



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.

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. Published in Australia for the last 32 years, Hoofbeats remains committed to being the magazine of choice for Australian horse owners and riders.

WA Show Scene

Catering to Hoofbeats readers in Western Australia, **WA Show Scene** is a 24 page exclusive supplement included in all copies of Hoofbeats sold and distributed in WA and all Australian subscription copies. The intimacy between WA readers and WA Show Scene offers advertisers located in WA, or those aiming for the WA market, the environment to cater specifically to this target market by reaching primarily to West Australian horse owners and riders. The reduced cost for advertising allows advertisers with smaller budgets a greater range of advertising options and excellent value for money.

Vital Statistics

- WA Show Scene Circulation: 6,000
- Readership: 12,000
- RRP: WA Show Scene is not sold separately to Hoofbeats. Hoofbeats RRP: \$7.50
- Frequency: Bi Monthly

Availability WA Show Scen insert: In WA through news agents and selected saddlery, feed and produce stores. By mail subscription across Australia.



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, 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 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.

2011 WA SHOW SCENE Advertising Rates

Included in all copies of Hoofbeats sold in WA and all Australian subscribers copies.

COLOUR							
Double Page	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
\$1595	\$800	\$450	\$365	\$230	\$180	\$135	\$95
WA Business Cards \$65		WA Instructors and Trainers Ads \$65					

BLACK AND WHITE							
	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
	\$425	\$285	\$215	\$165	\$115	\$85	\$50
WA Business Cards \$40		WA Instructors and Trainers Ads \$40					

- 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 2011

BOOKING DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	5 th January	Aug/Sept	24 th June
Apr/May	25 th February	Oct/Nov	26 th August
June/July	29 th April	Dec/Jan	28 th October

ARTWORK DEADLINES:

Issue	Deadline	Issue	Deadline
Feb/Mar	7 th January	Aug/Sept	1 st July
Apr/May	2 nd March	Oct/Nov	2 nd September
June/July	3 rd May	Dec/Jan	2 nd 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 accounts 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

Show Scene Type area:	185mm width x 255 depth
Show Scene trim size:	205mm width x 280mm depth
Show Scene Full page bleed:	215mm width x 290mm depth

Uploading Artwork

Email artwork to: ads@hoofbeats.com.au

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

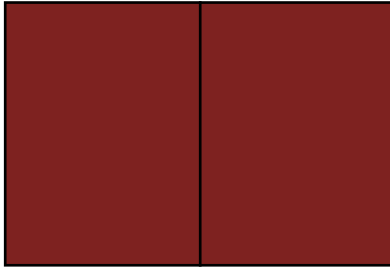
Hoofbeats Artwork Services Guidelines

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.

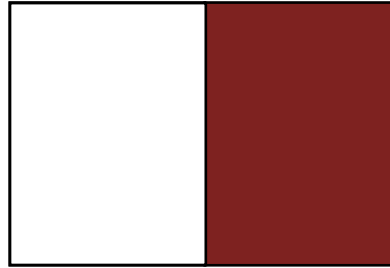
Feel free to let us know any layout or colour preferences you may have and we will endeavour to re-create this for you.

DOUBLE PAGE SPREAD



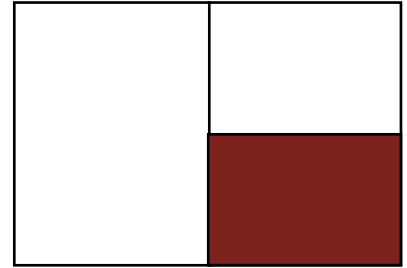
(with Bleed)
420mm W x 290mm D

FULL PAGE



(Bleed) - 215mm W x 290mm D
(Type area) - 185mm W x 255mm D

HALF PAGE HORIZONTAL



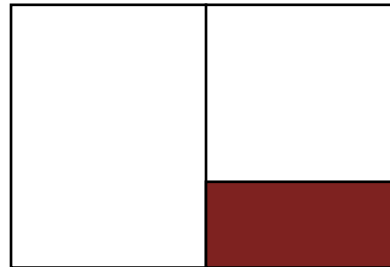
185mm W x 125mm D

HALF PAGE VERTICAL



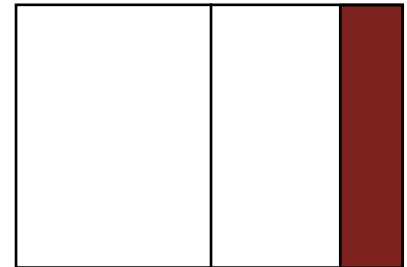
85mm W x 255mm D

THIRD PAGE HORIZONTAL



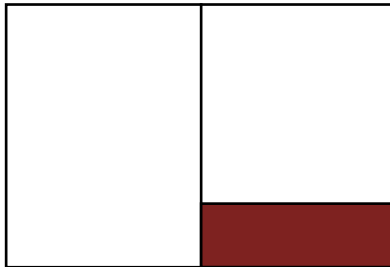
185mm W x 80mm D

THIRD PAGE VERTICAL



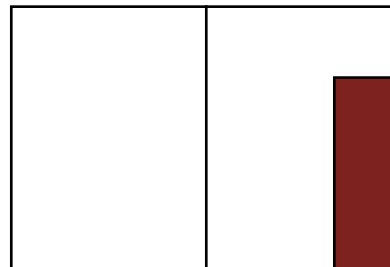
55mm W x 255mm D

QUARTER PAGE HORIZONTAL



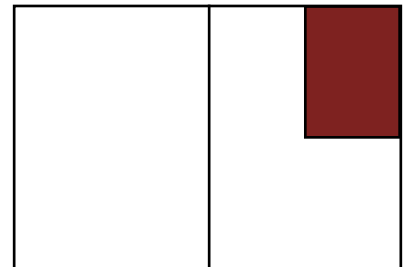
185mm W x 60mm D

QUARTER PAGE VERTICAL



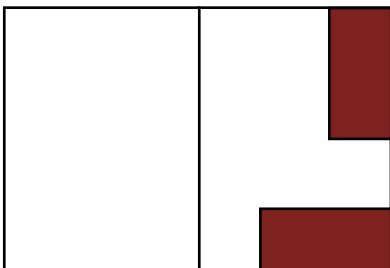
55mm W x 190mm D

QUARTER PAGE SQUARE



85mm W x 125mm D

SIXTH PAGE
HORIZONTAL / VERTICAL



V - 55mm W x 125mm D
H - 120mm W x 60mm D

Also available - 8th Page: 85mm W x 58mm D

12th Page: 58mm W x 60mm D

Business Cards: 58mm W x 34mm D

Instructors & Trainers: 58mm W x 34mm D