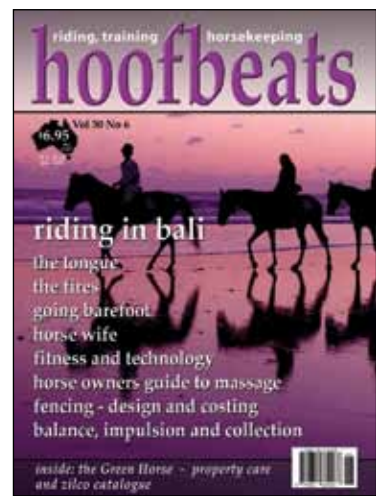
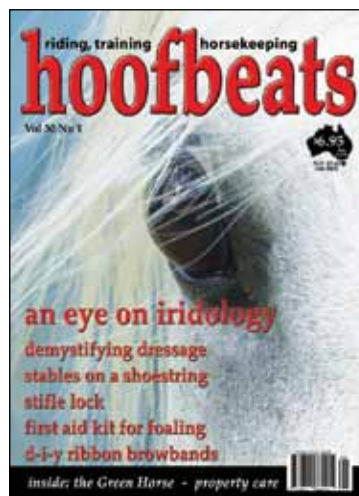
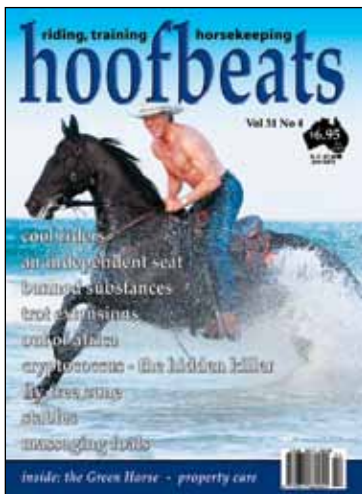




2010 MEDIA KIT



SUBSCRIBE TO hoofbeats
the Australian riding, training and horse care magazine

WIN Two lucky subscribers will each win a pair of Bode Foot designer cowboy hats (valued at \$200) from Capleton Ltd.

Winners will be selected by random draw on 31st October 2010. Prizes are not transferable and cannot be cashed in. Winner's name and address must be correct. Winner must be 18 years or older at the time of the draw. Winner must be a resident of Australia. Winner must be a subscriber to Hoofbeats magazine. Winner must be a resident of Australia. Winner must be a resident of Australia.

For more information visit www.hoofbeats.com.au

A hoofbeats subscription is CHEV \$40 (Australia) 1 year - 6 issues

Subscription for a Guy: Name _____ Address _____ State _____ Postcode _____

Subscription for a Girl: Name _____ Address _____ State _____ Postcode _____

Payment method: Cheque Credit Card Direct Debit

Comments: _____



For all enquiries outside Australia: +61 8 9397 0506

Hoofbeat Publications

For more information please contact our Advertising Manager - Tracy Weaver on: (08) 9397 0506

Fax: (08) 9397 0200 Email: ads@hoofbeats.com.au Web: www.hoofbeats.com.au, 90 Leslie Rd, WANDI, WA 6167

Hoofbeats is Australia's leading riding, training, horse and land care magazine. It is the publication of choice for horse owners and riders looking for an informative and educational magazine that provides practical advice on all aspects of horse management, including horse and rider training, veterinary, alternative therapy and nutritional advice, clothing, equipment and accessories.

Over the years, Hoofbeats has cemented its place in the equine industry as the magazine providing the most educational and creative content, encompassing every aspect of the equestrian lifestyle.

With the majority of its readers living on a horse property, Hoofbeats caters specifically to their requirements in **The Green Horse**, an eight page special feature included in every issue. This exclusive guide to property management is an invaluable educational tool as it addresses how to deal with day to day issues affecting all horse property owners such as fencing, reticulation, pasture management, paddock rotation, growing herbs for horses and general advice that suggests how all properties can be managed to their full potential.

The Green Horse also presents a perfect opportunity for advertisers to target readers who spend considerable amounts of money on maintaining and improving their property.

Catering to all horse owners regardless of their particular equestrian pursuits, from top competitors across each of the disciplines through to recreational riders, Hoofbeats provides articles that will become essential reference material and be referred to time and time again. In fact 80% of readers claim it is the information source they look to first for horse care information, providing advertisers with added opportunity for increased brand awareness and long term exposure. The magazine is also regarded as a prominent source of information relating to new products and services, allowing effective communication between advertisers and a wide range of equestrian consumers looking to keep up to date with what is available in the market.

Hoofbeats offers a unique educational approach, featuring contributions from top riders and trainers along with leading industry professionals (media partners with Equine Veterinarians Australia), and is respected and sought after by educational institutions as the ideal equestrian magazine to disseminate their latest research and findings. It is written and presented in a useable, practical style, allowing readers to enhance their skills and make the most of their equestrian pursuits.

Published in Australia for the last 31 years, Hoofbeats remains committed to being the magazine of choice for more Australian horse owners and riders who consider it worthy of keeping for the long term. It is the clear market leader in educational equestrian publishing, allowing advertisers to reach a captive audience of equestrian enthusiasts and consumers with a diverse range of equestrian interests.

Vital Statistics

- Circulation: 16,000
- Readership: 32,000
- RRP: \$6.95
- Frequency: Bi Monthly

Availability: In Australia through news agents, selected saddlery, feed and produce stores. Selected outlets in New Zealand. By mail subscription across Australia and internationally and online at www.hoofbeats.com.au

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Purchased predominantly by women, the Hoofbeats reader places a high priority on enjoying their time with their horses and continually improving their knowledge and skills. Contributions for articles are sourced from those at the top of their field and written in a style that experienced riders will find of benefit, in addition to helping those looking to learn and improve. A significant number of male readers are the partners of those who purchase the magazine - some of whom also ride, plus there are many male readers that indicate they primarily read *The Green Horse* to assist in managing and maintaining their property.

Just over 75% of Hoofbeats readers are members of an Equine Association. These associations include the Equestrian Australia (EA), Breed Societies, Adult Riding Clubs and Pony Club.

- 65% of readers compete in equine sports
- 50% of Hoofbeats readers are 35 years or older
- 43% are aged under 35.
- Less than 5% are aged under 20
- 81% of hoofbeats readers own at least one dog
- 55% own at least 1 cat

Work

Hoofbeats readers are employed in a variety of professions including the equine industry, administration, medical, education, management, sales and 11% are undertaking studies and / or further studies. More than half of our readers have an above average household income and spend a considerable amount on their equestrian interests and lifestyle.

Horses

The most popular breed of horse owned by readers is the Thoroughbred. Other popular breeds include Warmbloods, Arabians, Quarter Horses, Riding Ponies and Australian Stock Horses.

While 69% of Hoofbeats readers own 1 - 3 horses, 30% own more than 3 and 25% of readers have bred from their horses.

LIVING

Property

The majority of readers own or are paying off their own horse property.

Size of Properties

- 30% under 5 acres
- 25% 6 - 10 acres,
- 25% 11- 50 acres
- 20% have 50 or more acres.

Property Features

The average reader is living on a property designed to suit their equestrian lifestyle, with this extending to their choice of vehicles and to purchasing devices seen as time-saving and designed to improve efficiency and safety. Facilities found on readers properties include;

- Stables 47%
- Shelters 41%
- Wash bay 35%
- Yards 60%
- Arena 42%
- Access to bridle trails 53%

Property Equipment

- Ride on mover 43%
- Tractor 35%

HORSE KEEPING

Feed

The Hoofbeats reader spends a considerable amount of time and money on their horses. More than half feed pelleted products, with 27% using pre-mixed 'complete feeds'. More than 60% add nutritional supplements, while herbal supplements are used by nearly half of all readers.

Committed to keeping their horses competitive and in good health, Hoofbeats readers utilise a variety of services including

- Veterinary 85%
- Equine Dentist 76%
- Instruction 73%
- Alternative Therapist 41%
- Clipping 23%
- Horse Trainer 35%
- Horse Breaker 15%

Purchases

Excluding horse feed, the majority of readers will make regular purchases through one of the two major Australian retail chains. Nearly half of readers will also buy regularly from independent retailers with produce / feed stores also used by a significant number. Mail order catalogues and the internet are also popular with those in rural areas especially buying through these means.

Hoofbeats is rated by 90% of readers as an important source of information in relation to new products and services they intend to purchase.

In the last available reader poll, readers intended making the following purchases over the next twelve months;

- horse 54%
- saddle 68%
- bridle 48%
- other saddlery items 46%
- riding clothing 51%
- show attire 24%
- riding boots 47%
- riding hats 31%
- rugs 71%
- horse boots 37%
- books and videos 59%
- towing vehicle 20%
- float 25%
- refurbishing an existing float or truck 19%

Hoofbeats Product News

Hoofbeats readers place a high value on education and look to Hoofbeats as a source of information on new products and services. An invaluable tool for advertisers, Product News is the perfect platform to publicise additional information to standard product advertising and is presented in an editorial style, with pricing, availability and contact information included.

All enquiries regarding possible inclusion in Product News should be directed to our Advertising Manager, Tracy Weaver. Booking and copy deadlines are applicable.