased audience with cost effective advertising that allows for an online interaction with potential customers to complement print marketing, or be utilised as a stand alone online only campaign.

Advertising in the Digital Mail-Outs (Sneak Peek and Newspeak)

HOOFBEATS MAIL-OUT - distributed monthly - COLOUR (ARTWORK SUPPLIED)
SIZE Individual issue 3 issues (two ads and one editorial or three ads)

200px x 200px	\$40	\$90
200px x 300px	\$50	\$120
200 px x 400px	\$60	\$150



GRAPHICS CHARGE FOR UN-SUPPLIED MATERIAL

200x200px	200x300px	200x400px
\$40	\$50	\$60

Advertising on the Hoofbeats website www.hoofbeats.com.au

Size	Two Months		Four Months		Six Months		Twelve Months	
	Total Cost	Monthly Cost	Total Cost	Monthly Cost	Total Cost	Monthly Cost	Total Cost	Mthly Cost
200 x 100px (Static)	\$90	\$45	\$140	\$35	\$160	\$26.60	\$288	\$24
200 x 200px (Static)	\$110	\$55	\$200	\$50	\$240	\$40	\$408	\$34
200 x 300px (Rotating)	\$90	\$45	\$140	\$35	\$160	\$26.60	\$288	\$24
200 x 400px (Static)	\$130	\$65	\$240	\$60	\$300	\$50	\$540	\$45
200 x 600px (Static)	\$160	\$80	\$300	\$75	\$390	\$65	\$744	\$62

PRIME POSITION PAGE LOADING +20%

Have your web ad displayed in 'Prime Position' on the Hoofbeats website homepage. 'Prime Position' spaces will be allocated on a first to book preference.



ONLINE DEADLINE DATES 2018/2019

WEB ADVERTISING BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline	Issue	Deadline	Issue	Deadline
June	15 th May	Sept	15 th August	Dec	15 th November	Mar	15 th February
July	15 th June	Oct	15 th September	Jan	15 th December	Apr	15 th March
Aug	15 th July	Nov	15 th October	Feb	15 th January	May	15 th April

WEB ARTWORK DEADLINES DATES:

Issue	Deadline	Issue	Deadline	Issue	Deadline	Issue	Deadline
June	17 th May	Sept	17 th August	Dec	17 th November	Mar	17 th February
July	17 th June	Oct	17 th September	Jan	17 th December	Apr	17 th March
Aug	17 th July	Nov	17 th October	Feb	17 th January	May	17 th April

- **Pre-payment is required for all new/casual advertisers.**
- **Completed artwork should be supplied however artwork can be prepared if required by our graphics department. Artwork charges may apply so contact us for details.**
- If material is not supplied by the artwork deadline, the publisher reserves the right to repeat the most recent material.
- Web ads can be changed before the advertising period has ended. However this service will incur an additional fee.
- Payment is required 14 days from publication date for all account advertisers.
- **Cancellations after the Artwork deadline will incur full costs.**

Supplied DIGITAL Artwork Guidelines

Guidelines for Website Advertising:

Hoofbeats will accept supplied JPG and GIF files. Colour ads to be supplied RGB colour mode.

Hoofbeats accepts no responsibility for artwork supplied contrary to specifications.

While every effort is made for accuracy, slight variations in colour may occur and cannot be controlled.

Print Artwork Guidelines

Hoofbeats accepts no responsibility for artwork supplied contrary to specifications. While every effort is made for accuracy, slight variations in colour may occur between issues/magazines and cannot be controlled.

<https://www.hightail.com/u/TracyWeaver11411757>

Hoofbeats Artwork Service

Hoofbeats can create your artwork if required. Please advise on booking if you require our artwork services and we'll discuss the requirements and any possible extra charges with you.



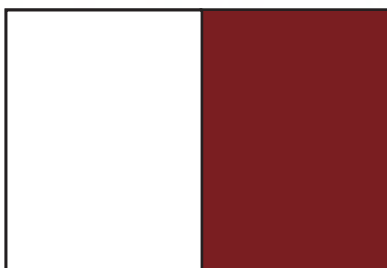
Printed Mechanical Specifications

DOUBLE PAGE SPREAD



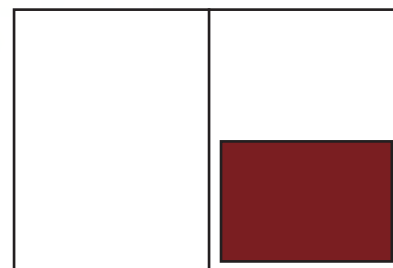
(with Bleed)
430mm W x 290mm D

FULL PAGE



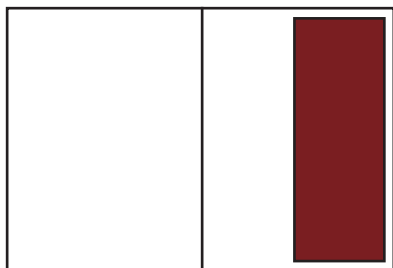
(Bleed) - 220mm W x 290mm D
(Type area)-190mm W x 255mm D

HALF PAGE HORIZONTAL



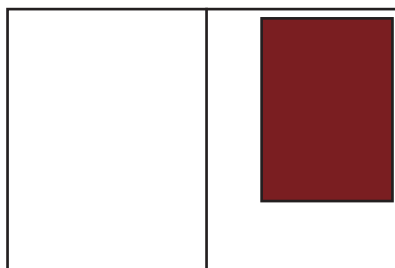
No Bleed: 190mm W x 125mm D

HALF PAGE VERTICAL



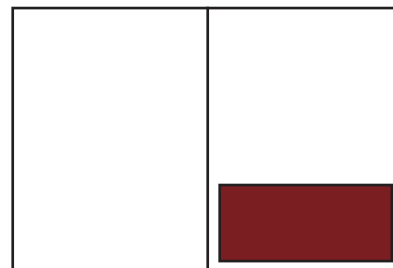
90mm W x 255mm D

HALF PAGE SQUARE



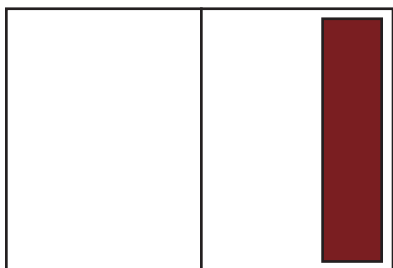
125mm W x 190mm D

THIRD PAGE HORIZONTAL



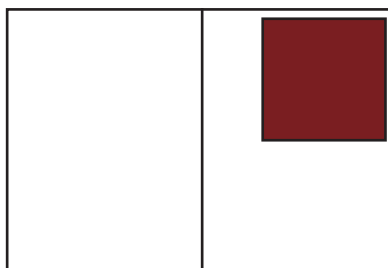
190mm W x 80mm D

THIRD PAGE VERTICAL



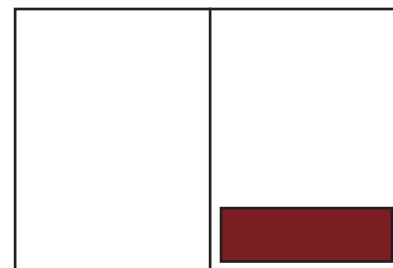
60mm W x 255mm D

THIRD PAGE SQUARE



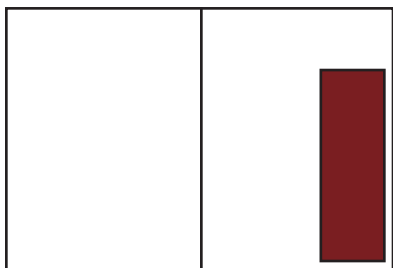
125mm W x 125mm D

QUARTER PAGE HORIZONTAL



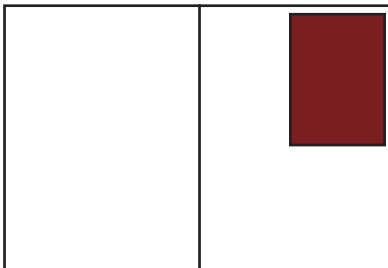
190mm W x 60mm D

QUARTER PAGE VERTICAL



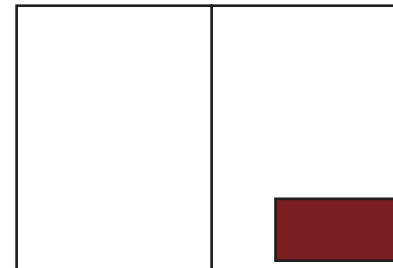
60mm W x 190mm D

QUARTER PAGE SQUARE



90mm W x 125mm D

SIXTH PAGE HORIZONTAL / VERTICAL



H - 60mm W x 125mm D
V - 125mm W x 60mm D

Also available - 1/8th Page: 60mm W x 85mm D: **12th Page:** 60mm W x 60mm D **Business Cards:** 59mm W x 50mm D