

## MEDIA KIT 2020

### Contents

Horse International brings news and insider views from the international equestrian world with in-depth interviews, breeding knowhow, and exciting and interesting background information on different topics. Horse International is the international magazine for the equestrian world. The magazine offers you official news from the FEI, WSI, JustWorld International and the IJRC.

#### Target groups:

- Professional riders
- Breeders, riding stables and studs
- Event organisers
- Equine 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, 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

#### Circulation

17,500 copies

#### Frequency

7 times a year print and digital, including this year the Horse Show Special

#### Language

English

#### Advertising consultant

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## DATES 2020

Issue	Deadline Advertisements	Publishing date
1	2 January 2020	24 January 2020
2	27 March 2020	24 April 2020
3	29 May 2020	26 June 2020
4	24 July 2020	28 August 2020
5	10 October 2020	23 October 2020
6	6 November 2020	23 November 2020
7	23 November 2020	14 December 2020 HORSE SHOW SPECIAL

## RATES 2020

NUMBER OF ADS	PRICE F/C
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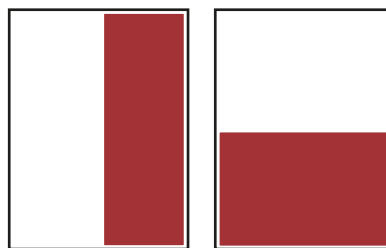
NUMBER OF ADS	PRICE F/C
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<b>1/1</b>	W: 233 mm	H: 320 mm	5 mm bleed
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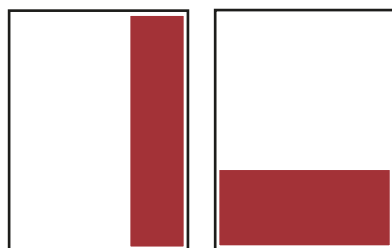
1 x	€ 1850
3 x	€ 1665
6 x	€ 1498
7 x	€ 1348 (incl. Horse Shows Special)

<b>1/2</b>	P: W: 102 mm H: 290 mm	L: W: 210 mm H: 142 mm
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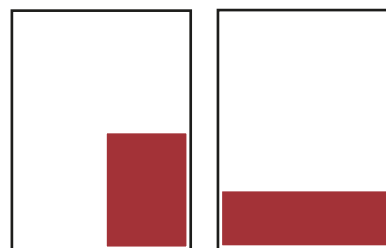
1 x	€ 1150
3 x	€ 1035
6 x	€ 931
7 x	€ 838 (incl. Horse Show Special)

<b>1/3</b>	P: W: 66 mm H: 290 mm	L: W: 210 mm H: 92,5 mm
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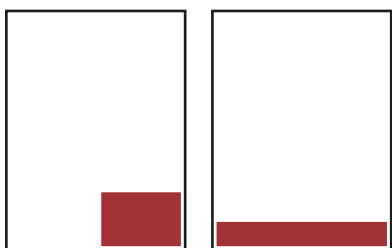
1 x	€ 850
3 x	€ 765
6 x	€ 688

<b>1/4</b>	P: W: 102 mm H: 142 mm	L: W: 210 mm H: 68 mm
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1 x	€ 550
3 x	€ 495
6 x	€ 445

<b>1/8</b>	P: W: 102 mm H: 68 mm	L: W: 210 mm H: 30 mm
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1 x	€ 400
3 x	€ 360
6 x	€ 324

\* Covers: 1/1 page plus 25%

Advertorials, inserts, stickers and more advertising possibilities on request. All prices quoted are exclusive of VAT. T

\* 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. PImages/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.