



STALLIONS

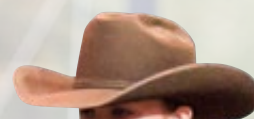
Showcase 2021



Fontaine Blue VDL

Owned by Cavalli Park Performance Horses.
As seen in Part 1 & 2 of Stallions 2020.

Photo: Cornege Photography



Catsablue

Owned by Eagleview Pastoral.
As seen in Part 1 & 2 of Stallions 2020.

Photo: Wild Fillies Photography

Byalee Wow Wie RW

Owned by Byalee Stables.
As seen in Part 1 of Stallions 2020.
Photo: Picture the Moment Photography



OUR READERS



Horse Deals has a readership of **180,000** per month across magazine and website



41% breed on average 2.3 horses a year



43% own breeding horses



Readers on average ride 2 horses a day



70% ride competitively



72% own competition horses



60% own pleasure horses

HORSE DEALS INVITES YOU TO BE A PART OF THE 2021 STALLIONS SHOWCASE.

With Australia's largest equestrian audience, Horse Deals offers you the complete package of magazine, website and social media to promote your stallion to the largest clientele of potential breeders.

MAGAZINE

Readership of **60,000** per month.

Available through **2,900 stockists** Australia-wide.

Readers rate the magazine **9 out of 10.**
★★★★★★★☆☆

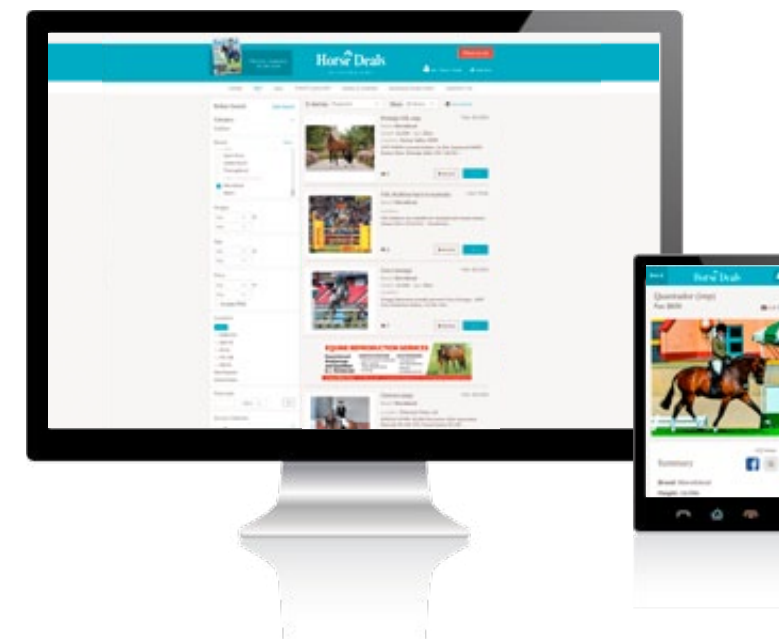


WEBSITE

150,000+ users per month.

2.5+ million pageviews per month.

Readers rate the website **8 out of 10.**
★★★★★★★☆☆



SOCIAL MEDIA



19,000+ followers



140,000+ followers



ADVERTISING RATES & SPECIFICATIONS

Our Stallions Showcase is featured within our August and September issues, kicking off the Australian breeding season. We offer a variety of advertising sizes to suit all budgets.

Double page spread 420mm x 278mm (+ 5mm bleed)	Full page 210mm x 278mm (+ 5mm bleed)	Half page 90mm x 255mm (no bleed)	Half page 186mm x 125mm (no bleed)	Quarter page 90mm x 125mm (no bleed)

Ad size	x1 Issue	x2 Issues
Double page	\$1,613 <small>one issue</small>	\$1,493 <small>per issue</small>
Full page	\$849 <small>one issue</small>	\$798 <small>per issue</small>
Half page	\$457 <small>one issue</small>	\$434 <small>per issue</small>
Quarter page	\$238 <small>one issue</small>	\$226 <small>per issue</small>

Prices are per issue. All prices include GST.

EARLY BIRD OFFER

All advertisers with print material submitted and booking paid for by **25th June 2021** will receive additional social media promotion.

INCLUDED EXTRAS

Artwork	Social Media Promotion	Digital Copy of Artwork	12 Months Listed Online
Your advert professionally designed by our team.	A post on 'Horse Deals' Facebook page.	High resolution JPG copy of your advert.	Listed for 12 months on www.horsedeals.com.au

Le Formidable

Available through Keystone Dressage.
As seen in Part 1 & 2 of Stallions 2020.
Photo: Equigeniek Horsephotography



Capitalise on the unparalleled brand
Horse Deals, Australia's leading equestrian
magazine, website and social media.



Chevin Ivory

Owned by Chevin Stock Horse Stud.
As seen in Part 1 & 2 of Stallions 2020.

Photo: Narelle Wockner

ABOUT US

From humble beginnings in 1986, Horse Deals rapidly evolved into the industry leader when it comes to buying and selling everything equine related.

We've paired the diversity of a monthly magazine and high traffic website to bring to the reader an unparalleled experience, with everything for the equestrian enthusiast.

Our continued success is due to our commitment to outstanding customer representation, constant innovation and intimate knowledge of the industry we serve.

DEADLINES

Part 1 - August Issue

Friday 25th June

Part 2 - September Issue

Friday 30th July

Ph 08 8725 4744 • info@horsedeals.com.au

WWW.HORSEDEALS.COM.AU

For full advertisers warranty & indemnity and terms & conditions please visit www.horsedeals.com.au/conditions