

SPECIFICATIONS 2018

Contents

“The Professional’s Choice”

Our full colour international equestrian magazine Horse International is published 8 times a year and offers an insider’s view of Olympic disciplines jumping, dressage and eventing. Horse International carries the news of the FEI but is unbiased in its global coverage of international news and events. Horse International is distributed to more than 100 countries, worldwide. Because of the fabulous photography and the quality of the editorial Horse International is considered to be one of the world’s most stylish equestrian magazines. Including interviews, Industry Update, international breeding news and background information. Subscribers can be found amongst professional riders, international horse owners and breeders, stables and studs, sports journalists, event organizers and decision makers of multinational companies – connected to the equestrian world through either their love of horses or their sponsorship of events. This makes Horse International the perfect magazine to reach a wide, highly sophisticated and prosperous group of riders, with a high standard of living and a corresponding consumption pattern.

Facts & Figures

1. Circulation

- 19.000 copies

2. Frequency

- 8 times a year print + Ipad

3. Language

- English

4. Inserts

- Prices on application

5. Advertising

- Tel.: +31(0)40 8447644
- E-mail: inge.vandernet@bcm.nl

6. Technical details

- Finish: Gecertificeerde PDF
- Images: 300 dpi, Photoshop, Illustrator
- Carrier: CD: BCM, P.O. Box 1392, NL-5602 BJ Eindhoven
Mail: i.van.der.net@bcm.nl
FTP programma: Adress: [ftp.bcm.nl](ftp://ftp.bcm.nl)
Username: ftpuser
password: !bcm101
With webbrowser: <ftp://ftpuser:!bcm101@ftp.bcm.nl>
Note: Open files have to be zipped

DATES 2018

Issue	Deadline Advertisements	Publishing date
1	27 December 2017	26 January 2018
2	7 February 2018	9 March 2018
3	28 March 2018	27 April 2018
4	23 May 2018	22 June 2018
5	11 July 2018	10 August 2018
6	12 September 2018	12 October 2018
7	10 October 2018	9 November 2018
8	7 November 2018	7 December 2018

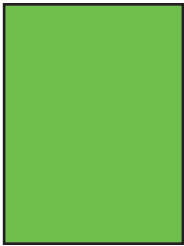
RATES 2018

NUMBER OF ADS	PRICE F/C	PRICE B/W
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NUMBER OF ADS	PRICE F/C	PRICE B/W
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1/1

W: 233 mm H: 320 mm 5 mm board



1 x	2818	2395
3 x	2677	2275
6 x	2535	2155
8 x	2395	2035

1/2

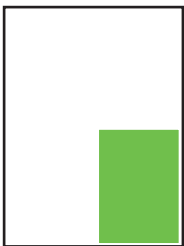
P: W: 102 mm H: 290 mm
L: W: 210 mm H: 142 mm



1 x	1479	1257
3 x	1405	1194
6 x	1392	1130
8 x	1368	1068

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P: W: 102 mm H: 142 mm
L: W: 210 mm H: 68 mm



1 x	775	659
3 x	736	626
6 x	698	595
8 x	659	560

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P: W: 102 mm H: 68 mm
L: W: 210 mm H: 30 mm



1 x	404	344
3 x	384	326
6 x	363	309
8 x	344	291

Covers: 1/1 page plus 25%
Prices are in euros and exclusive VAT.