

# hoofbeats

magazine

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

2017/2018  
Media Kit  
WA SHOW SCENE



For more information please contact our Advertising Manager -

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[www.washowscene.com.au](http://www.washowscene.com.au)

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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 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 39 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 plus 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 39 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: 4,250
- Readership: 12,000
- RRP: WA Show Scene is not sold separately to Hoofbeats. Hoofbeats RRP: \$7.50
- Frequency: Bi Monthly

Availability: WA Show Scene is included in Hoofbeats magazine sold in newsagents, saddlery and produce stores across WA. It is also available in all subscribers copies distributed across Australia.

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## 2017/2018 WA SHOW SCENE Advertising Rates

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

COLOUR		Full	Half	Third	Quarter	Sixth	Eighth	Twelfth		
Double Page	Full	\$1595	\$800	\$450	\$365	\$230	\$180	\$135	\$95	
WA Business Cards		\$65ea (booking for 3 issues)							WA Instructors and Trainers Ads	\$65ea ( booking for 3)

BLACK AND WHITE		Full	Half	Third	Quarter	Sixth	Eighth	Twelfth		
Double Page	Full	\$425	\$285	\$215	\$165	\$115	\$85	\$50		
WA Business Cards		\$40 each (booking for 3 issues)							WA Instructors and Trainers Ads	\$40 (booking for 3 issues)

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

BOOKING DEADLINES DATES:			
Issue	Deadline	Issue	Deadline
June/July	2 <sup>nd</sup> May	Dec/Jan	1 <sup>st</sup> November
Aug/Sept	30 <sup>th</sup> June	Feb/Mar	5 <sup>th</sup> January
Oct/Nov	1 <sup>st</sup> September	Apr/May	1 <sup>st</sup> March

ARTWORK DEADLINES DATES:			
Issue	Deadline	Issue	Deadline
June/July	4 <sup>th</sup> May	Dec/Jan	3 <sup>rd</sup> November
Aug/Sept	5 <sup>th</sup> July	Feb/Mar	8 <sup>th</sup> January
Oct/Nov	5 <sup>th</sup> September	Apr/May	2 <sup>nd</sup> March

- **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 after the artwork deadline will incur full costs.**

### WEB ADVERTISING BOOKING DEADLINES: [www.washowscene.com.au](http://www.washowscene.com.au)

Booking Deadline - 15th each month ARTWORK to be supplied : 17th month ie 17th June for July 1st upload.

WEB AD RATES	Size	Two Months		Four Months		Six Months		Twelve Months	
		Total Cost	Monthly Cost	Total Cost	Monthly Cost	Total Cost	Monthly Cost	Total Cost	Mthly Cost
Banner ad (allocated on a first to book preference)		\$110	\$55	\$180	\$45	\$240	\$40	\$360	\$30
200 x 200px (Static)		\$95	\$47.50	\$160	\$40	\$200	\$33.30	\$336	\$28
200 x 300px (Rotating)		\$80	\$40	\$140	\$35	\$160	\$26.60	\$288	\$24
200 x 400px (Static)		\$130	\$65	\$240	\$60	\$300	\$50	\$540	\$45



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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: [www.washowscene.com.au](http://www.washowscene.com.au) ;via the SneakPeek/Newspeak email mail out and through each edition of the magazine every two months.

The WA Show Scene website is the first point of call for those looking online for event coverage from across Western Australia. With shows, events and clinics catering to competitors from across the disciplines, and recreational riders, [www.washowscene.com.au](http://www.washowscene.com.au) compliments the printed magazine and allows for additional content, photos and accessible event coverage.

Visitors to the website can also purchase individual copies of Hoofbeats with WA Show Scene in print, subscribe, and find information on previous articles and back issues.

With a variety of advertising opportunities to suit all sized businesses, Hoofbeats and WA Show Scene provide a cost effective means of reaching an increased audience in print and online.

As Western Australia's leading equestrian brand, Hoofbeats and WA Show Scene is the trusted local source of equestrian news, in print every two months and online. Cost effective advertising options are available to suit all sized businesses, so speak to our staff about your marketing requirements today.

## Supplied Artwork Guidelines

Supplied Artwork Guidelines: Hoofbeats will accept supplied artwork as Press Optimised PDF, Photoshop and Illustrator files.

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 via *Hightail* or *Drop Box*.

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)

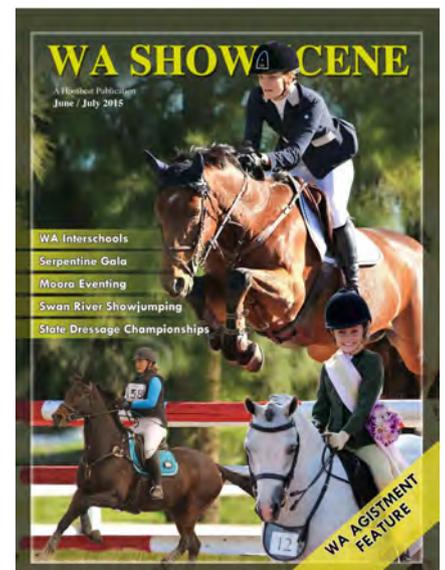
Email artwork to: [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au)

Upload artwork: For files over 12mb

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

## Hoofbeats Artwork Service

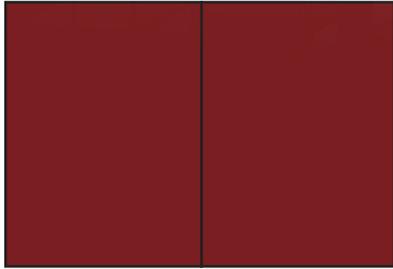
Hoofbeats can create your artwork if required. Please advise on booking if you require our artwork services and we'll discuss the requirements and any possible extra charges with you.



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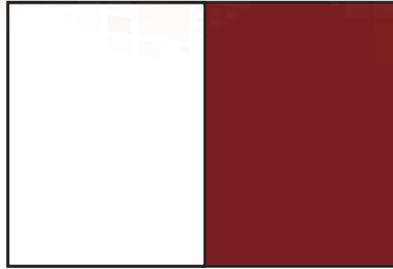
## Rates and Deadlines

DOUBLE PAGE SPREAD



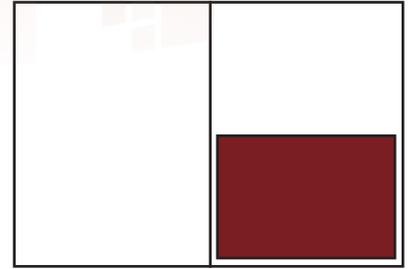
(with Bleed)  
420mm W x 290mm D

FULL PAGE



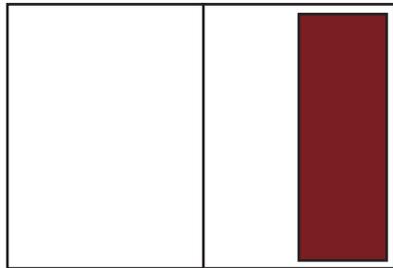
(Bleed) - 215mm W x 290mm D  
(Type area) - 185mm W x 255mm D

HALF PAGE HORIZONTAL



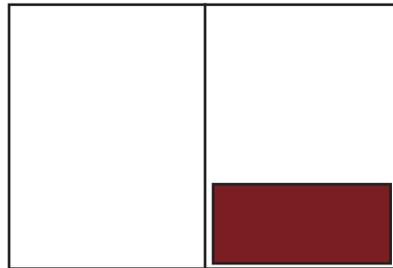
185mm W x 125mm D

HALF PAGE VERTICAL



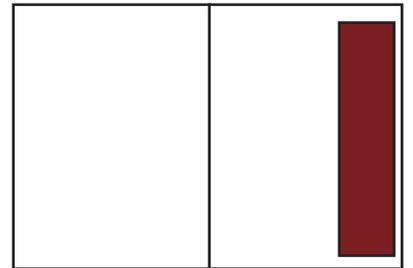
85mm W x 255mm D

THIRD PAGE HORIZONTAL



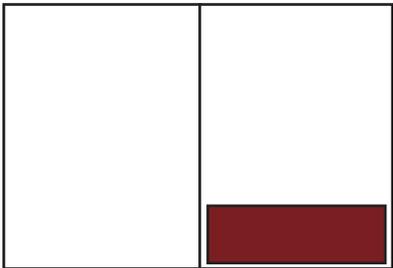
185mm W x 80mm D

THIRD PAGE VERTICAL



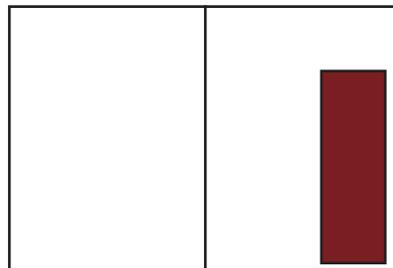
55mm W x 255mm D

QUARTER PAGE HORIZONTAL



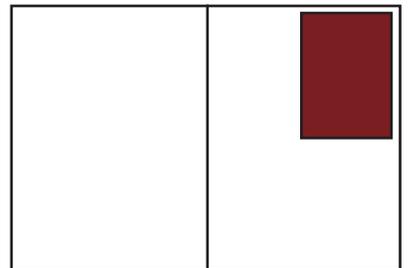
185mm W x 60mm D

QUARTER PAGE VERTICAL



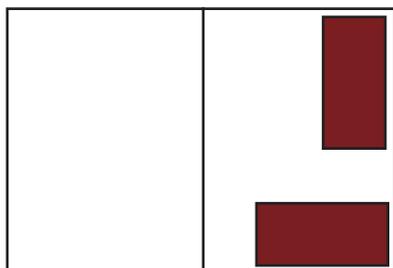
55mm W x 190mm D

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