



Horse Deals

**Australia's Home
of Everything
Equine**

MEDIA KIT 2025

Print and Digital

Magazine - eMag - Website

Horse Deals has stood the test of time. First published in 1986, it is still the undisputed leader as Australia's monthly equestrian magazine and website.

Covering for all breeds and disciplines, our magazine contains new, innovative, educational content every month for all equine enthusiasts.

Horse Deals offers an exceptional advertising platform for businesses looking for targeted promotion directly to an engaged and passionate equestrian audience.

The website offers targeted digital advertising, with an average monthly audience of over 135,000 visitors and an average of 2.5 million page views across the site each month.

Our professional marketing specialists are extremely passionate about the equine industry with a high level of knowledge to assist with your marketing campaigns.



Horse Deals Insights

**Monthly
Print
Magazine
& eMag**

**Australia's
highest ranking
equestrian
website**

**Audience
of over 148k
per month**

**146k
Facebook
followers**

**20.8k
Instagram
followers**

**Sponsored
Content**

**Weekly
Email
Newsletter**

**Digital
Display
Advertising**

Print Advertising

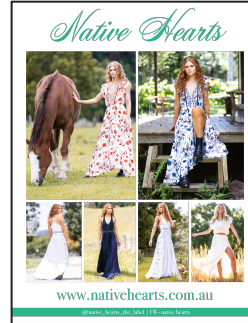
Print Sizes & Rates



DOUBLE PAGE SPREAD

\$2,043

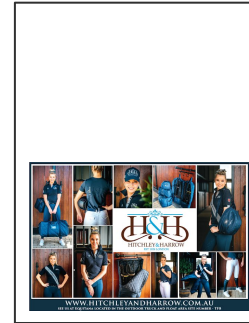
Includes complimentary copy of the magazine



FULL PAGE

\$1,049

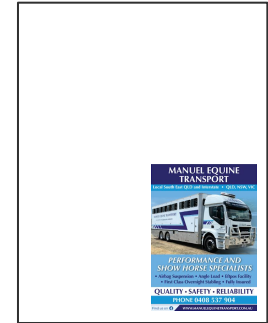
Includes complimentary copy of the magazine



HALF PAGE

\$578

Includes complimentary copy of the magazine



QUARTER PAGE

\$306

All prices include GST. Prices per issue. Multiple issue discount available.

Digital Display Advertising

Digital advertising is sold by impressions which operates on a **CPM (Cost Per Thousand Impressions)** model. You pay for the number of times your ad is displayed to users across the whole of site.

MREC Digital Display

Mobile & Desktop 300 x 250 px



Leaderboard Digital Display

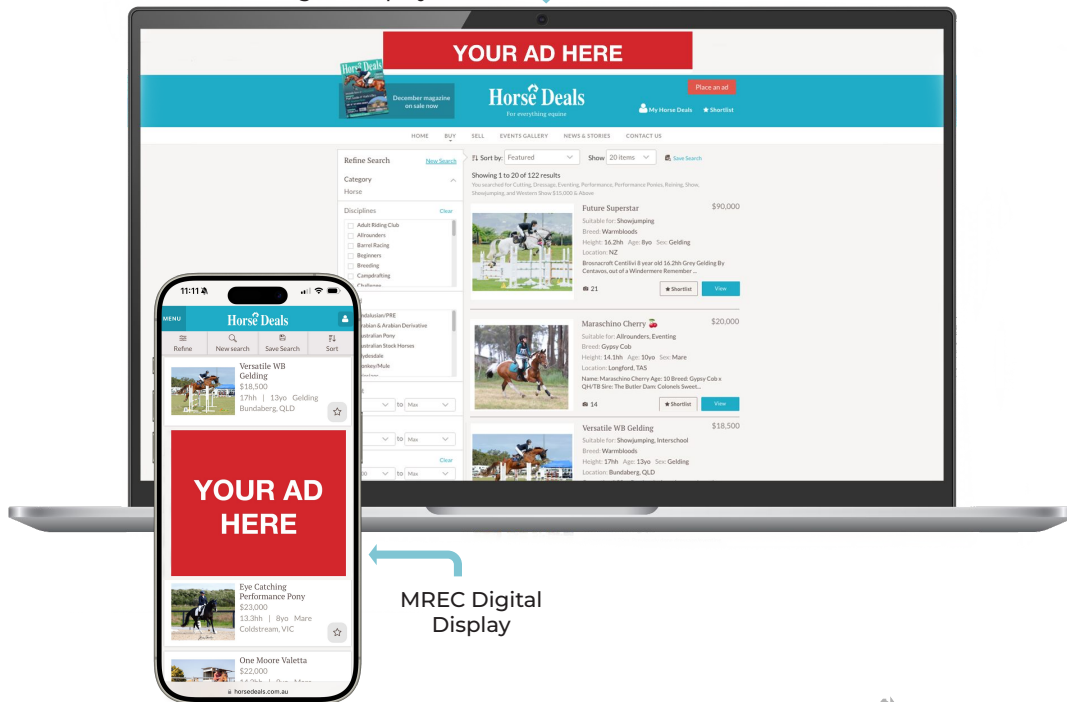
Desktop - 728 x 90px • Mobile - 320 x 50px



Multiple positions available @ CPM rate \$20-\$30

www.horsedeals.com.au

Leaderboard
Digital Display



MREC Digital
Display

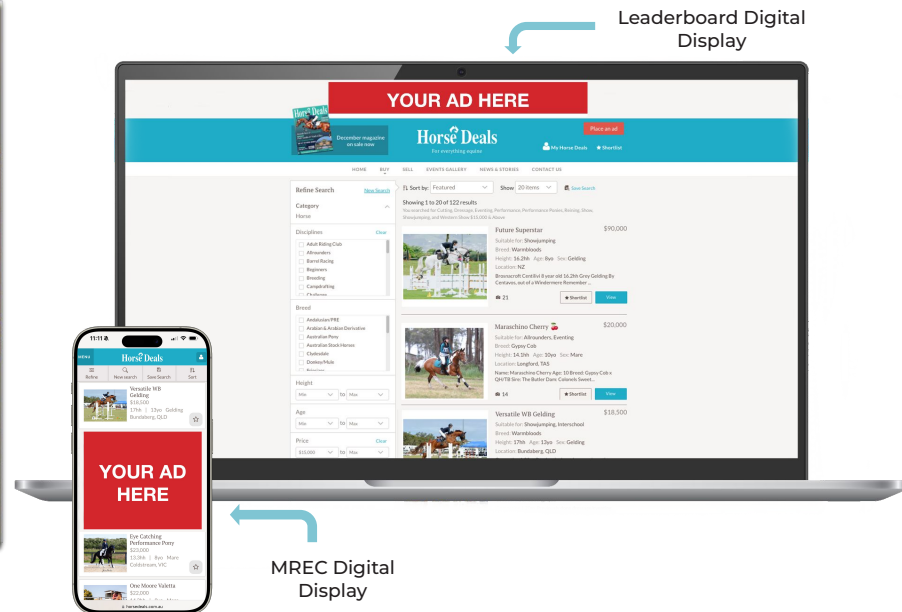
Horsedeals



Platinum Print & Digital Package



Double Page
Print Advert



Leaderboard Digital
Display

MREC Digital
Display

- 1 x Double page in one issue of Horse Deals - print publication and eMag
- 1 x 100,000 digital display impressions on www.horsedeals.com.au
- 1 x Complimentary magazine

Total Value: \$4,543

TOTAL INVESTMENT: \$3,441 - SAVE: \$1,102

All prices include GST.

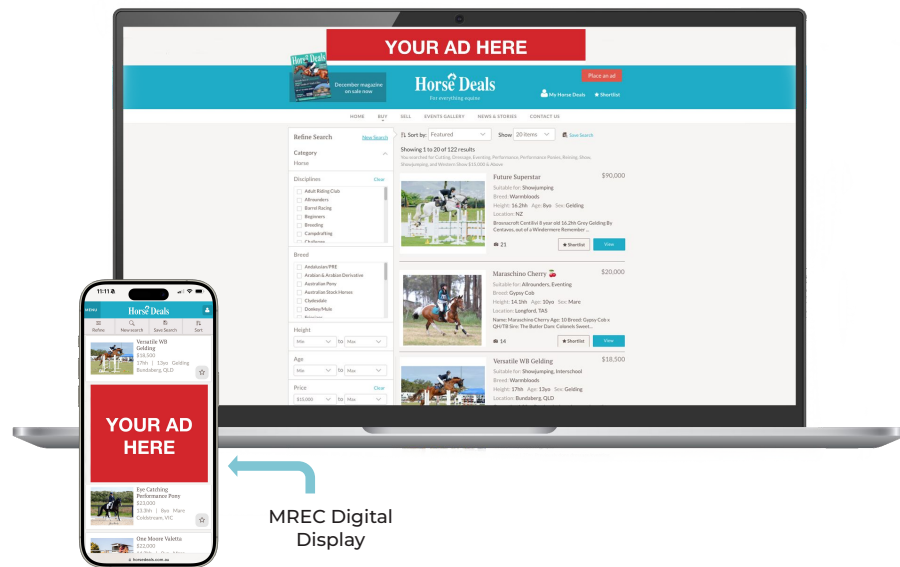
Horse Deals

**GOLD
Package**

Gold Print & Digital Package



Full Page
Print Advert



Leaderboard Digital
Display

MREC Digital
Display

- 1 x Full page in one issue of Horse Deals - print publication and eMag
- 1 x 50,000 digital display impressions on www.horsedeals.com.au
- 1 x Complimentary magazine

Total Value: \$2,299

TOTAL INVESTMENT: \$1,747 - SAVE: \$552

All prices include GST.

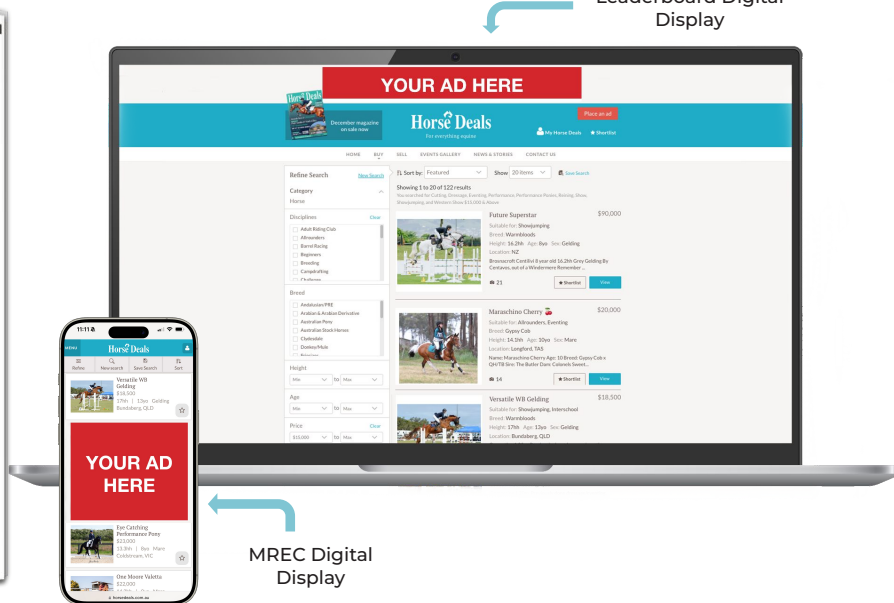
Horse Deals

SILVER Package

Silver Print & Digital Package



Half Page Print Advert



MREC Digital Display

- 1 x ½ page printed in one issue of Horse Deals - print publication and eMag
- 1 x 50,000 digital display impressions on www.horsedeals.com.au
- 1 x Complimentary magazine

Total Value: \$1,828

TOTAL INVESTMENT: \$1,299 - SAVE \$529

All prices include GST.

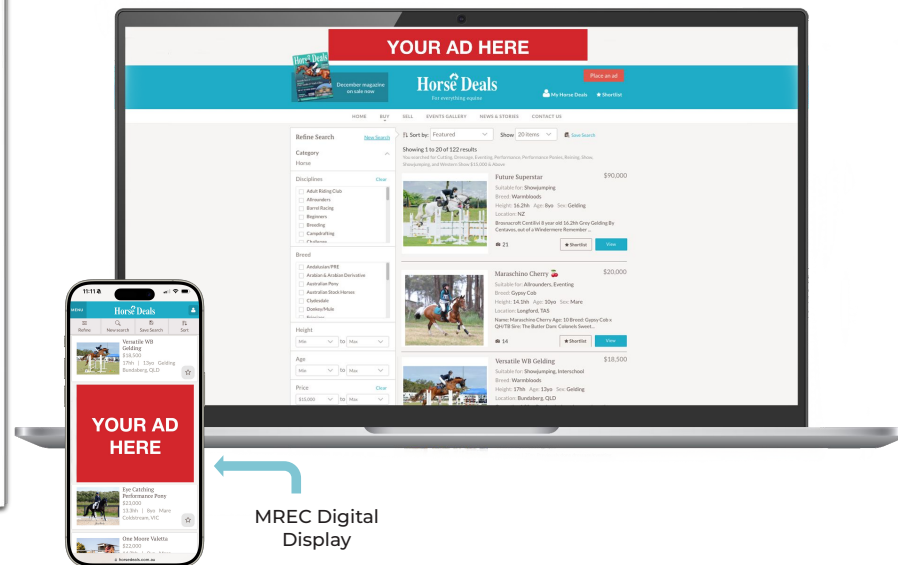
Horse Deals

BRONZE Package

Bronze Print & Digital Package



Quarter Page Print Advert



Leaderboard Digital Display

MREC Digital Display

- 1 x ¼ page printed in one issue of Horse Deals - print publication and eMag
- 1 x 40,000 digital display impressions on www.horsedeals.com.au
- 1 x Complimentary magazine

Total Value: \$1,306

TOTAL INVESTMENT: \$891 - SAVE: \$415

All prices include GST.

Horse Deals

Digital Enhancement Options

Sponsored Content Print & Digital Bundle



Print Sponsored Content

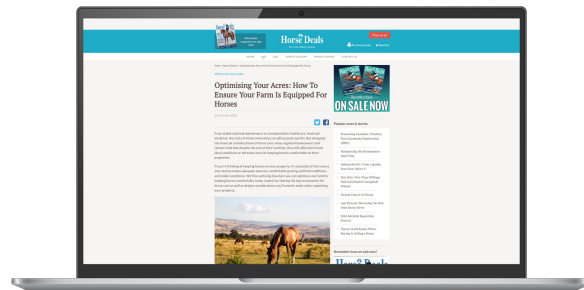
1 x Full page printed in one issue of Horse Deals.
Includes approx 900-1,000 words & 2 x images

Sponsored Content Package

Your article on www.horsedeals.com.au
for 12 months

1 x social media post
Added to 1 x email newsletter

Total Investment: \$1,796



Sponsored Content Digital Package

Your article on www.horsedeals.com.au
for 12 months

1 x social media post, added to 1 x email newsletter

\$799

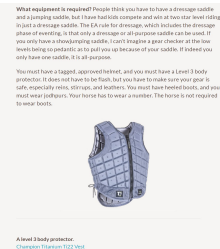


Sponsored Links

1 x link on a suitable article on
www.horsedeals.com.au

\$79

Product Placement



Up to 4 x product placements with image & link on a
suitable Horse Deals article published on
www.horsedeals.com.au

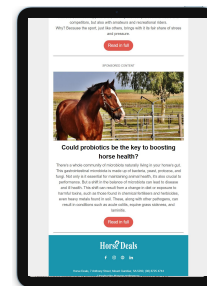
1 x link to your homepage

1 x tagline promoting your business (up to 20 words)

5 x product links

[See Example Here](#)

\$599



Email Newsletter

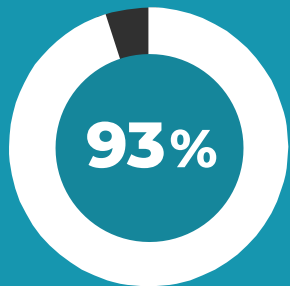
1 x MREC (300 x 250px)
in a suitable email
newsletter.

\$199

Horse Deals

All prices include GST.

The Audience



of Horse Deals audience
are currently riders

Reader Profile



Average Age
40 years



58%
live on a farm



71%
own a 4WD

Horses & Riding

The average number of
horses owned is **4.8**



There are 2
other riders in
the average
household

Expenditure



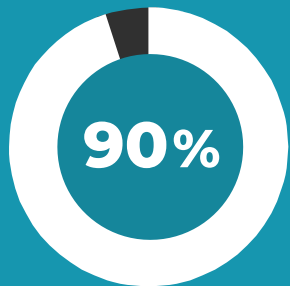
Horse Deals
readers have
spent almost
\$26,000 each
on horse related
items in the last
12 months

**The top 3 highest
expenditure items are:**

1. Feed & Nutrition
2. Health & Veterinary
3. Saddlery & Tack

The Numbers

Readers & Users



Of our audience rank Horse Deals as the most trusted brand for buying, selling & everything horse related.

Readership

53%

Magazine readers

77%

Website audience

30%

Read both magazine & website

Magazine



Over **1,500**
Stockists



eMag
available
through Zinio



The magazine is
read **4-6 times**
per month, per
reader.

Website



135,000 average
monthly users



2.5 million
average monthly
pageviews



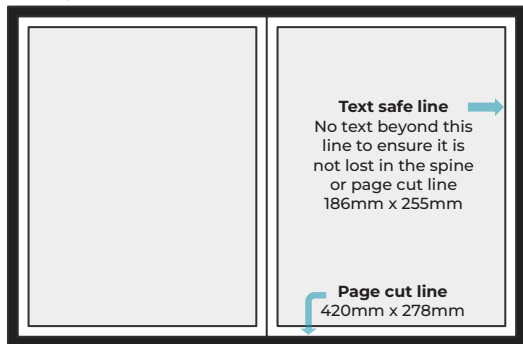
4.6 minutes
per visit & 8.5
pages visited
on average

Horse Deals Design Specifications

SUPPLIED ARTWORK REQUIREMENTS

Please supply artwork as a PDF or Jpg only. We cannot use Microsoft Publisher, Word etc files. All PDF files are to be flattened with fonts embedded.
All images must be a minimum of 200 dpi (resolution). Colour must be CMYK, not RGB.

5mm **bleed** all sides exc bleed in the spine.
Total size 430mm x 288mm

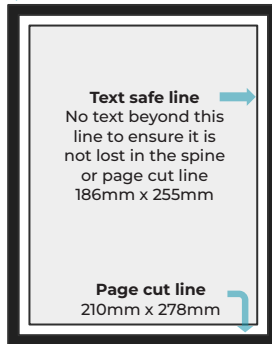


DOUBLE PAGE SPREAD

430mm x 288mm,
includes a 5mm bleed on all sides excluding centre bleed.

All double page spreads need to be supplied as two separate pages (220mm x 288mm) including 5mm bleed all 4 sides. Our in house Art department will then align the pages accordingly and align the centre bleed as necessary for print.

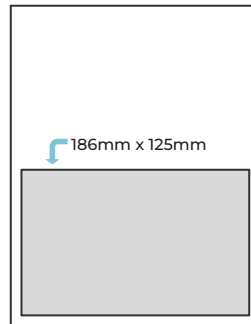
5mm **bleed** all sides total
size 220mm x 288mm



FULL PAGE

220mm x 288mm,
includes a 5mm bleed on all sides

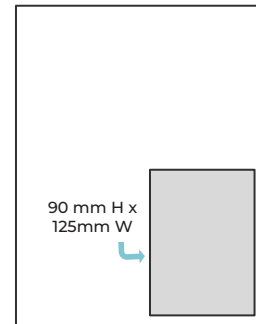
*Content to be kept inside Text safe line.
Any objects placed outside this may be cut off.*



HALF PAGE

186mm W x 125mm H

All content to be within the half page dimensions of 186mm wide x 125mm high.



QUARTER PAGE

90mm W x 125mm H

All content to be within the quarter page dimensions of 90mm wide x 125mm high.

REQUIRE DESIGN?

Our in house Art Department can design your ad for you. Please supply all content including text, images in high resolution (including photo credits if required), logos and any design preferences. You will then receive proof of your artwork before going to print.

Print Publication Deadlines

Issue	Booking Deadline	On Sale
January 2025	6th December	2nd January
February 2025	10th January	30th January
March 2025	7th February	27th February
April 2025	7th March	27th March
May 2025	4th April	1st May
June 2025	9th May	29th May
July 2025	6th June	26th June
August 2025	4th July	31st July
September 2025	8th August	28th August
October 2025	5th September	25th September
November 2025	3rd October	30th October
December 2025	7th November	27th November
January 2026	5th December	5th January

Horse Deals

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