

The  
British  
Horse  
Society

# British Horse

THE OFFICIAL MAGAZINE OF THE BRITISH HORSE SOCIETY

THE UK'S  
**NO.1**  
EQUESTRIAN  
MAGAZINE

MEDIA PACK  
**2015**

Book your advertising space in the highest circulating equestrian magazine\*

T: 01242 259249 | E: [mark@fellowsmedia.com](mailto:mark@fellowsmedia.com) | W: [store.fellowsmedia.com](http://store.fellowsmedia.com)

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media

# The highest circulating equestrian magazine\*

74,285 (average net circulation Jan to Dec 2014 74,285 copies per issue, ABC audited)



## The BHS and British Horse

British Horse is the official magazine of The British Horse Society. Every issue is mailed to the members of the BHS, a group that is **passionate about horses and riding**, either for business or pleasure, often both.

The BHS is the leading body for the leisure riding public of the United Kingdom. It is also the governing body for the professionals who teach in the equestrian industry.

The BHS' aims include:

- Improving horse and pony **welfare** in the UK
- Improving the **awareness** of the horse
- Improving the standard of equitation and horse knowledge among all sectors of the riding and carriage driving public
- Making riding **safer**, especially on roads
- Improving **access** for riding off-road in rural areas
- Providing **benefits** for members

For further information contact Mark Brown or Sean McKeon on 01242 259249 or email: [mark@fellowsmedia.com](mailto:mark@fellowsmedia.com), [sean.mckeon@fellowsmedia.com](mailto:sean.mckeon@fellowsmedia.com) or visit [store.fellowsmedia.com](http://store.fellowsmedia.com)



## Rates

### Display rates

Cover positions	£3,000
Full page r.o.p.	£2,750
Half page	£1,625
Quarter page	£975
Guaranteed position:	+10%

### Classified rates

Full page:	£1,700
Half page:	£900
Quarter page:	£450
Eighth page:	£300
6cm x 1 column:	£150
3cm x 1 column:	£75
Per single column cm:	£25
Classified mono	less 10%

### Multiple insertion discounts

2 insertions	5%
3 insertions	10%
4 insertions	15%
5 insertions	20%



## Our readers

British Horse serves readers who:

- Are passionate about horses, riding and the equestrian industry
- Need to be kept informed about developments in the equestrian world
- Seek authoritative but easily absorbed articles on everything equestrian, from safety and welfare issues through to veterinary advice and training

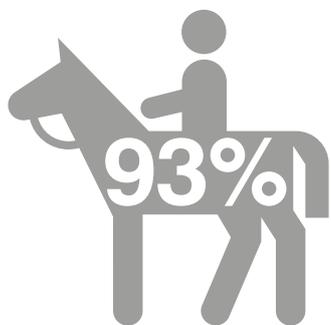
Subjects include equestrian news, features, what's on, book shop, veterinary advice, safety issues, welfare, competition news and advice.

## Target market

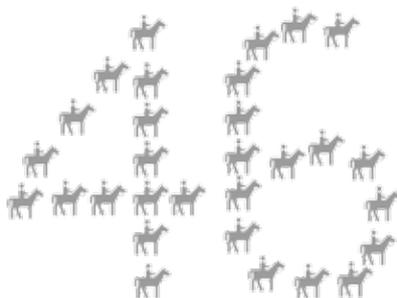
- ABC1 typically 25+ living in households with a high disposable income
- Rural and suburban horse riders and owners dedicated to equestrian activities as either a business or for pleasure
- Interests include all aspects of equestrianism and country pursuits

## Reader profile

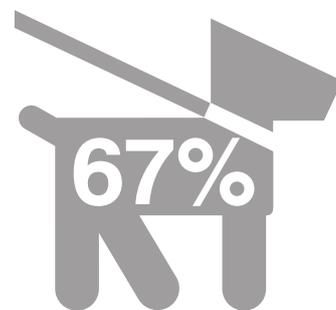
- 91% are female
- 35% are over 45 years old
- 45% have been members for more than 10 years
- 82% are involved in hacking out
- 65% take lessons/training
- 58% have their own equine transport
- 46% keep horses at home
- 18% participate in eventing



93% of members are owner/riders



46% participate in dressage

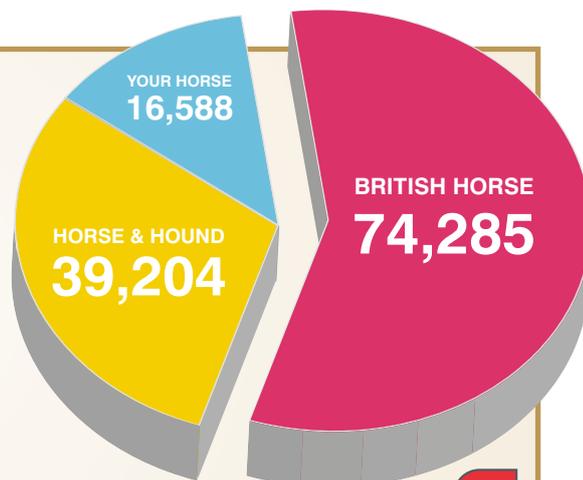


67% own at least one dog

## Why advertise?

- Highest circulating equestrian magazine in the UK – 74,285 (average net circulation Jan to Dec 2014 74,285 copies per issue, ABC audited)
- ABC audited circulation
- 93% of members are owner/riders
- Targeted circulation
- Passionate readership which spends regularly on its equine hobby/business
- Very well respected magazine
- Quality production values and printed on high quality stock

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# British Horse Mechanical Data

Type Area (width by height)	Trim Size (width by height)	Bleed (width by height)
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## Display

DPS	394 x 267	420 x 297	426 x 303
Full Page	185 x 267	210 x 297	216 x 303
Half Page (landscape)	185 x 131		
Half Page (portrait)	90 x 267		
Quarter Page (landscape)	185 x 63		
Quarter Page (portrait)	90 x 131		
Third Page (landscape)	185 x 85		
Third Page (portrait)	58 x 267		

## Classified

Full Page	185 x 265
Half Page (landscape)	185 x 129
Half Page (portrait)	90 x 265
Quarter Page (landscape)	185 x 60
Quarter Page (portrait)	90 x 129
Eighth Page	90 x 60
6cm x 1 column	42.5 x 60
3cm x 2 columns	90 x 30
3cm x 1 column	42.5 x 30
One column	42.5 (wide)
Two columns	90 (wide)
Three columns	137.5 (wide)
Four columns	185 (wide)



**Please note:** All measurement are width x height and in mm

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6cm x 1 column:	£150
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Classified mono	less 10%

### Multiple insertion discounts

2 insertions	5%
3 insertions	10%
4 insertions	15%
6 insertions	25%

### Trade Member discount

Special rates available on request  
Inserts POA  
Agency commission is 10%

### Web rates

- Based on 75k uniques per month
- 300 x 250 (footer) £10 CPM
- 160 x 600 (skyscraper) £15 CPM
- 728 x 90 (leaderboard) £20 CPM
- 728 x 90 (home page) £25 CPM

## British Horse copy requirements

British Horse is produced using a totally digital workflow – therefore all adverts must be supplied on disk or via email as print ready PDFs – see [www.pass4press.com](http://www.pass4press.com)

Please send all copy to Fellows Media Ltd,  
The Gallery, Manor Farm, Southam, Cheltenham GL52 3PB

Tel: 01242 259241

Email: [production@fellowsmedia.com](mailto:production@fellowsmedia.com)

(Fellows Media can design your advert if required but a charge may be incurred – please ensure that all picture files are 300dpi and saved as TIFFs, EPSs or JPEGs. Text should be supplied as MS Word files. If you want us to use specific fonts, please supply them.)



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## 2015 British Horse feature list

British Horse is distributed five times a year to all members of The British Horse Society in England, Scotland, Wales and Ireland.

### FEBRUARY

- BHS focus – Fundraising & Volunteering
- Riding Holidays
- Mud Fever
- Scott Brash interview

### APRIL

- BHS focus – Access & Safety
- Riding Hats & Body Protectors

### JUNE

- BHS focus – Welfare
- Fly protection

### SEPTEMBER

- BHS focus – Participation
- Bedding – 6 of the best!
- Winter Care/Winter Gear

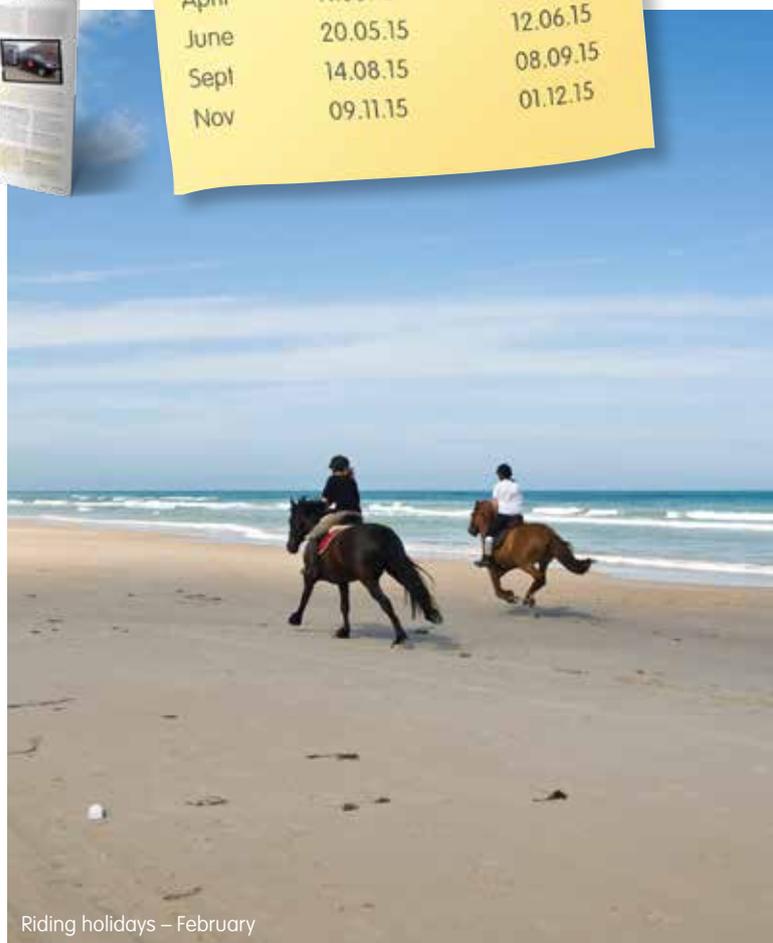
### DECEMBER

- BHS focus – Careers & Education
- Xmas Gift ideas



## Important dates 2015

Issue	Ad Deadline	Drop date
Feb	09.01.15	02.02.15
April	11.03.15	02.04.15
June	20.05.15	12.06.15
Sept	14.08.15	08.09.15
Nov	09.11.15	01.12.15



Riding holidays – February



“When we book advertising in British Horse magazine, we can be sure our brands will be well represented to a wide audience who fit our desired target market. The team there are always helpful and knowledgeable. The artwork team in particular, always thoroughly check our artwork to ensure all our adverts are reproduced to the highest possible quality.”

**Gill Power, Product & Marketing Officer, Weatherbeeta**

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