



Horse Deals

Australia's home of
everything equine

2023 MEDIA KIT

ABOUT US

From humble beginnings in 1986, Horse Deals rapidly evolved into the industry leader and remains **Australia's only monthly equine magazine and highest-ranking equestrian website.**

Our much loved monthly magazine and high traffic website provides an unparalleled experience for the equestrian enthusiast. Delivering to Australia's largest equestrian audience, Horse Deals provides

your business the perfect platforms to reach this engaged and passionate market of horse-lovers.

Horse Deals' longevity and continued success is a result of our commitment to outstanding customer representation, constant innovation and intimate knowledge of the industry we serve. Our team is made up of horse owners, breeders and competitors who are here to help your business in 2023.



OUR REACH



50,000

per month magazine readership.



150,000+

average monthly website users.



3 million+

website pageviews per month.



160,000+

social media followers.



Magazine available through **2,000** stockists Australia-wide.



9,000+

average daily website users.



13,000+

email newsletter subscribers.



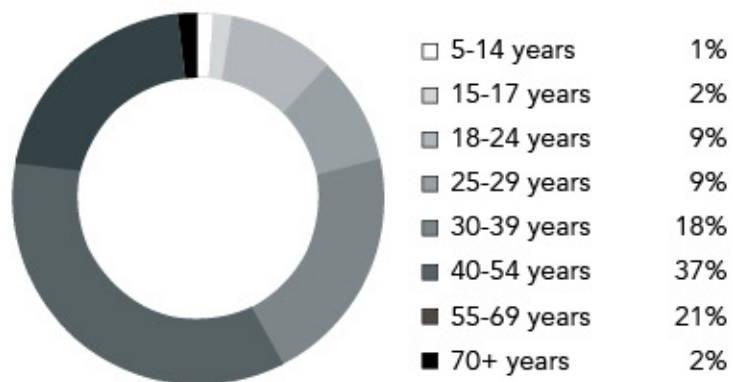
150,000+

average monthly social media reach.

OUR AUDIENCE

Average age

43



43%

Live on a small farm



WHERE OUR AUDIENCE LIVE

Regional/country town	24%
Small farm - less than 50 ha	43%
Medium farm - 50-500 ha	14%
Large farm - 500 ha +	5%
Metropolitan area or major city	13%

Source: Horse Deals Reader Survey, Australian Community Media / Agricultural / Regional / Suburban

THE HORSE DEALS' AUDIENCE INVEST HEAVILY IN THEIR HORSES AND EQUESTRIAN PASSION.



Horse Deals' audience are passionate equestrians, browsing for anything and everything equine-related.

\$127,800

Average household income

EXPENDITURE

	PER MONTH
Feed & nutrition including daily feed & supplements	\$558
Veterinary/health services for horses including dentistry, farrier, massage etc	\$373
Horse rugs & stable care	\$245
Competition entries	\$225
Health products for horses including grooming products, drenches etc	\$212
Lessons/coaching clinics	\$153
Equestrian clothing & boots	\$137

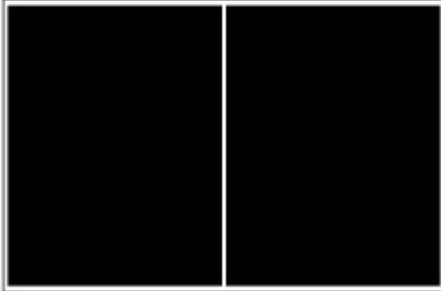
	PER ANNUM
Stable & property improvements	\$3,732
Farm machinery & equipment including ride-ons, arena products etc	\$2,793
Fencing	\$2,261
Saddlery & tack	\$2,256
Pasture management	\$1,970
Equine insurance	\$746

Source: Horse Deals Reader Survey, Australian Community Media / Agricultural / Regional / Suburban

ADVERTISING PACKAGES

Horse Deals is the ultimate brand to promote your product and increase sales. Our professional creative team can design your artwork at no additional cost.

PLATINUM



Double page spread
420mm x 278mm
(+ 5mm bleed)

Includes:

- 1x double page spread printed in one issue.
- 50,000 impressions on www.horsedeals.com.au

\$2,460

GOLD



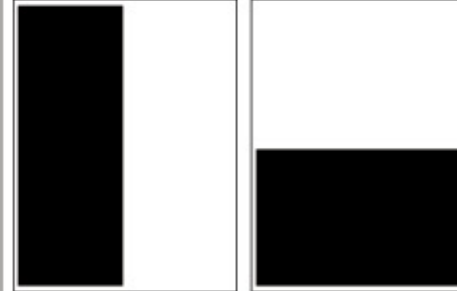
Full page
210mm x 278mm
(+ 5mm bleed)

Includes:

- 1x full page advert printed in one issue.
- 40,000 impressions on www.horsedeals.com.au

\$1,657

SILVER



Half page
90mm x 255mm
(no bleed)

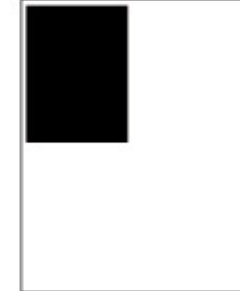
Half page
186mm x 125mm
(no bleed)

Includes:

- 1x half page advert printed in one issue.
- 30,000 impressions on www.horsedeals.com.au

\$1,064

BRONZE



Quarter page
90mm x 125mm
(no bleed)

Includes:

- 1x quarter page advert printed in one issue.
- 20,000 impressions on www.horsedeals.com.au

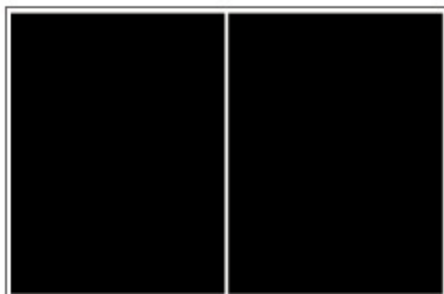
\$641

Additional impressions available on request • **Prices are per issue. All prices exclude GST** • Multiple month packages available on request



PRINT ADVERTISING RATES & SPECIFICATIONS

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(+ 5mm bleed)



Full page
210mm x 278mm
(+ 5mm bleed)



Half page
90mm x 255mm
(no bleed)



Half page
186mm x 125mm
(no bleed)



Quarter page
90mm x 125mm
(no bleed)

Ad Size	Casual Rate (1 issue)	Intermittent Rate (3-6 issues, save 5%)	Regular Rate (7-12 issues, save 10%)
Double page	\$1,840	\$1,748	\$1,656
Full page	\$945	\$898	\$850
1/2 page	\$520	\$494	\$468
1/4 page	\$275	\$261	\$247

Prices are per issue. All prices exclude GST.



AUSTRALIA'S LEADING EQUESTRIAN WEBSITE

LEADERBOARD

728px x 90px - desktop, 320px x 50px - mobile

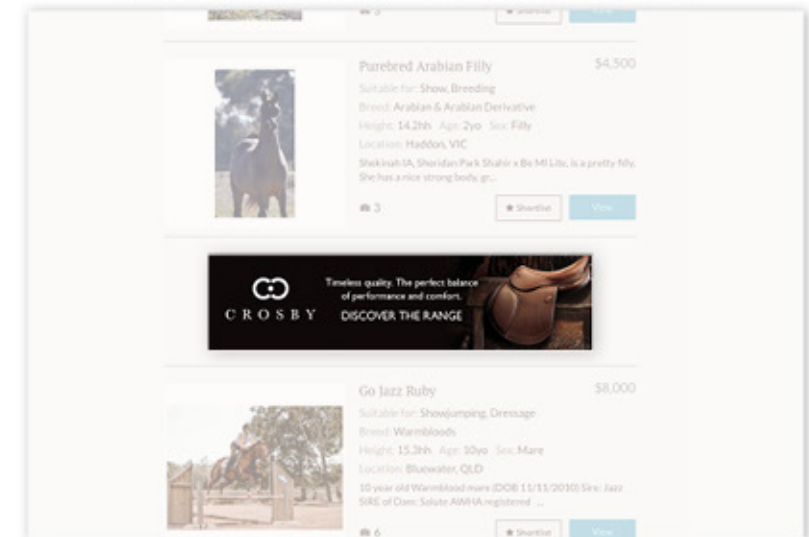
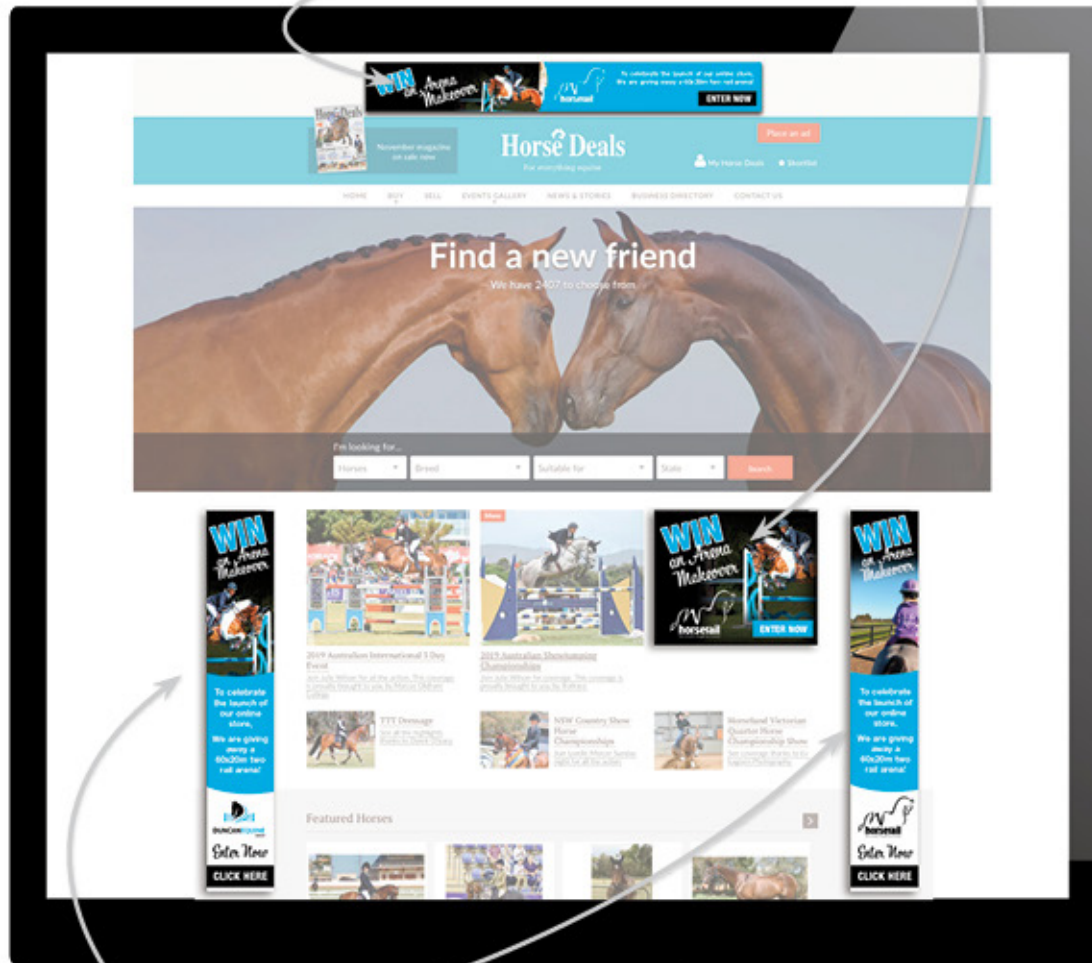
MREC

300px x 250px

AD BANNERS

520px x 130px

Featured between listings on search results pages - desktop only.



GUTTERS

125px x 700px

Only available in high impact executions.
Contact for more information.

High impact executions and EDM promotions also available on request.

PRICING

- 100,000 impressions = \$1,500
- 75,000 impressions = \$1,125
- 50,000 impressions = \$750
- 30,000 impressions = \$600
- 20,000 impressions = \$400
- 15,000 impressions = \$300

Price includes professional advert design.

State based targeting available - contact for more information.

15,000 - 49,999 impressions = \$20 CPM • 50,000+ Impressions = \$15 CPM
CPM is Cost Per 1,000 Impressions.

Prices exclude GST.

ADVERTISING DEADLINES

2023

JULY ISSUE

Friday 9th June

AUGUST ISSUE

Friday 7th July

SEPTEMBER ISSUE

Friday 11th August

OCTOBER ISSUE

Friday 8th September

NOVEMBER ISSUE

Friday 6th October

DECEMBER ISSUE

Friday 3rd November

2024

JANUARY ISSUE

Friday 1st December

FEBRUARY ISSUE

Friday 5th January



08 8725 4744 | info@horsedeals.com.au | www.horsedeals.com.au

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