

hoofbeats magazine

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

2014

Media Kit

WA SHOW SCENE



For more information please contact our Advertising Manager -

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Web: www.hoofbeats.com.au, 90 Leslie Rd, Wandi, 6167

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Profile

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.

Articles:

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 referred to time and time again, providing advertisers 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 36 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 Australian subscriber's copies. The intimacy between WA readers and WA Show Scene, well established after 36 years providing WA readers the most comprehensive coverage of equestrian events in the state, offers advertisers located in WA, or those aiming specifically to the WA market, the perfect platform to cater specifically to this target market. The reduced cost for advertising allows advertisers focusing on WA a greater range of advertising options and excellent value for money with advertising options to suit all businesses and individuals.



Vital Statistics

- WA Show Scene Circulation: 5,000
- Readership: 12,000
- RRP: WA Show Scene is not sold separately to Hoofbeats. Hoofbeats RRP: \$7.50
- Frequency: Bi Monthly

Availability WA Show Scene insert: In WA through news agents and selected saddlery, feed and produce stores. By mail subscription across Australia and available as an e-magazine. WA Show Scene is also complimented online with WA Show Scene EXTRAS - a free bonus online only publication

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2014 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.

BOOKING DEADLINES DATES:			
Issue	Deadline	Issue	Deadline
Feb/Mar	4 th January	Aug/Sept	27 th June
Apr/May	25 th February	Oct/Nov	27 th August
June/July	26 th April	Dec/Jan	28 th October

ARTWORK DEADLINES DATES:			
Issue	Deadline	Issue	Deadline
Feb/Mar	7 th January	Aug/Sept	2 nd July
Apr/May	1 st March	Oct/Nov	3 rd 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.**

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WA Show Scene online opportunities

Recognising the time readers are spending online Hoofbeats offers a number of opportunities to reach potential customers in Western Australia via the WA Show Scene website washowscene.com.au and WA Show Scene EXTRAS, which complements each edition of the magazine every two months.

The WA Show Scene website is the first point of call for those looking to find out about the WA Show Scene, purchase individual copies of Hoofbeats in print and online, subscribe, browse and purchase from our unique online store and find information on previous articles and back issues. The website is also where WA Show Scene EXTRAS online is available for free, offering bonus articles exclusively online and focussing specifically on the equestrian scene in Western Australia.

In addition to being freely available from the website WA Show Scene EXTRAS is widely promoted via our extensive email data base, our popular facebook page washowscene and other equestrian media channels, including radio. These additional advertising opportunities provide a means of reaching an increased audience with cost effective advertising that allows for an online interaction with potential customers to complement print marketing, or be utilised as a stand alone online only campaign.

Supplied Artwork Guidelines

Supplied Artwork Guidelines: Hoofbeats will accept supplied artwork as Press Optimised PDF, 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, 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. Large files can be sent to Hightail. 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 (Files over 10mb)

Email artwork to: ads@hoofbeats.com.au

Upload artwork: For files over 12mb

<https://www.hightail.com/u/TracyWeaver11411757>

Hoofbeats Artwork Service

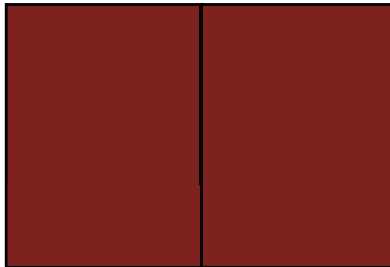
Hoofbeats can create your artwork if required. Please advise on booking if you require our artwork services and we'll discuss the requirements and any possible extra charges with you.



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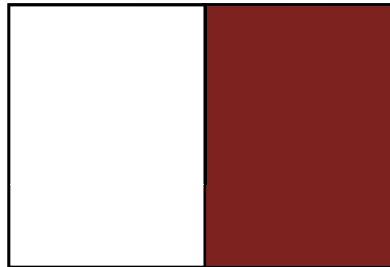
Rates and Deadlines

DOUBLE PAGE SPREAD



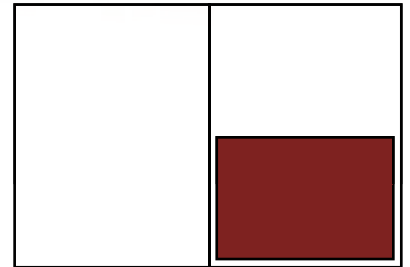
(with Bleed)
420mm W x 290mm D

FULL PAGE



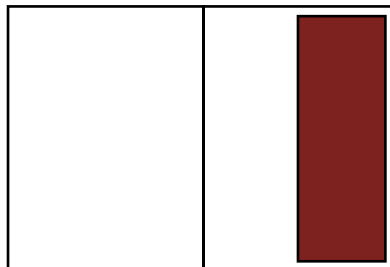
(Bleed) - 215mm W x 290mm D
(Type area) - 185mm W x 255mm D

HALF PAGE HORIZONTAL



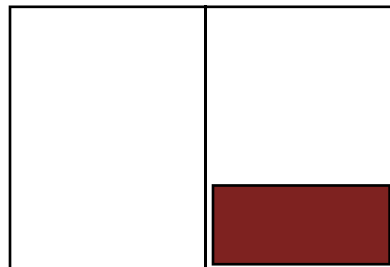
185mm W x 125mm D

HALF PAGE VERTICAL



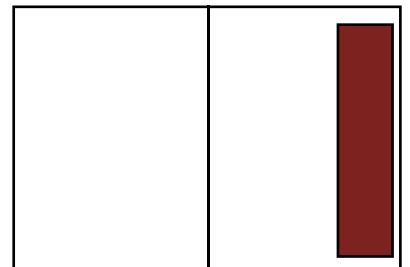
85mm W x 255mm D

THIRD PAGE HORIZONTAL



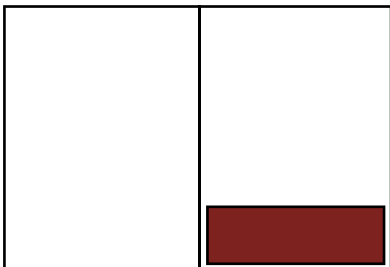
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THIRD PAGE VERTICAL



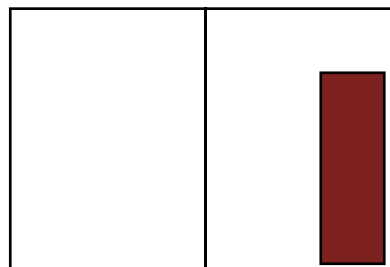
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QUARTER PAGE HORIZONTAL



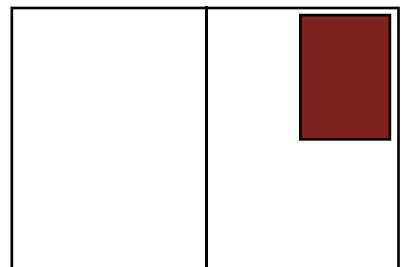
185mm W x 60mm D

QUARTER PAGE VERTICAL



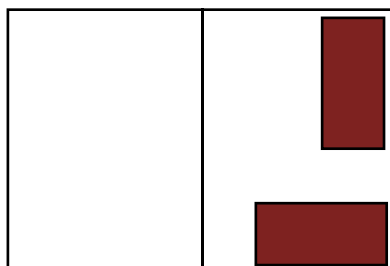
55mm W x 190mm D

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