

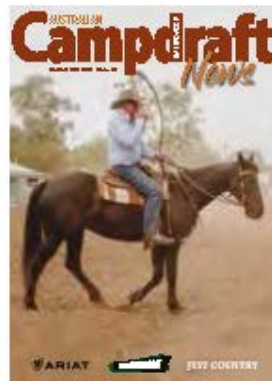


THE AUSTRALIAN CAMPDRAFT
ASSOCIATION NEWS

MEDIA KIT

2019/20





STANDARD ARTICLE



SEASONAL FEATURE MAGAZINES



Loyal following
from our
8,587
ACA Members

READERSHIP & DISTRIBUTION

ACA News publications include **six (6)** **bi-monthly issues** with seasonal specials including ACA Youth News at Christmas, ACA Stallion Edition in time for breeding season and a special coverage of the annual National Finals.

ACA News has a print distribution of approximately 5,000 per issue and is circulated all over Australia and throughout all our campdrafting circles including our sponsors, businesses and campdraft committees.

SOCIAL MEDIA

Australian Campdrafting Association has a strong social media presence and has **14,170 likes on Facebook**



The Demographic

Campdrafting enthusiasts are a perfect target audience for businesses to advertise to as they play an integral role in the cultural fabric of regional communities.

Research compiled by the National Campdraft Council of Australia (NCCA) details the average amount spent per year by the Australian campdrafting demographic:

- \$11,300 overall on campdrafting each year
- \$1,474 on tack (saddles, bridles, rugs etc.)
- \$4,914 on breeding
- \$748 on clothing and safety equipment
- \$904 on food and accommodation
- \$2,831 on horse feed (including supplements)

The Survey also stated that:

- 45% of campdrafters campdraft once per week or more often
- Own an average of 6 horses

Most respondents of the NCCA Survey owned on the farm vehicles (buggys/motorbikes) as well as trucks, 4WD's and horse floats/trailers, and indicated that they would replace these vehicles every 5 years. The NCCA Survey captured that:

- Over \$31 million is expected to be spent on replacing these vehicles, with almost half of that (\$14.3 million) to be spent on trucks.

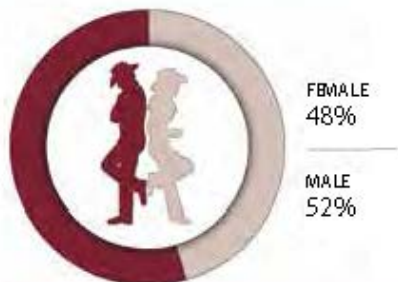
Individually, campdrafters on average spend the below to replace these vehicles:

- \$88,642 on trucks
- Goosenecks average of \$61,061
- \$57,825 in 4WD's
- Horse trailer/floats costing \$27,250
- \$7,386 on replacing motorbikes/quad bikes

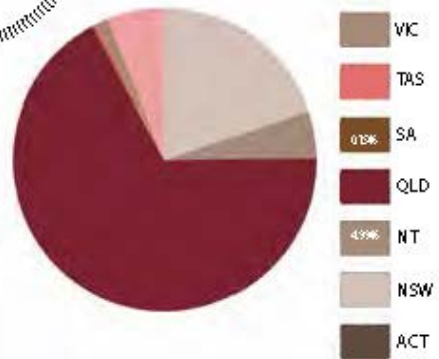


Campdrafting is a family orientated sport and plays an integral role in the cultural fabric of regional communities. The sport caters for people and horses of various skill levels and attracts all ages and sexes including juvenile and junior competitors. Competitions in rural and remote areas attract in excess of 600 entries from a cross Australia per event and draws in large crowds of supporters and spectators.

Estimated Statistics

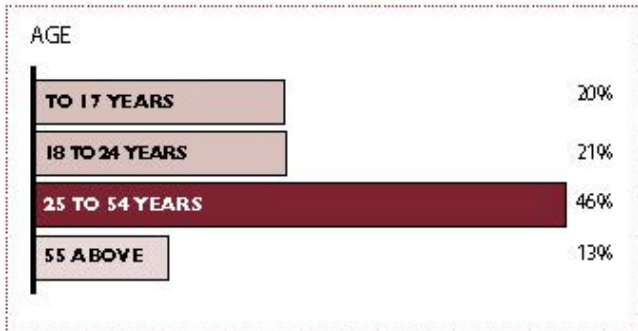
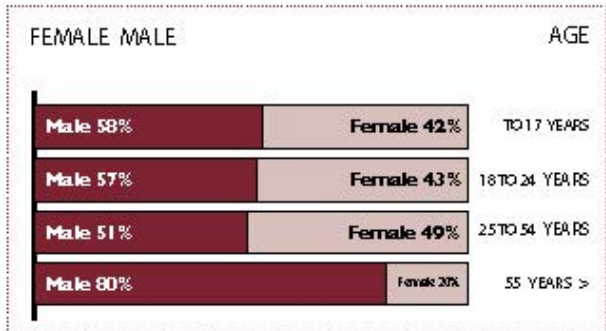


**BI-MONTHLY
MAGAZINE
DISTRIBUTED
NATIONALLY**



Demographic Interests

- ✓ Horses
- ✓ Cattle
- ✓ Fashion
- ✓ Horse Health
- ✓ Transport
- ✓ Service Fees
- ✓ Riding Equipment
- ✓ Facility Upgrades
- ✓ Clearing Sales
- ✓ Gifts



Advertising Specifications

Get two months of street coverage from each issue!



DOUBLE PAGE SPREAD

Full Colour

2 of 210x297 mm supplied with 3mm bleed on all edges and crop marks



FULL PAGE

Full Colour

210x297 mm supplied with 3mm bleed on all edges and crop marks



HALF PAGE

Full Colour

Vertical 105x297 mm supplied with 3mm bleed on all edges & crop marks
Horizontal 210x148 mm supplied with 3mm bleed on all edges & crop marks



QUARTER PAGE

Full Colour

Vertical 105x148mm supplied with 3mm bleed on all edges & crop marks
Horizontal - 65x210mm supplied with 3mm bleed on all edges & crop marks



FILLER

Inserted where possible

Full Colour

Business Card (all horizontal) - 70x100mm supplied with 3mm bleed on all edges & crop marks
Horizontal - 35x210mm supplied with 3mm bleed on all edges & crop marks





Advertising Rates

Advertising Rates Inclusive of GST. Advertising must be paid prior to publication.

Page	Advertising Rate	Graphic Design of Advertising
Premium - Inside Cover (front/back) and Back Cover	\$640.00	\$145.00
Premium Page - Centre Page (charge is per page, pages can be sold separately)	\$640.00	\$145.00
Full Page	\$470.00	\$145.00
Half Page	\$270.00	\$100.00
Quarter Page	\$170.00	\$60.00
Filler - Minimum Advertisement	\$75.00	\$25.00
Minimum charge for word changes		\$25.00

Advertising Deadlines

Edition	Ads to be Designed	Pre Made Ads
August/September 2019	3 July	10 July
October/November 2019	28 August	4 September
December/January 2019/20	26 October	2 November
February/March 2020	20 December	3 January
April/May 2020	6 February	2 March
June/July 2020	3 May	10 May



\$25,000

BENEFITS

- 6 tickets to National Finals Presentation Dinner
- Invitation to speak to National Finals Presentation Dinner and present title awards
 - Trade site availability at National Finals, four day campdraft
 - Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
- Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
 - 6 tickets to ACA Sponsors Dinner, held every second year
 - 2 free full page ads in each edition of the ACA News magazine
 - 1 full page Title Standings page in each ACA News magazine, showcasing sponsors logo
 - 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
 - Sponsors logo on all outgoing ACA email signatures (approximately 29,000 emails sent per year)
- Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 22 weeks of the year (approximately 32,000 incoming calls per year)
- Embroidery of sponsors logo on any prizes given to title winners at National Finals Presentation Dinner (some exemptions do apply)
 - Exclusive product and endorsement rights
- Logo on ACA News magazine cover and all ACA correspondence (for example - Association letterhead)
 - Logo on ACA National Finals Program and ACA website
- Catalogue/flyer insertion into ACA News magazine (by negotiation)
 - Access to members database for post and email (access by negotiation)



\$10,000

BENEFITS

- 4 tickets to National Finals Presentation Dinner
- Invitation to speak to National Finals Presentation Dinner and present title awards
- Trade site availability at National Finals, four day campdraft
 - 4 tickets to ACA Sponsors Dinner, held every second year
- Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
 - 1 free full page ad in each edition of the ACA News magazine
 - 1 full page Title Standings page in each ACA News magazine, showcasing sponsors logo
 - 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
 - Sponsors logo on all outgoing ACA email signatures (equivalent to 29,000 emails sent per year)
- Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 14 weeks of the year (approximately 32,000 incoming calls per year)
- Embroidery of sponsors logo on any prizes given to title winners at National Finals Presentation Dinner (some exemptions do apply)
 - Catalogue/flyer insertion into ACA News magazine (by negotiation)



\$5000

BENEFITS

- 2 tickets to National Finals Presentation Dinner
- Invitation to speak to National Finals Presentation Dinner and present title awards
 - Trade site availability at National Finals, four day campdraft (cost negotiable)
- 2 tickets to ACA Sponsors Dinner, held every second year
 - Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
 - 1 free half page ad in each edition of the ACA News magazine
 - 1 half page Title Standings page in each ACA News magazine, showcasing sponsors logo (equivalent to quarter page ad)
- 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
 - Sponsors logo on all outgoing ACA email signatures (approximately 29,000 emails sent per year)
 - Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 7 weeks of the year (approximately 32,000 incoming calls per year)





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