

MEDIA KIT 2020

Contents

The professional choice

Horse International brings news and insider views from international sports including news from FEI and IJRC, in-depth interviews, breeding know-how, auction news and exciting background information on the disciplines jumping, dressage and eventing. Horse International is the international magazine for the equestrian world. The magazine is published 6 times a year in English. The magazine offers you an inside view of the main international horse shows (jumping, dressage and eventing), news from the FEI and IJRC, interviews, background stories and all you need to know about breeding.

Target groups:

- Professional riders
- Breeders, riding stables and studs
- Event organiser
- Health professionals (therapy centres, rehabilitation clinics etc.)
- Manufacturers and service providers
- Decision makers in companies

These target groups are all connected to the world of equestrian sports, either through their love of horses, in active top-class sport, through their products or their companies.

Reach a large, unique target group with Horse International.

Facts & Figures

1. Circulation
19.000 copies
2. Frequency
6 times a year print and digital, including the international yearbook L'Année Hippique
3. Language
English
4. Advertising consultant
Inge van der Net +31 6 83440570 inge.vandernet@bcm.nl

DATES 2020

Issue	Deadline Advertisements	Publishing date
1	2 January 2020	24 January 2020
2	27 March 2020	24 April 2020 + coverage of the FEI World Cup Finals Las Vegas
3	29 May 2020	26 June 2020 + voor beschouwing of the Olympic Games Tokyo
4	24 July 2020	28 August 2020 + coverage of the Olympic Games Tokyo
5	25 September 2020	23 October 2020
6	4 November 2020	4 December 2020 + Christmas special

RATES 2020

NUMBER OF ADS	PRICE F/C
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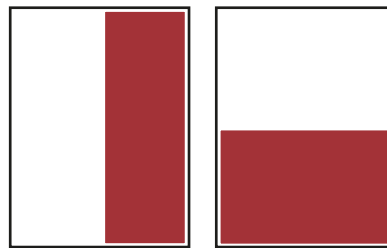
NUMBER OF ADS	PRICE F/C
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1/1	W: 233 mm	H: 320 mm	5 mm bleed
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1 x	€ 2384
3 x	€ 2264
6 x	€ 2151
9 x	€ 1940 (incl. advert in L'Année Hippique)

1/2	P: W: 102 mm H: 290 mm	L: W: 210 mm H: 142 mm
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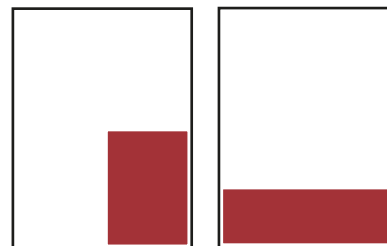
1 x	€ 1449
3 x	€ 1376
6 x	€ 1307
9 x	€ 1178 (incl. advert in L'Année Hippique)

1/3	P: W: 66 mm H: 290 mm	L: W: 210 mm H: 92,5 mm
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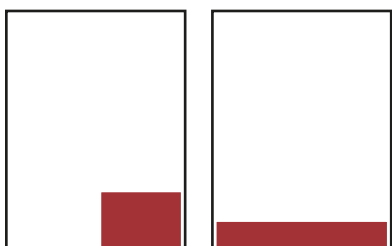
1 x	€ 1195
3 x	€ 1135
6 x	€ 1078

1/4	P: W: 102 mm H: 142 mm	L: W: 210 mm H: 68 mm
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1 x	€ 850
3 x	€ 807
6 x	€ 766

1/8	P: W: 102 mm H: 68 mm	L: W: 210 mm H: 30 mm
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1 x	€ 504
3 x	€ 478
6 x	€ 454

* Covers: 1/1 page plus 25%

PR formats, advertorials, inserts, banderole, slippers, stickers and more advertising possibilities on request. All prices quoted are exclusive of VAT. The general terms and conditions for advertisements and third-party supplements in magazines shall be applied.

* Material:
Bleed advertisements require 5 mm extra for trimming.
Printing material: Data only – printable PDF files. Elements at risk (logos, telephone numbers, etc.) must end 3 mm within the advertisement format. Printing material: Only data, printable PDF files. Images/logos: Minimum resolution 300 dpi. We reserve the right to charge separately for a) correction work in the case of incorrectly supplied data and b) graphic design of advertisements.