

# Your Invitation for inclusion in the 'Who's Who' of WA stallions

**Promoting  
Western Australian  
Studs, Stallions  
and Services.**

**BOOK TODAY!**

*Vicki Tapper  
photographs*



*Owendale  
Firefly*

*Jane Lee Stud*

2017 WA Stallion Directory  
Cover Stallion

**2018  
HOOFBEATS**

## WA **STALLION DIRECTORY**

The 2018 WA STALLION DIRECTORY will feature in the August / September issue of Hoofbeats, PLUS all stallion ads will also be included in the October / November issue.

**THAT'S FOUR MONTHS OF CONTINUOUS PROMOTION.**

The biggest showcase of Western Australian Studs, Stallions and Services in Australia.  
Reaching over 10,000 readers in WA.

Advertising packages are available to suit all stud and stallion owners, so secure your position in this exclusive, once a year feature, NOW. It's where West Australian horse breeders find the most comprehensive guide to studs and stallions in their own state.

**OPTIONS TO SUIT ALL BUDGETS - from \$99**

## For WA Stallions and Studs

# YOUR STALLION DESERVES OPTIMUM EXPOSURE IN 2018

A promotional package with Hoofbeats will reach over 10,000 readers across WA - and be promoted in PRINT, on the WEB and via SOCIAL MEDIA.

Ads to suit all sized studs and budgets in the WA STALLION DIRECTORY 2018.

## IN PRINT

The WA Stallion Directory 2018 will be included FREE in all magazines sold in Western Australia and in the subscribers copies across Australia.

Package includes :

- **FOUR MONTHS CONTINUOUS ADVERTISING EXPOSURE** during the months of August, September, October and November.
- **FREE STUD OR STALLION PROFILE IN STUD NEWS**  
Supply or chat to us with details of your stud or stallion for inclusion in the stud news - for quarter page ads and larger. 180 words plus photo.
- **REACHING MORE MARE OWNERS ACROSS WA THAN OTHER DIRECTORIES**

The WA Stallion Directory is eagerly sought after by horse owners in this state and reaches the widest market of potential breeders.

- **VERY COST EFFECTIVE PRICING**

## SOCIAL MEDIA

- The WA Stallion Directory is promoted on social media with each stallion and advertiser featured individually on our WA social media site during the breeding season.

## WEB

- Available online (washowscene.com.au) for over 12 months as a free downloadable pdf, from December making your stallion, stud, young stock and contact details readily available for over 12 months.



**DID SOMEONE SEE HIM AT A SHOW OR ON SOCIAL MEDIA... but now can't recall his name or find the post ?**

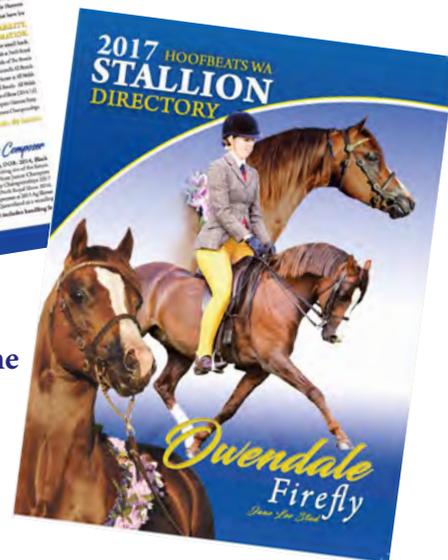
Making sure your stud and stallion's details are readily available in an easy to access format - to both breeders and those looking to buy young stock - is a priority in today's market.

## FRONT COVER PACKAGE \$1000

Package includes:

- FRONT COVER 2018 Stallion Directory
- PLUS 1/2 page advert in the Aug/Sept issue
- PLUS 1/2 page advert in the October/November issue of WA Show Scene

The cover is used for our promotion of the Stallion Directory for social media and online, giving your stallion maximum exposure.



# BOOKING DEADLINE 30th June

# INCLUDES:



Double page spread



Full page



Half page



Quarter page



Stallion Listings  
size  
90mm x 40mm



**Double Page Spread**  
4 Months Advertising A/Sept and Oct/Nov  
**\$1875**  
Normal Rate for 2 issues **\$3100**

**Full Page Spread**  
4 Months Advertising  
**\$1125**  
Normal Rate for 2 issues **\$1600**

**Half Page Advert**  
4 Months Advertising  
**\$595**  
Normal Rate for 2 issues **\$900**

**Quarter Page Advert**  
4 Months Advertising  
**\$330**  
Normal Rate for 2 issues **\$460**

**Stud/Stallion Listing**  
included pic, stud and stallion name, fee, breed, brief description, contact details  
4 Months Advertising

**\$99**  
Normal Rate for 2 issues **\$190**

**Stallion Listing**  
90 mm x 40mm

**FREE:**  
Inclusion in the Stallion Directory PDF download - available from the WA Show Scene website from the 1st December.

**FREE:**  
The WA Show Scene facebook page will feature a couple of stallions from the Directory each week, along with the promotion on the WA Show Scene web site.

**FREE:**  
The Hoofbeats team will provide professionally designed artwork for your stallion or stud ad.

**FREE:**  
Stud or stallion profile and photograph in the Stud News.

**FREE PROMOTION:**  
The WA Stallion Directory will be promoted Australia wide on the:

- Hoofbeats website
- Hoofbeats Facebook
- WA Show Scene Website
- WA Show Scene Facebook
- Cavaletti Classifieds
- Talking Horses FM Radio

**If he's stallion material, he deserve to be presented professionally...**

... with 12 months promotion for less than the average service fee.

NAME.....

POSTAL ADDRESS.....

POST CODE..... PHONE (.....).....

MOBILE.....Day Contact.....

EMAIL.....

CREDIT CARD NUMBER

□□□□ □□□□ □□□□ □□□□

NAME.....CVC □□□

EXPIRY DATE.....SIGNATURE.....

**CONTACT  
HOOFBEATS  
TO DISCUSS  
YOUR NEEDS**

**BOOKINGS ARE ESSENTIAL**  
For all bookings or information please contact;  
**PH: 08 9397 0506** 90 Leslie Rd, Wandl  
[graphics@hoofbeats.com.au](mailto:graphics@hoofbeats.com.au)  
[www.washowscene.com.au](http://www.washowscene.com.au)