

UNDER EMBARGO UNTIL 12:01AM FRIDAY 17 OCTOBER 2025

ACM EVOLVES HORSE DEALS INTO AUSTRALIA'S SPECIALIST EQUINE MARKETPLACE

FRIDAY, OCTOBER 17, 2025 - ACM Agri has announced the latest evolution of the Horse Deals brand, expanding the offering of Australia's largest online portal of Horses and secondhand equine product listings to include a specialist retail marketplace: Horse Deals Shop. This development builds on the brand's editorial credibility and loyal following, offering riders a complete destination to read, browse, and shop in one trusted place.

Horse Deals has been celebrating the passion of horse life since 1986. That legacy has now expanded into an online marketplace that reflects how the horse community lives, rides, and shops today.

The new *Horse Deals* experience now includes three key offerings:

- **Editorial:** The iconic magazine and online editorial continues to be rooted in real stories, trusted advice, and a deep connection with its community.
- **Classifieds:** Australia's largest and most detailed horse classifieds are available in print and online, with intuitive search filters.
- **Shop:** A multi-retailer marketplace with a seamless checkout, giving equestrians a simple and convenient way to find all their gear and favourite brands in one place.

"This evolution marks an exciting new chapter for *Horse Deals* and for ACM as we continue our mission to be Australia's leading regional and rural digital media company," said Keith Falconer, Digital General Manager, ACM Agri. "We're building on a foundation of trusted editorial and community loyalty to create a marketplace that remains true to our heritage while offering the convenience and functionality today's horse owners expect."

Lupe Prada, Marketing and Commercial Strategy Director, ACM Agri, added, "We're meeting the changing needs and habits of riders; the new offering reflects how they live, ride, and shop today. The Horse Deals Shop launch campaign is designed to position the brand as both practical and emotional, from everyday needs to the deep passion that defines life with horses."

A new campaign (pictured) with bold creative brings the brand to life, with the central message: "Horses, Halters, Helmets. Shop the gear you need, from the equine brands you trust - all in one place."

Horse Deals has always been more than a publication; it is a trusted name that generations of riders have relied upon, driven by a shared joy for life with horses. As one reader noted in a recent study conducted by Australian Regional Insights: "Anyone that's genuinely interested in horses, whether they're a competition rider or not, follows Horse Deals. A real horse person reads Horse Deals."

By creating one destination for classifieds and gear, Horse Deals is uniquely positioned as the only specialist retailer with trusted editorial legacy at its core.

Visit horsedeals.com.au to explore the new Horse Deals Shop experience.

Ends.

For further information or interview requests, please contact:

Lupe Prada - Marketing and Commercial Strategy Director ACM Agri

M: 0472 679 196 E: lupe.prada@acm.media

About Australian Community Media (ACM)

ACM is Australia's largest independent media company, collectively reaching over 5.2* million people each month. The ACM network comprises close to 100 brands, including leading regional news mastheads The Newcastle Herald, The Canberra Times, Illawarra Mercury, The Examiner, The Border Mail and The Courier.

The agricultural division, ACM Agri, reaches 85%^ of Australian farmers each month with a national footprint of agricultural specialist brands (The Land and Queensland Country Life), marketplaces (Farmbuy, Ag Trader and Horse Deals), and events (AgQuip and FarmFest).

We are passionate about keeping our communities strong, informed, and connected. ConnectNow with ACM.

Source: *Roy Morgan Single Source, June 2025, P14+, Roy Morgan iris, ACM Cross Platform Audience. ^QARS, (Heartbeat of Australia), May 2025. ^*Equestrian qualitative research study, Australian Regional Insights, 2025.

