

THE OFFICIAL MAGAZINE OF BRITISH RIDING CLUBS

# RIDER



MEDIA PACK  
**2015**

Book your advertising in the third highest circulating equestrian title in the UK

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



# Advertising in the third highest circulating equestrian title in the UK

Rider is distributed to all 34,000 of the British Riding Club members in England, Scotland, Wales and Northern Ireland.



## British Riding Clubs & Rider Magazine

Rider is the official magazine for British Riding Clubs. Published quarterly (February, May, August and November), every issue is direct mailed to over 34,000 members. The magazine is read by active horse owners and riders who are seriously committed to improving their knowledge and riding ability.

### Regular features in each issue include:

- Product Watch
- From the Horse's Mouth
- Newslines
- Tried & Tested
- Club News
- Competitions

## British Riding Clubs - what are they?

- Affiliated to the British Horse Society
- Started in 1953 with approximately 20 clubs
- Now 460 Clubs from Orkneys to Channel Islands
- 70 affiliated centres
- Organised into 23 Areas
- Over 34,000 members
- Opportunities for grass roots riders to internationals



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

DPS	£2,625
Cover Position	£1,925
Full Page	£1,625
Half Page	£880
Quarter Page	£595

### Classified

Eighth Page	£240
3cm x 2 columns	£120
3cm x 1 column	£60
Per single col. cm	£20
Classified mono	less 10%

### Multiple insertion discounts

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

### Special positions

- Guaranteed position + 15%
- Guaranteed facing matter + 10%

### Loose inserts

- By arrangement and quoted to specification upon sight of material or confirmation of weight in grams

Agency commission 10%



## Our readers

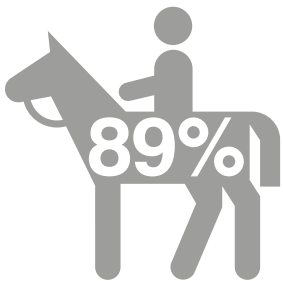
Rider is read by horse owners with a passion for competitive riding. BRC members compete regularly in the three main disciplines at all levels from small local club competitions to full national events, with dressage and showjumping being the most popular disciplines. Readers regularly spend on products that will help them achieve better results in these competitions.

## 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

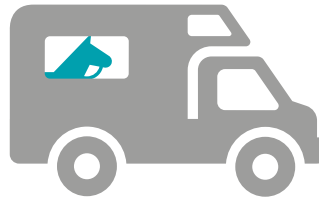
- 97% female readership
- 90% of members compete in Riding Club events
- Over 50% keep their horses on their own land
- 23% keep their horses at DIY livery
- Over 46% of members ride 3-4 times a week
- 76% of members insure their horses
- 43% ride every day
- 93% of readers hack out
- 55% of readers own a trailer



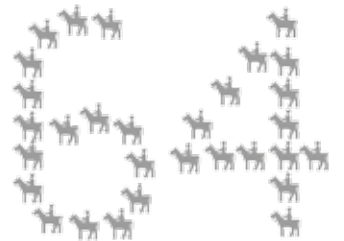
89% of members own at least one horse or pony



72% participate in Dressage



32% own a horsebox



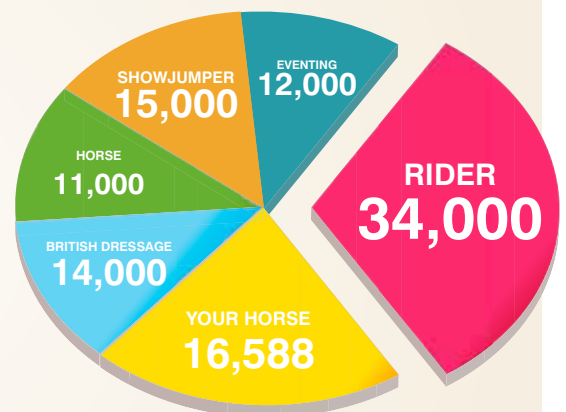
64% participate in Show jumping

## Why advertise?

- Highest circulating quarterly magazine targeting both competitive and leisure riders in the UK (34,000)
- 89% of members own at least one horse or pony and over 30% own two or more
- Passionate readership which competes regularly and spends on the products/services needed to do this
- 48% of readers earn over £35,000 per annum
- Very well respected organisation and magazine

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)



## 2015 RIDER feature list

For details on sponsoring Club News, Caught on Camera, It's Your Letters, Crossword or, if you wish to be featured in Product Watch or Tried & Tested please contact: Rachael Hollely, Acting Editor email: rachael.hollely@bhs.org.uk



Important dates 2015		
Issue	Ad Deadline	Drop date
Feb	19.01.15	20.02.15
May	27.04.15	21.05.15
Sept	31.07.15	28.08.15
Nov	23.10.15	24.11.15

### February 2015

- Olympia Quadrille Final
- Tried and Tested
- Product Watch – Feet & Hoofs
- Bale of Hay – Charlotte Dujardin
- XC Schooling with Pippa Funnell
- Tetanus Advice
- Careers/Education
- Friends at the End
- World Tournament Review
- Feeding Feature
- BRC Staff Who's Who
- Club Funding
- Lesson Review – Lesson with Austin O'Connor
- BRC Accounts
- From a judge's POV
- Blue Cross
- Horse Personality and Temperament – Myths and Facts

### May 2015

- Novice Winter Champs Review
- Intermediate Winter Champs Review
- Tried and Tested
- Product Watch – Fly Products and Safety Wear
- Bale of Hay
- Veterinary Feature
- Riding Feature
- TSR Showing Feature
- Volunteer Roles
- BHS National Convention Review
- Area Training Grants
- From a judge's POV
- Recreational Riding at Approved Centres
- Blue Cross
- Spring Feeding – Weight Watching/Laminitis
- The Trot-Up How to
- Equine Stress – What is it and how to deal with it

### September 2015

- Festival Review
- Tried and Tested
- Product Watch - Rugs
- Bale of Hay
- From a judge's POV
- Blue Cross
- Insurance Feature
- Giant Q&A (Feed, Veterinary, Shoeing, Behaviour, Riding)
- DTM Feature
- Equine Domestication part 1
- Respiratory Feature

### November 2015

- Horse Trials Review
- National Champs Review
- Dressage to Music Review
- Quadrille Selection Review
- Tried and Tested – Xmas Gifts and Stocking Fillers
- Product Watch – Winter Feeding
- Bale of Hay
- Clipping
- Behavioural Feature
- From a judge's POV
- Blue Cross
- Equine Domestication part two
- Mud Fever Feature

## E-news advertising

From just  
**£150**  
+ VAT

The Rider E-newsletter is sent out every two months to over **25,000 subscribers** giving you fantastic exposure to this exclusive equestrian audience.

**300px high x 600px wide**  
£225 + VAT

**293px high x 300px wide**  
£150 + VAT

British Riding Clubs News

The British Horse Society

---

**BRC 2014 Rulebook Amendment and Updates**

Prelim entries are coming in abundance as the remaining winter qualifiers take place. Letters of invitation have been sent to those areas whose results have made it to Stoneleigh and been verified. If your horse is on loan or is a new addition to your equine family, then please check with the relevant sporting association to find out if it is still registered and whether it has a competition record. Sadly, the majority of horses that we have to disqualify have been used in good faith as the rider has been told by previous owners that they have no warnings. Downgrading may be possible, but in order to find out we need applications in as early as possible so that your circumstances can be thoroughly considered.

Competitors please note that there is an amendment to the Rule changes section that appeared in the Autumn edition of Rider magazine. Namely, because the BRC Committee did not sanction the alterations to D11.1 JUDGES, the rule remains the same for 2014 and simply asks that you may not be judged by anyone that has been involved with your training in the same competition year.

**Page 48, HT1.1 Horses**  
Senior and Junior HT10: Ponyhorse and rider combinations placed in the top ten overall at the Championships may not compete in the Senior or Junior HT 10 in the following year.

**Page 56, HT1.3.2 Tests**  
Examples of the current Horse Trials Dressage Tests are at Appendix 13. Horse Trials tests may be commanded at Area level, but not at the Championships.

Appendix 1: Dressage Tests and Entry Fees - The Combined Training Individual Price is £6.

The new 2014 BRC Rulebook can be found on [our website](#).

---

**YOUR AD HERE**

293 x 300

**BRC Horse Health Survey – You could win an iPad Air with Zoetis**

Take part in the BRC Horse Health Survey, supported by Zoetis, this February and you could win an iPad Air. We want to help you take the best possible care of your horses so with support from vets at Zoetis we have put together a short online survey to find out more about how you manage your horse's health. You simply need to answer 23 multiple choice questions on sustainable worm control, infectious diseases, vaccination and dentistry. It should take no more than five minutes of your time and every submission will be entered into a

---

**YOUR AD HERE**

300 x 600

Book your advertising in the third highest circulating equestrian title in the UK

T: 01242 259249 | E: mark@fellowsmedia.com | W: store.fellowsmedia.com

# Rider Mechanical Data

	Type Area	Trim Size	Bleed
<b>Display</b>			
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 (portrait)	90 x 129
Quarter Page (landscape)	185 x 60
Eighth Page	90 x 60m
6cm x 1 column	60 x 42.5
3cm x 2 columns	30 x 90
3cm x 1 column	30 x 42.5
One column	42.5mm wide
Two columns	90mm wide
Three columns	137.5mm wide
Four columns	185mm wide



## Sponsorship

Quarter page strip p	45 x 266
4 columns x 2cm	185 x 20



**Please note:** All measurements are width x height, and mm



For advertising enquiries:

Please contact Mark Brown or Sean McKeon on  
01242 259249 or email: [mark@fellowsmedia.com](mailto:mark@fellowsmedia.com)  
or [sean.mckeon@fellowsmedia.com](mailto:sean.mckeon@fellowsmedia.com)

NEW! Book online at [store.fellowsmedia.com](http://store.fellowsmedia.com)

## Rider copy requirements

Advertising artwork is managed by Fellows Media. Please send copy to: Fellows Media Ltd, The Gallery, Manor Farm, Southam, Cheltenham GL52 3PB  
Tel: 01242 259241  
Email: [production@fellowsmedia.com](mailto:production@fellowsmedia.com)

### Supply of artwork for your advertisement:

Butterfly 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)

We would prefer advertisement artwork to be supplied complete as high resolution PDF files (see specs below) but Fellows Media can design your advert if required but a charge may be incurred – please supply text, photo images and your logo (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 would like to use specific fonts, please supply them.) You will be contacted by our studio once your booking is made, when we can clarify artwork detail.

**PDF:** Adverts should be supplied as high-resolution PDF files. All components must be minimum 300dpi and CMYK. No RGB, LAB, spot will be accepted. All images and fonts must be embedded. Full page adverts must have 3mm bleed. All images must be 300dpi and not used greater than 100%. Transparency must be flattened to pass4press specifications (see [www.pass4press.com](http://www.pass4press.com))

**Jpeg/Tif files:** If the advert is supplied as a flat image file the resolution must be a minimum of 300dpi and supplied as CMYK. Files must not contain layers. Full page adverts must have 3mm bleed.

We cannot accept Microsoft Word, Powerpoint or Publisher documents.