

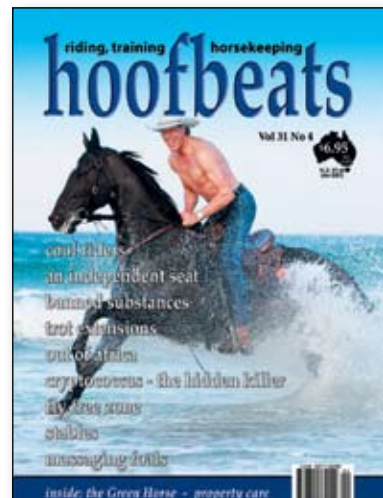
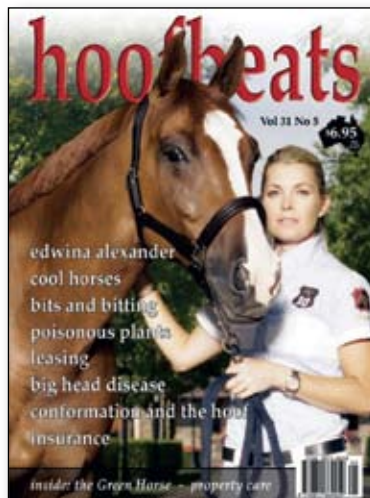
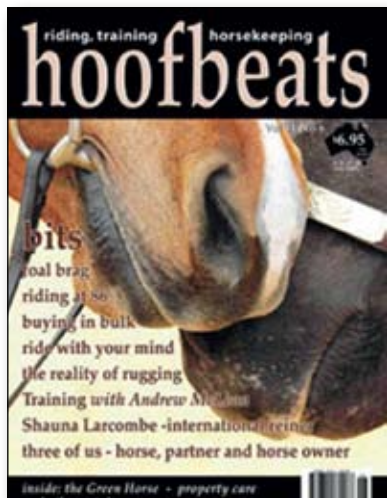
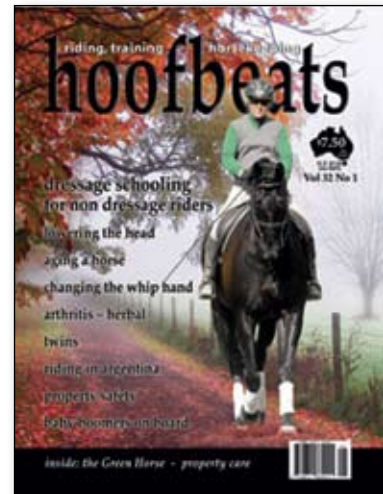
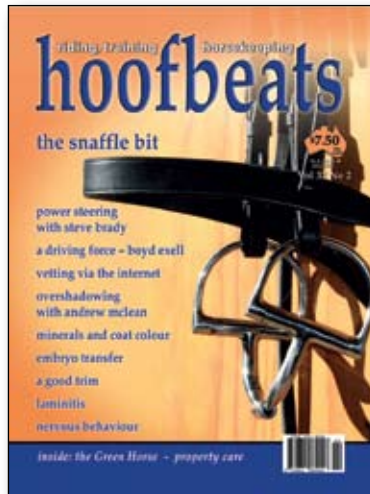
# hoofbeats

Australia's riding, training,  
horse and land care magazine

magazine



## 2012 MEDIA KIT



**WHY SUBSCRIBE to hoofbeats magazine?**

For a small price you'll receive 6 issues of Australia's leading riding, training and horse care magazine plus...  
 The horse world's most authoritative guide to sustainable horse keeping.  
 You'll get even more delivered direct to your door and never miss an issue.  
 You'll learn from Australia's leading horse riders and industry professionals and find that there's always plenty for us to discuss!

Plus subscribe now and you could **WIN the Ultimate Prize Package!**  
 Win a lifetime supply of your choice with 12000 dollars in prizes plus an all new Premier Ding and Travel Horse Trailer in Christmas!

See the full details of our prizes and how to enter on [www.hoofbeats.com.au](http://www.hoofbeats.com.au)

**ONLY \$43** for 6 issues per year

See the full details of our prizes and how to enter on [www.hoofbeats.com.au](http://www.hoofbeats.com.au)

**www.hoofbeats.com.au**

**CRANIOSACRAL ASPECT OF HEAD TRAUMA**  
 by Murray Rogers

Healthy living horses have a natural degree of flexibility, and are resistant to degenerative after injury. However, small trauma damage along under treatment...  
 Many living horses have a natural degree of flexibility, and are resistant to degenerative after injury. However, small trauma damage along under treatment...  
 Many living horses have a natural degree of flexibility, and are resistant to degenerative after injury. However, small trauma damage along under treatment...

**Murray Rogers**  
 The author of several books on the subject of craniosacral therapy, Murray Rogers is a leading authority on the subject of craniosacral therapy. He has written several books on the subject, including 'Craniosacral Therapy' and 'The Craniosacral Aspect of Head Trauma'.

**TRAINING the Show Hunter Horse**

Although the traditional hunter may not be the most popular horse, there has been a resurgence of interest in the Show Hunter horse for the showring. The traditional hunter is an essential of hunters and riders alike. These days, however, the horse field is strong, modern and the ability to create a smooth and accurate ride - the secret to show to you show training.

The typical show hunter workout requires...  
 The typical show hunter workout requires...  
 The typical show hunter workout requires...  
 The typical show hunter workout requires...  
 The typical show hunter workout requires...

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](mailto:ads@hoofbeats.com.au) Web: [www.hoofbeats.com.au](http://www.hoofbeats.com.au), 90 Leslie Rd, WANDI, 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 therapies, nutritional advice, clothing and apparel, 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 and grazing management, paddock rotation, growing herbs for horses, eco-friendly practices, 'DIY' projects, 'green' products, news 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, therefore providing advertisers with additional 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 and direct 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 both national and international. Media Partners with Equine Veterinarians Australia (EVA), the magazine 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 33 years, Hoofbeats remains committed to being the magazine of choice for Australian horse owners and riders, most of whom retain their copies for long term reference. 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: \$7.50
- 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](http://www.hoofbeats.com.au)

Hoofbeat Publications

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Purchased predominantly by women, the Hoofbeats reader places a high priority on enjoying 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 beneficial, while 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, healthcare, education, management and 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 own 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%
- Arena rakes 15%
- Chainsaw 40%



## 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 buy regularly from independent retailers, with produce/feed stores also used by a significant number. Mail order catalogues and the internet are 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 the magazine 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.

### 2012 National Advertising Rates

COLOUR							
Dble Page	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
\$1680	\$885	\$530	\$415	\$295	\$225	\$190	\$120
Back Cover	\$1060						
Inside Covers	\$980						
Business Card	\$65 (colour)						

BLACK AND WHITE							
	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
	\$450	\$310	\$250	\$190	\$135	\$120	\$75
Business Card	\$40						

**LIMITED ADS AVAILABLE IN THE SNEAK PEEK EMAIL BLAST \$100**

- 10% loading for specified positions and to guarantee a right hand page.
- All prices include GST and are in AUS \$.
- **10% discount for contract booking (6 issues) (eighth or larger).**
- Inserts: Please enquire for pricing on insertions and deadlines.
- Run-ons available.

### DEADLINE DATES 2012

#### BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	4 <sup>th</sup> January	Aug/Sept	27 <sup>th</sup> June
Apr/May	24 <sup>th</sup> February	Oct/Nov	27 <sup>th</sup> August
June/July	27 <sup>th</sup> April	Dec/Jan	26 <sup>th</sup> October

#### ARTWORK DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	6 <sup>th</sup> January	Aug/Sept	2 <sup>st</sup> July
Apr/May	2 <sup>nd</sup> March	Oct/Nov	3 <sup>rd</sup> September
June/July	3 <sup>rd</sup> May	Dec/Jan	2 <sup>nd</sup> November

- **Pre-payment is required for all new/casual advertisers.**
- If material is not supplied by the Artwork deadline, the Publisher reserves the right to repeat the most recent material.
- Payment is required 14 days from publication date for all account advertisers.
- **Cancellations 5 days after the Artwork deadline will incur full costs.**



## Supplied Artwork Guidelines

Hoofbeats will accept supplied artwork as Press Optimised PDF, InDesign, Photoshop and Illustrator files.

Mac format is preferred and all fonts and graphics are to be included (in Mac format).

Colour images to be CMYK eps, Black & White images to be greyscale tiffs. All images must be 300dpi (logos and line-art to be 600-1200dpi).

While internal production processes may verify that supplied material is within specifications, the onus is firmly on the client/agency to supply material that meets Hoofbeats specifications. Hoofbeats reserves the right to refuse any advertising material that does not meet our specifications.

Preference is for supplied material to be emailed, uploaded to *yousendit* or posted via a CD.

A colour proof should be supplied, however colour proofs are used as a guide only and cannot be used to accurately colour match due to the various production processes. The magazine is printed to international ISO standard and settings/ISO are available for graphic designers.

Hoofbeats accepts no responsibility for artwork supplied contrary to specifications. While every effort is made for accuracy, slight variations in colour may occur between issues/magazines and cannot be controlled.

## Measurements

Type area:	190mm width x 255 depth
Magazine trim size:	210mm width x 280mm depth
Full page bleed:	220mm width x 290mm depth

## Uploading Artwork

Email artwork to: [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au)

Upload to: <http://dropbox.yousendit.com/TracyWeaver11411757>

## Hoofbeats Artwork Services Guidelines

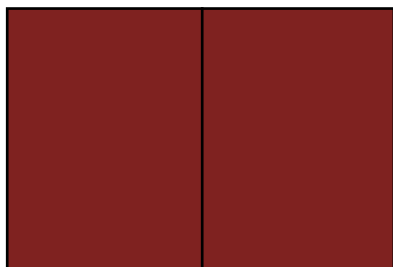
Hoofbeats can create your artwork at an affordable price. Once your advert is booked we will contact you to discuss your artwork requirements.

Images are to be scanned at a resolution of 300dpi (usually found in the 'settings or output' option of your scanner software), saved in jpeg format and emailed to us as an attachment. Images are to be sent as separate emails if each image is larger than 3Mb and these images should NOT be embedded in a Word document. (Alternatively, photos can be posted to us for scanning, please include a stamped, self-addressed envelope for photos to be returned). Images saved from the internet are NOT SUITABLE for reproduction. Before sending any photos for publication, please ensure you have arranged copyright permission with the photographer.

Feel free to let us know any layout or colour preferences you may have and we will endeavour to re-create this for you.

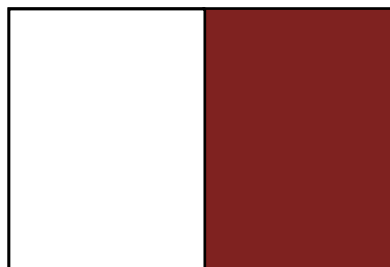


DOUBLE PAGE SPREAD



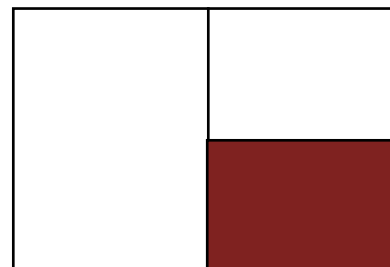
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430mm W x 290mm D

FULL PAGE



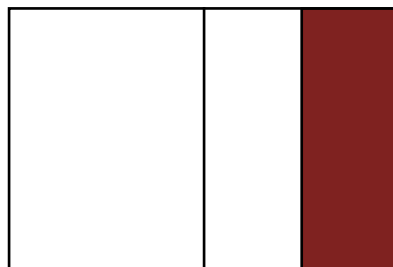
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(Type area)-190mm W x 255mm D

HALF PAGE HORIZONTAL



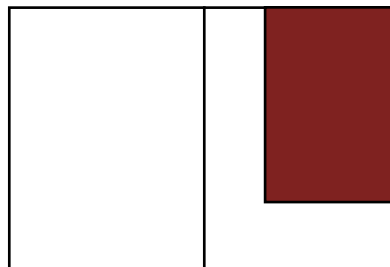
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HALF PAGE VERTICAL



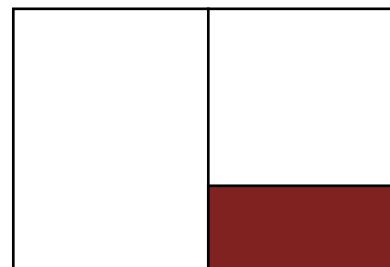
90mm W x 255mm D

HALF PAGE SQUARE



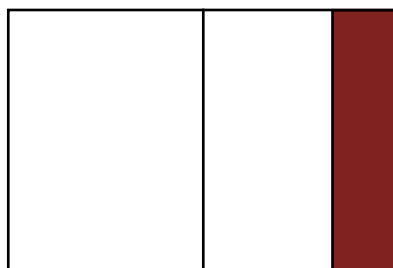
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THIRD PAGE HORIZONTAL



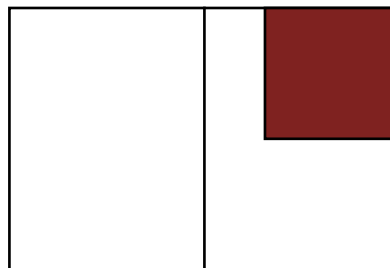
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THIRD PAGE VERTICAL



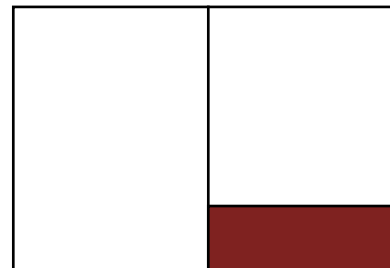
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THIRD PAGE SQUARE



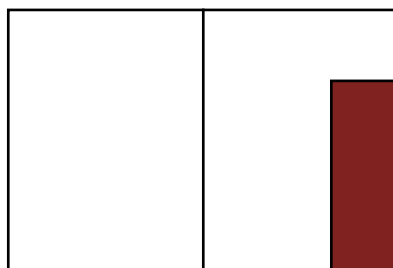
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QUARTER PAGE HORIZONTAL



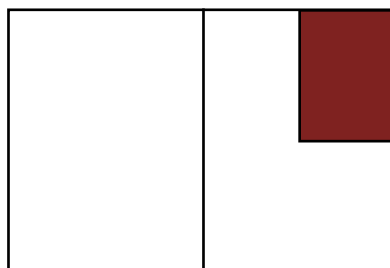
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QUARTER PAGE VERTICAL



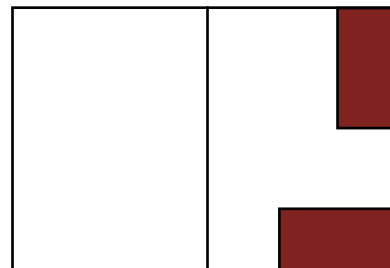
60mm W x 190mm D

QUARTER PAGE SQUARE



90mm W x 125mm D

SIXTH PAGE  
HORIZONTAL / VERTICAL



H - 60mm W x 125mm D  
V - 125mm W x 60mm D

**Also available - 1/8th Page:** 60mm W x 85mm D

**12th Page:** 60mm W x 60mm D **Business Cards:** 59mm W x 35mm D

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

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