

horses and people

phone 07 5467 9796 fax 07 5640 0950

www.horsesandpeople.com.au



Horses and People Magazine is the only monthly publication **distributed Australia-wide** straight to the places horse people visit the most: Saddleries, Produce Stores and other Selected Outlets.

Now also available Worldwide as an **eMag** that works on and offline on all your devices.

AUSTRALIA-WIDE AND E-MAGAZINE

Our circulation is increasing monthly by demand. With a print run of 20,000 per month and over 800 outlets, Horses and People is more often than not off the shelf and out of the stores within the first 2 weeks from delivery. The list of subscribers who receive the magazine in their own homes continues to grow.



Horses & People Magazine
P. O. Box 99
Rosewood QLD 4340

Phone: 07 5467 9796
admin@horsesandpeople.com.au

Sales & Marketing
Maxine Ellison
Mobile: 0417 436 537
sales@horsesandpeople.com.au

Karen Lyon
Mobile: 0422 304 892
advertising@horsesandpeople.com.au

Editor and Designer:
Cristina Wilkins
Ph: (07) 5462 6398
editor@horsesandpeople.com.au

www.horsesandpeople.com.au

Why advertise with us?

The Perfect Target Audience: Distributed to the places horse people visit the most: saddleries, produce stores and the worldwide web, Horses and People is committed to supporting the Horse Industry.

A Knowledgeable Team: Work with a team that is more than passionate about horses and people; we also have years of experience in the horse industry, media, and corporate marketing. As a small team we offer a consistent service to our clients.

Get More For Less: We can help you develop a marketing strategy with discounts and many inclusions, such as social media promotions, fact sheet opportunities, added eMag advertising at greatly reduced prices, mail outs, website advertising and more.

Think Global: With our eMag, website, and social media reports showing increased following from all over the world, your advertising campaign is assured of National and International exposure.

Horses and People brings the best on equine health, management and training.

- Up to date information about products and services available to horse owners.
- Educational articles promoting sustainable evidence-based horse management and training practices with special emphasis on safeguarding and improving horse welfare.



The best on equine health, management and training.

horses and people

phone 07 5467 9796 fax 07 5640 0950

www.horsesandpeople.com.au

2012 Advertising Rates

Please note that the rates shown below are for casual advertising. Contact our sales department for a quote.

*Discounts are available depending on the term of advertising and payment options.

Ask us about editorial space which may be available to selected advertisers.

CALL US FOR A
QUOTE
& ENJOY
ATTRACTIVE
DISCOUNTS

	BASE RATE
Back Page	
Full Page	\$880.00
Inside Advertising	
Full Page Full Colour	\$780.00
Half Page Full Colour	\$445.00
Third Page Full Colour	\$330.00
Quarter Page Full Colour	\$235.00
Sixth Page Full Colour	\$195.00
Eighth Page	\$150.00
Directory of Clubs and Associations	
Block Ad (for Coming Events only)	\$77.00
Service Directory	
60 x 41 mm size block advertisement	
regular (3 months or more) per month	\$66.00
casual	\$77.00
Associations, saddleries & produce listings	\$363 (1 year)
For Sale Section (1/8 page horizontal)	\$55.00
Commercial Classifieds	\$4.40 line



Our industry knowledge can help you make smart decisions which are intended to help you maximise your advertising experience, grow your business... and keep it growing. *We believe that helping you to promote your business, will help ours to grow.*



Horses & People Ad Specs

Full Page	w 210mm x h 297 mm
Full page ads should have 5 mm bleed added on all sides. Full pages without bleed are best suited to fit into our margins and should be w 190 x h 267mm	
Half Page horizontal	w 190 mm x h 131.5 mm
Half Page upright	w 93 mm x h 267 mm
Third Page (upright only)	w 63 mm x h 267 mm
Quarter Page	w 93 mm x h 131.5 mm
Quarter Page horizontal	w 190 mm x h 63.75 mm
Sixth Page (upright only)	w 63 mm x h 131.5 mm
Eighth Page	w 93 mm x h 63.75 mm
Eighth Page Long (For sale ads)	w 190 mm x h 30mm
Horses for sale	w 190 mm x h 30mm
Service Directory & Coaches	w 63 mm x h 41 mm
Assoc, saddleries & produce listing	w 60.65mm x h 19.1 mm
Coming Event Block Ad	w 63 mm x h 41mm

Advertising closing dates are the 10th of each month
advertising@horsesandpeople.com.au
Ph: 07 5467 9796

- Horses and People can design your advertisement at NO EXTRA CHARGE. You only pay for advertising space..
- Alternatively you can supply artwork prepared by outside sources. Contact us for more detailed information to ensure a good print result.
- We prefer that all artwork files supplied are PDF (Portable Document Format). They must have fonts embedded and be converted to CMYK colour.
- ALL IMAGES ARE TO BE A MINIMUM 200 dpi (dots per inch) resolution, and jpg format.. (Low resolution images are not suitable for print - they pixel out -) Low resolution images include those found on web pages and most photos taken with mobile phones.
- We use Adobe Creative Suite software (inDesign, Photoshop, Acrobat, and Illustrator)
- We cannot open or accept Microsoft Publisher and Corel Draw files.
- Microsoft Word files have to be re-set by our designers. Word files can only be used as a layout guide so we ask that you send all images as separate files in jpg or TIFF format. and a minimum 200dpi
- Please observe our deadline times