STALLIONS

Showcase 2022

Casebrooke Lomond
As seen in Part 2 of Stallions 2021.
Photo: Stephen Mowbray

Memphis
As seen in Part 1 & 2 of Stallions 2021.
Photo: Ace Photography

Horse Deals

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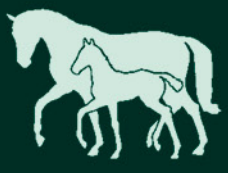
www.horsedeals.com.au

Chemistry
As seen in Part 1 & 2 of Stallions 2021.
Photo: Simon Scully

OUR READERS

Horse Deals has a readership of **210,000** 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 2022 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.

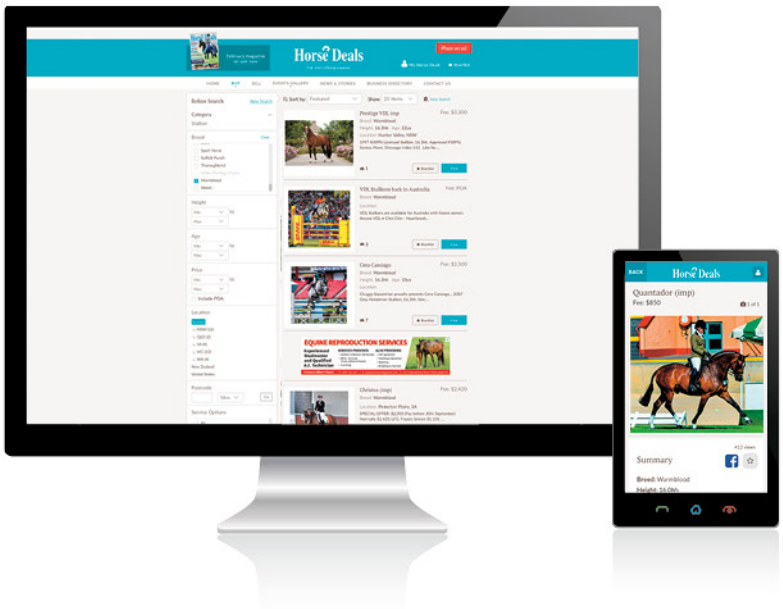
MAGAZINE

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

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

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

★★★★★★★★★★



WEBSITE

155,000+ users per month.

3+ million pageviews per month.

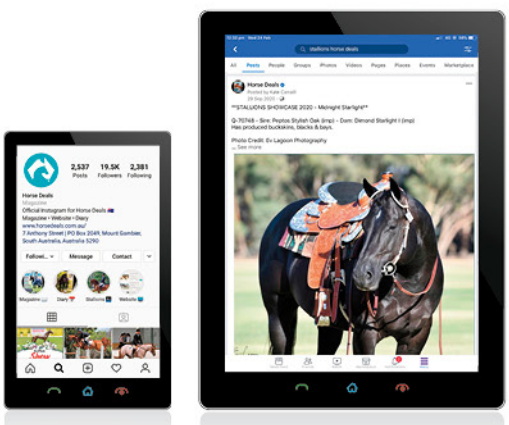
Readers rate the website **8 out of 10**.

★★★★★★★★★★

SOCIAL MEDIA

19,000+ followers

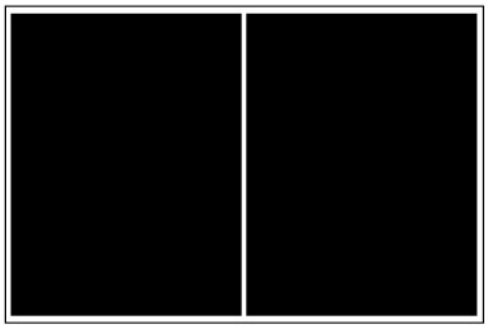
140,000+ followers



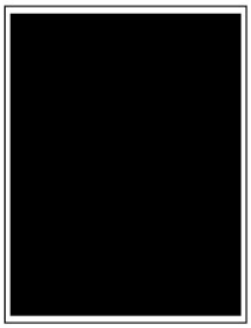
Horse Deals

ADVERTISING RATES & SPECIFICATIONS

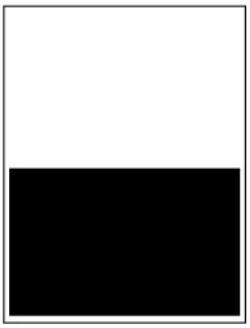
Our Stallions Showcase is featured within our August and September issues, kicking off the Australian breeding season. We offer a variety of advertising sizes to suit all budgets.



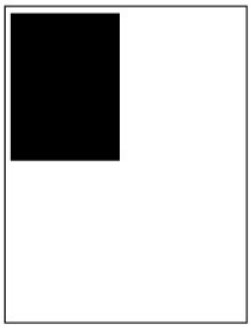
Double page spread
420mm x 278mm
(+ 5mm bleed)



Full page
210mm x 278mm
(+ 5mm bleed)



Half page
186mm x 125mm
(no bleed)



Quarter page
90mm x 125mm
(no bleed)

Ad size	x1 Issue	x2 Issues
Double page	$1,698 one issue	$1,613 per issue
Full page	$891 one issue	$849 per issue
Half page	$480 one issue	$457 per issue
Quarter page	$250 one issue	$238 per issue

Prices are per issue. *All prices include GST.*

EARLY BIRD OFFER

All advertisers with print material submitted and booking paid for by **1st July 2022** will receive an 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

De Vine

As seen in Part 1 of Stallions 2021.

Photo: Oz Shotz Photography

Horse Deals

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

Lethal Acres
As seen in Part 1 & 2 of Stallions 2021.
Photo: Stacey Thomas

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 over 36 years 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 1st July

Part 2 - September Issue
Friday 5th August

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