

Horse Deals

2023 REAL ESTATE MEDIA KIT

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



ADVERTISING PACKAGES



PLATINUM PACKAGE
\$2,450 ex GST

'PROPERTY OF THE MONTH' Exclusive Feature

**start of section, only one available per issue*

Double page advert

Online Real Estate listing featured & super-sized for 90 days

Ad banner with 50,000 impressions

3x social media promotions

Double Page Advert

Online Real Estate listing

Featured & super-sized for 60 days

Ad banner with 30,000 impressions

2x social media promotions

GOLD PACKAGE

\$2,200 ex GST



SILVER PACKAGE

\$1,200 ex GST

Full Page Advert

Online Real Estate listing

Featured & super-sized for 30 days

Ad banner with 20,000 impressions

1x social media promotion



All advertising packages include a listing and ad banner on www.horsedeals.com.au

Half Page Advert

Online Real Estate listing

Featured for 30 days

Ad banner with 15,000 impressions

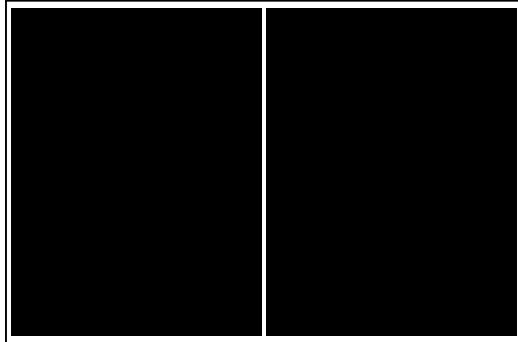
BRONZE PACKAGE

\$800 ex GST



STAND-ALONE ADVERTISING

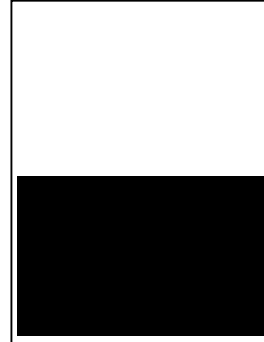
We can also create advertising bundles to include print, digital and social media campaigns to suit your needs.



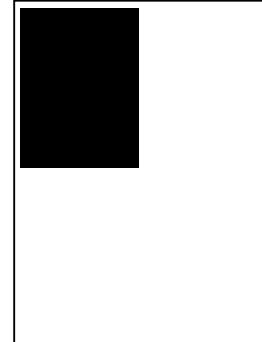
Double page spread
420mm x 278mm
(+ 5mm bleed)



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



Half page
186mm x 125mm
(no bleed)



Quarter page
90mm x 125mm
(no bleed)



Ad Size	1x Issue	Print Advert	Artwork Design	Print Photos	Online Photos	Word Count	Listing Online (for 90 days)
Double page	\$1,840	✓	✓	16	30	650	✓
Full page	\$945	✓	✓	12	21	500	✓
Half page	\$520	✓	✓	8	21	300	✓
Quarter page	\$275	✓	✓	4	21	160	✓
Online Only Premium	\$199	✗	✗	✗	18	500	✓
Online Only Basic	\$69	✗	✗	✗	6	60	✓

Prices are per issue. All prices excluding GST.

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 2022.



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.



08 8725 4744 • info@horsedeals.com.au

www.horsedeals.com.au