

# hoofbeats magazine

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

**2019/2020**

**Media Kit**



For more information please contact our Advertising Manager -

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

**[www.hoofbeats.com.au](http://www.hoofbeats.com.au)**

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## About Hoofbeats

Hoofbeats is Australia's leading riding, training, horse and land care magazine. It is the publication of choice for horse owners and riders looking for an informative and educational magazine that provides practical advice on all aspects of horse management, including horse and rider training, veterinary, alternative therapies, nutritional advice, clothing and apparel, equipment and accessories.

Over the years Hoofbeats has cemented its place in the equine industry as the magazine providing educational and creative content, encompassing every aspect of the equestrian lifestyle.

### The Green Horse:

With the majority of readers living on a horse property, Hoofbeats caters specifically to their requirements in The Green Horse, an eight page guide to property management that is included in every issue.

An invaluable educational tool, the Green Horse addresses day to day issues affecting horse property owners such as fencing, reticulation, pasture and grazing management, paddock rotation, growing herbs for horses, eco-friendly practices, 'DIY' projects, 'green' products, news and general advice that suggests how horse properties can be managed to their full potential.

The Green Horse presents a perfect opportunity for advertisers to target readers who spend considerable amounts of money on maintaining and improving their property.

### Articles:

Catering to all horse owners, regardless of their particular equestrian pursuits, from top competitors across each of the disciplines through to recreational riders, Hoofbeats provides articles that will become essential reference material and referred to time and time again, providing advertisers increased brand awareness and long term exposure. The magazine is also regarded as a prominent source of information relating to new products and services, allowing effective and direct communication between advertisers and a wide range of equestrian consumers looking to keep up to date with what is available in the market.

Hoofbeats offers an informed educational approach, featuring contributions from top riders and trainers along with leading industry professionals, both national and international.

### Media Partners with Equine Veterinarians Australia (EVA)

The magazine disseminates the latest research and findings in a usable practical style, allowing readers to enhance their skills and make the most of their equestrian pursuits.

Published in Australia for the last 41 years, Hoofbeats remains committed to being the magazine of choice for Australian horse owners and riders. It is the clear market leader in educational equestrian publishing, allowing advertisers to reach a captive audience of equestrian enthusiasts and consumers with a diverse range of interests.

### DISTRIBUTION IN AUSTRALIA

- Circulation: 14,000
- Readership: 28,000
- RRP: \$7.50
- Frequency: Bi Monthly

**AVAILABILITY:** In Australia through,

- News Agents
- Selected Saddlery Stores
- Feed and Produce Stores
- Selected outlets in New Zealand.
- By mail subscription across Australia and internationally.
- As an APP for devices and tablets- Apple and Androids
- iSubscribe and direct from [www.hoofbeats.com.au](http://www.hoofbeats.com.au)

## SUBSCRIBERS PRIZE AND PROMOTIONAL OPPORTUNITIES

Hoofbeats readers place a high value on education and look to the magazine as a source of information on new products and services. An invaluable advertorial tool for advertisers, the regular feature Product News is the perfect platform to publicise additional information to standard product advertising and is presented in an editorial style, with pricing, availability and contact information included.

All enquiries regarding possible inclusion in Product News or offering products as prizes for subscribers should be directed to Tracy Weaver-Sayer. Booking and copy deadlines are applicable.

**SUBSCRIBE to HOOFBEATS to WIN**  
**Pacy II All-Conditions Boots**  
Two subscribers will each win a pair

**MAGAZINE SUBSCRIPTIONS**

Subscription Type	Rate (AUD)
1 Year (6 Issues)	\$54.00
2 Year (12 Issues)	\$108.00

**CONTACT:** Tracy Weaver-Sayer, 90 Leslie Road, Wodonga, VIC 3682  
Email: [tracy@hoofbeats.com.au](mailto:tracy@hoofbeats.com.au)  
Phone: 08 5327 0506

**CONGRATULATIONS:** The winner of April/May issue's subscriber prize, **WINNIE ANDERSON**, is **COLLEEN DICK**, 10088 Neave Street, Wodonga, VIC 3682. She can be reached on 08 5327 0506.

## 2019/2020 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 2019/2020

#### BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
June/July	2nd May	Dec/Jan	1st Nov
Aug/Sept	28th June	Feb/Mar	6th January
Oct/Nov	3rd September	Apr/May	2nd March

#### ARTWORK DEADLINES:

Issue	Deadline	Issue	Deadline
June/July	3rd May	Dec/Jan	4th November
Aug/Sept	5th July	Feb/Mar	8th January
Oct/Nov	5th September	Apr/May	6th 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.



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## Hoofbeats Digital 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](http://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 (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](http://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 2019/2020

### WEB ADVERTISING BOOKING DEADLINES:

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

### WEB ARTWORK DEADLINES DATES:

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

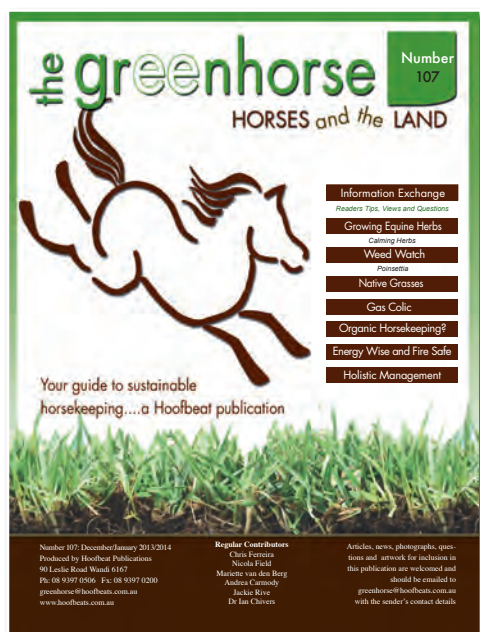
While internal production processes may verify that supplied material is within specifications, the onus is firmly on the client/agency to supply material that meets Hoofbeats specifications. Hoofbeats reserves the right to refuse any advertising material that does not meet our specifications. Preference is for supplied material to be emailed. Large files can be sent via *Hightail* or *Drop Box*. The magazine is printed to international ISO standard and settings/ISO are available for graphic designers.

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.**





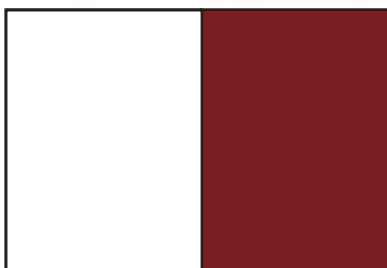
## Printed Mechanical Specifications

**DOUBLE PAGE SPREAD**



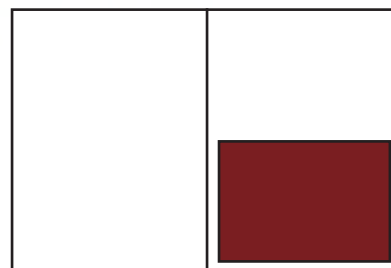
(with Bleed)  
430mm W x 290mm D

**FULL PAGE**



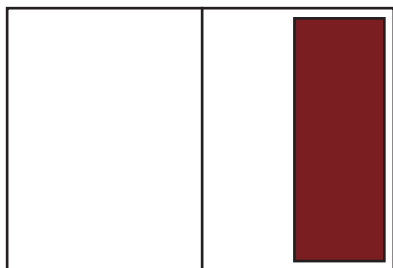
(Bleed) - 220mm W x 290mm D  
(Type area)-190mm W x 255mm D

**HALF PAGE HORIZONTAL**



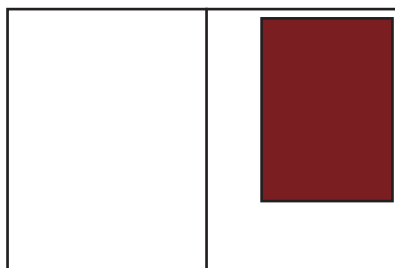
No Bleed: 190mm W x 125mm D

**HALF PAGE VERTICAL**



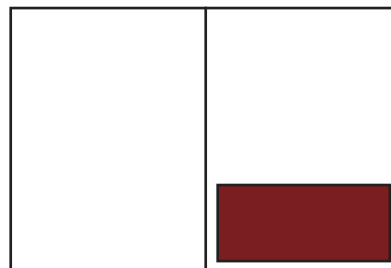
90mm W x 255mm D

**HALF PAGE SQUARE**



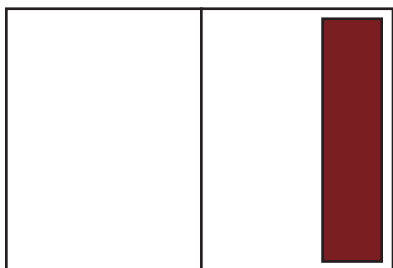
125mm W x 190mm D

**THIRD PAGE HORIZONTAL**



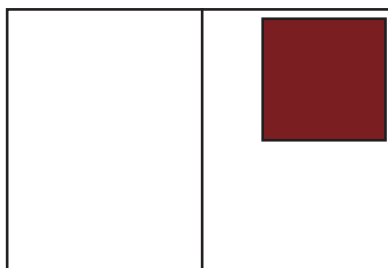
190mm W x 80mm D

**THIRD PAGE VERTICAL**



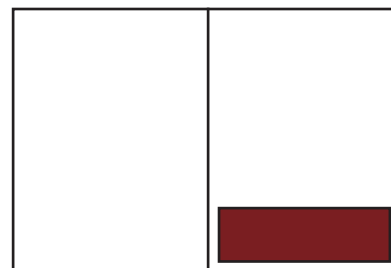
60mm W x 255mm D

**THIRD PAGE SQUARE**



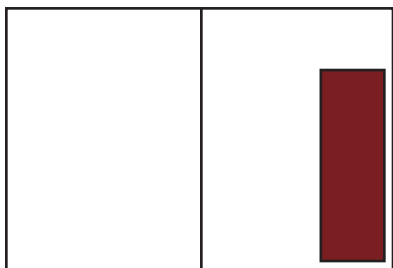
125mm W x 125mm D

**QUARTER PAGE HORIZONTAL**



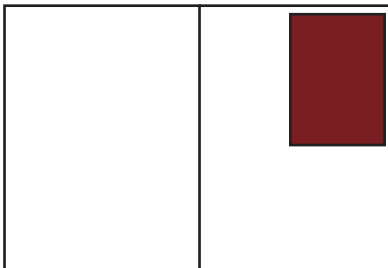
190mm W x 60mm D

**QUARTER PAGE VERTICAL**



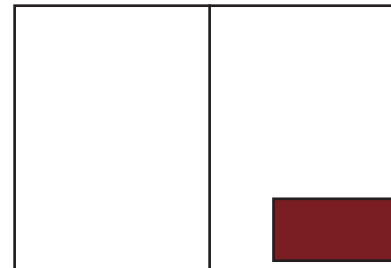
60mm W x 190mm D

**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