

MEDIA KIT 2022

Contents

Horse International brings news and insider views from the international equestrian world with in-depth interviews, breeding know-how, 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
- Events
- 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 and/or through their products or their companies.

Reach a large, unique target group with Horse International.

Facts & Figures

Circulation

17,000 copies

Frequency

6 times a year, print

Language

English

Advertising consultant

Inge van der Net

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DATES 2022

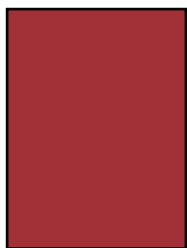
Issue	Deadline Advertisements	Publishing date	
1	20 December 2021	28 January 2022	KWPN Stallion Show Special
2	07 February 2022	04 March 2022	The Dutch Masters Special
3	28 February 2022	25 March 2022	FEI World Cup™ Finals Leipzig Special
4	20 June 2022	15 July 2022	Hickstead Special
5	25 July 2022	19 August 2022	Spruce Meadows 'Master' Special
6	22 August 2022	16 September 2022	CSIO Barcelona Special

RATES 2022

NUMBER OF ADS	PRICE F/C
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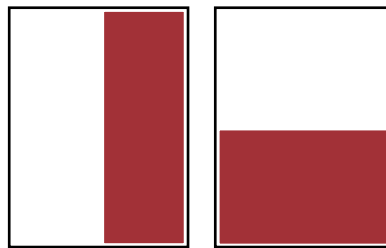
NUMBER OF ADS	PRICE F/C
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1/1 W: 245 mm H: 325 mm 5 mm bleed



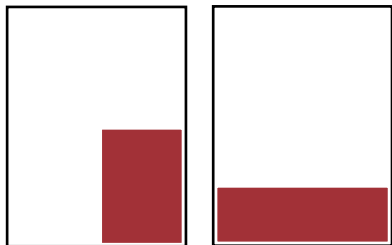
1 x	€ 1850
3 x	€ 1665
6 x	€ 1498
7 x	€ 1348
	(incl. L'Année Hippique)

1/2 P: W: 108 mm H: 302 mm
L: W: 222 mm H: 148 mm



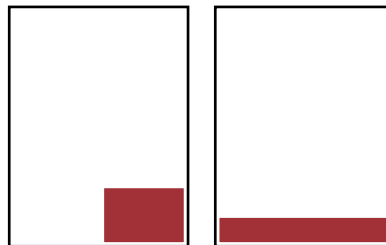
1 x	€ 1150
3 x	€ 1035
6 x	€ 931
7 x	€ 838
	(incl. L'Année Hippique)

1/4 P: W: 108 mm H: 148 mm
L: W: 222 mm H: 71 mm



1 x	€ 550
3 x	€ 495
6 x	€ 445

1/8 P: W: 102 mm H: 71 mm
L: W: 222 mm H: 32,5 mm



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.



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.