

# hoofbeats magazine

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

**2014**

**Media Kit**



For more information please contact our Advertising Manager -

Tracy Weaver-Sayer on +61 8 9397 0506 Fax: 08 9397 0200 Email: [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au)

Web: [www.hoofbeats.com.au](http://www.hoofbeats.com.au), 90 Leslie Rd, Wandi, 6167

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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 the most 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 a unique 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 useable practical style, allowing readers to enhance their skills and make the most of their equestrian pursuits.

Published in Australia for the last 36 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.

### AVAILABILITY IN AUSTRALIA

- Circulation: 16,000
- Readership: 32,000
- 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. Online as a digital e-magazine at [www.hoofbeats.com.au](http://www.hoofbeats.com.au) and an App from the App store.

### 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.

WHY SUBSCRIBE to hoofbeats magazine?

ONLY \$45

Ultimate Prize Package!

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

## 2014 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 (colour)

BLACK AND WHITE	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
	\$450	\$310	\$250	\$190	\$135	\$120	\$75
Business Card	\$40						

- 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 2014

#### BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	3 <sup>rd</sup> January	Aug/Sept	27 <sup>th</sup> June
Apr/May	25 <sup>th</sup> February	Oct/Nov	27 <sup>th</sup> August
June/July	24 <sup>th</sup> April	Dec/Jan	31 <sup>st</sup> October

#### ARTWORK DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	7 <sup>th</sup> January	Aug/Sept	2 <sup>nd</sup> July
Apr/May	3 <sup>rd</sup> March	Oct/Nov	3 <sup>rd</sup> September
June/July	2 <sup>nd</sup> May	Dec/Jan	3 <sup>rd</sup> November



- **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 24 page WA Show Scene insert - distributed in WA via newsagents, stores and in all subscriber's copies.



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## Hoofbeats Online Opportunities

Recognising the time readers are spending online Hoofbeats offers a number of opportunities to reach potential customers via the Hoofbeats website [hoofbeats.com.au](http://hoofbeats.com.au) and e-previews, 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 purchase from our unique online store and find information on previous articles and back issues. The website is also where the e-previews are available, offering a free 'preview' of each issue, along with bonus articles exclusive to the e-preview, e-magazine and the issue available from the App store.

In addition to being freely available from the website each e-preview edition is 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 Magazines (e-preview, e-mag and app)

### HOOFBEATS E-MAGAZINE / E-PREVIEW - COLOUR (ARTWORK SUPPLIED)

Dble Page	Full	Half	Third	Quarter
\$380	\$200	\$140	\$115	\$95

### ADDITIONAL GRAPHICS CHARGE FOR UN-SUPPLIED MATERIAL (INCLUDES COPYRIGHT)

Dble Page	Full	Half	Third	Quarter
\$135	\$100	\$80	\$75	\$60



## Advertising on the Hoofbeats website

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

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

### 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 2014

### BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	3 <sup>rd</sup> January	Aug/Sept	27 <sup>th</sup> June
Apr/May	25 <sup>th</sup> February	Oct/Nov	27 <sup>th</sup> August
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June/July	2 <sup>nd</sup> May	Dec/Jan	3 <sup>rd</sup> November

- **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 5 days after the Artwork deadline will incur full costs.**

## Supplied DIGITAL Artwork Guidelines

**Guidelines for the e-preview, e-magazine and app:** Please refer to print specifications as digital magazine guidelines are the same as printed magazine guidelines.

**Guidelines for Website Advertising:** Hoofbeats will accept supplied .JPG files, however NO .GIFS will be accepted. Colour ads to be supplied RGB colour mode and at 100dpi. 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.

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## Print Artwork Guidelines

**Supplied Artwork Guidelines:** Hoofbeats will accept supplied artwork as Press Optimised PDF, Photoshop and Illustrator files. Mac format is preferred and all fonts and graphics are to be included (in Mac format).

Colour images to be CMYK, Black & White images to be greyscale tiffs. All images must be 300dpi (logos and line-art to be 600-1200dpi).

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 to *Hightail*. 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.

### MEASUREMENTS

**Type area:** 190mm width x 255 depth

**Magazine trim size:** 210mm width x 280mm depth

**Full page bleed:** 220mm width x 290mm depth

### UPLOADING ARTWORK

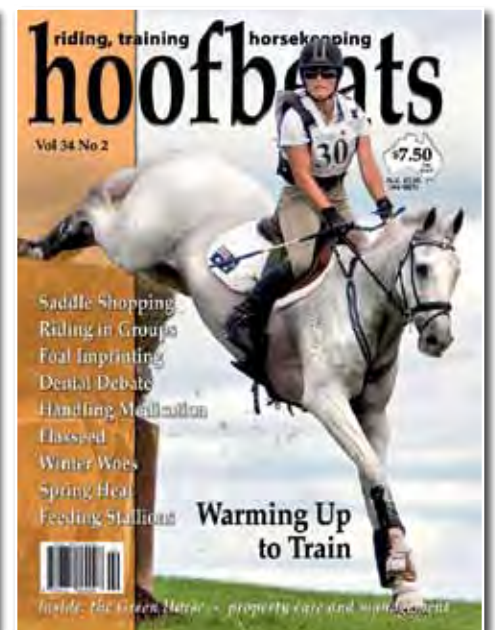
**Email artwork to:** [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au)

**Upload artwork:** For files over 12mb

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

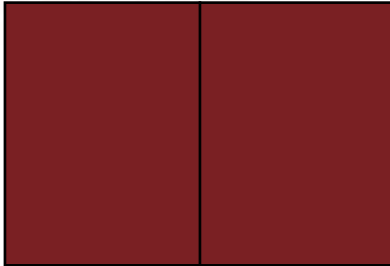
## Hoofbeats Artwork Service

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.



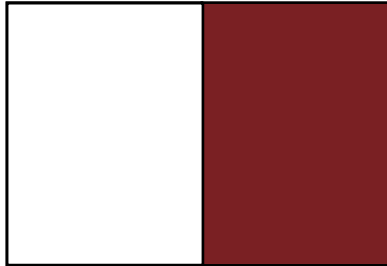
# Printed Mechanical Specifications

## DOUBLE PAGE SPREAD



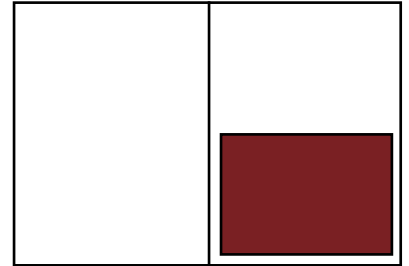
(with Bleed)  
430mm W x 290mm D

## FULL PAGE



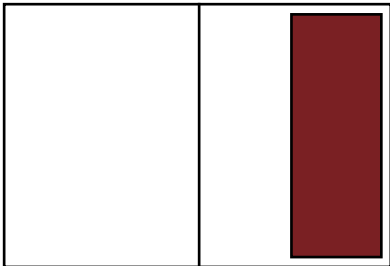
(Bleed) - 220mm W x 290mm D  
(Type area)-190mm W x 255mm D

## HALF PAGE HORIZONTAL



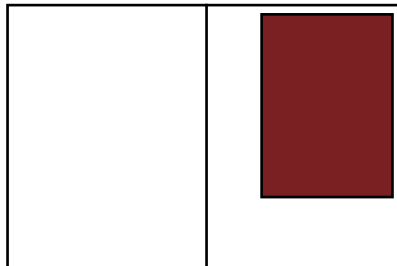
No Bleed: 190mm W x 125mm D

## HALF PAGE VERTICAL



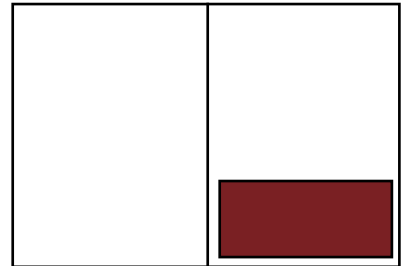
90mm W x 255mm D

## HALF PAGE SQUARE



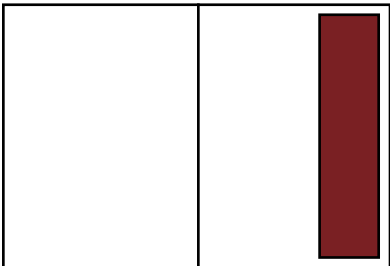
125mm W x 190mm D

## THIRD PAGE HORIZONTAL



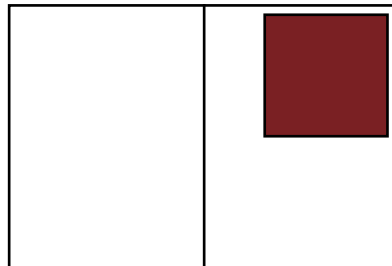
190mm W x 80mm D

## THIRD PAGE VERTICAL



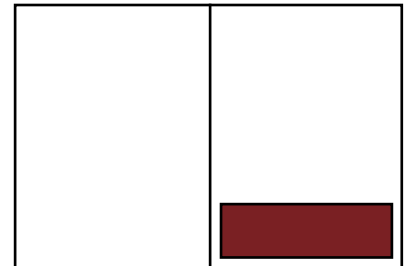
60mm W x 255mm D

## THIRD PAGE SQUARE



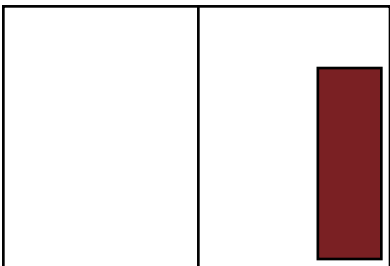
125mm W x 125mm D

## QUARTER PAGE HORIZONTAL



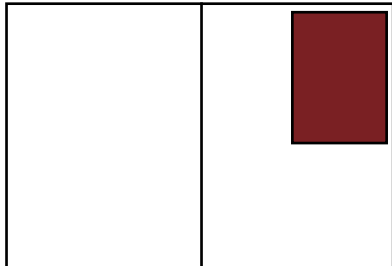
190mm W x 60mm D

## QUARTER PAGE VERTICAL



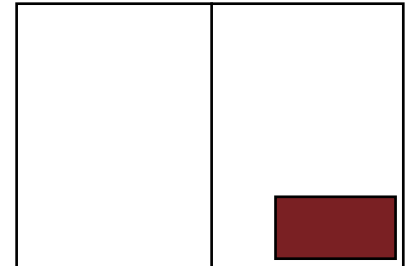
60mm W x 190mm D

## 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 12th Page: 60mm W x 60mm D **Business Cards:** 59mm W x 35mm D