

HORSES and people

HORSES & PEOPLE MAGAZINE
PO Box 99, Rosewood, Qld 4340
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admin@horsesandpeople.com.au
www.horsesandpeople.com.au



Horses & People Magazine has been a part of the equestrian industry in Qld and Northern NSW for almost 20 years and is now increasing distribution further to NSW and Victoria.

Horses & People Magazine is a high quality, full gloss monthly publication that is FREELY distributed through produces, saddleries and selected outlets, and has become the bible for industry and local information.

Our circulation is increasing monthly by demand. With a print run of over 10,000 per month and 450 outlets, Horses and People is more often than not off the shelf and out of the stores within the first 2 weeks from delivery. We now have in excess of 150 subscribers who receive the magazine in their own homes and the number continues growing each week.

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www.horsesandpeople.com.au

Horses & People is:

- A reliable source of up to date information about products and services available to horse owners.
- An effective medium for clubs and organisations, whatever discipline, to promote their events, competitions and clinics.
- A credible source of educational articles promoting sustainable horse management and training practices with special emphasis on safeguarding and improving horse welfare.

We have a commitment to the future growth of Horses & People which will see our distribution expanding on a continuing basis.

Freely distributed to saddleries, produces and other selected outlets, Horses & People has become the bible for industry and local information.

We have a range of competitively priced advertising options for you to consider, and can offer introductory editorial space to new or selected advertisers.

Following you will find the current Rate Card for you to look at, but please bear in mind that this contains casual rates only. Please email or phone us for a quote to suit your budget and your needs.



Brilliantly Simple - Simply Brilliant

Advertising Rates valid from 1st July 2010

SETTLE YOUR ACCOUNT 14 DAYS FROM INVOICE AND KEEP YOUR ADVERTISING COSTS AT THE SAME AMAZING LOW RATE!

Please note that the rates shown below are for casual advertising. Contact our sales department for a quote. Discounts up to 35% are available depending on the term of advertising and payment options.

CALL US FOR A
QUOTE
 OF UP TO
35% OFF
 *CONDITIONS APPLY

	BASE RATE	PAY ON 14 DAY INVOICE
Back Page		
Full Page	\$776.49	\$660
Inside Advertising		
Full Page Full Colour	\$711.78	\$605
Half Page Full Colour	\$388.24	\$330
Quarter Page Full Colour	\$232.95	\$198
Eighth Page	\$129.41	\$110
Centre Pages - Calendar		
Half Page Vertical	\$517.66	\$440
Quarter Page	\$284.71	\$242
Block Ad (for Coming Events only)	\$90.60	\$77
Service Directory		
60 x 41 mm size block advertisement		
regular (3 months or more) per month	\$77.65	\$66
casual	\$90.60	\$77
For Sale Section (1/8 page horizontal)	\$64.70	\$55
Commercial Classifieds	\$4.40 line	



Our industry knowledge can help you make smart decisions which are intended to help you maximise your advertising experience, grow your business... and keep it growing. *We believe that helping you to promote your business, will help ours to grow.*



Horses & People Ad Specs

Full Page	w 210mm x h 297 mm
Full page ads should have 5 mm bleed added on all sides. Full pages without bleed are best suited to fit into our margins and should be w 190 x h 267mm	
Half Page	w 190 mm x h 131.5 mm
Half Page Upright	w 93 mm x h 267 mm
Quarter Page	w 93 mm x h 131.5 mm
Eighth Page	w 93 mm x h 63.75 mm
Eighth Page Long (For sale ads)	w 190 mm x h 30mm
Horses for sale	w 190 mm x h 30mm
Service & Coaches Directory	w 63 mm x h 41 mm
Coming Event Block Ad	w 63 mm x h 41mm

Advertising closing dates are the 15th of each month

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- Horses and People can design your advertisement at NO EXTRA CHARGE. You only pay for advertising space..
- Alternatively you can supply artwork prepared by outside sources. Contact us for more detailed information to ensure a good print result.
- We prefer that all files supplied are PDF (Portable Document Format). They must have fonts embedded and be converted to CMYK colour.
- We use Adobe Creative Suite software (inDesign, Photoshop, Acrobat, and Illustrator)
- We cannot open or accept Microsoft Publisher and Corel Draw files.
- Microsoft Word files have to be re-set by our designers. Word files can only be used as a layout guide so we ask that you send all images as separate files in jpg or TIFF format. and a minimum 200dpi
- ALL IMAGES ARE TO BE A MINIMUM 200 dpi (dots per inch) resolution.. (Low resolution images are not suitable for print - they pixel out -) Low resolution images include those found on web pages and most photos taken with mobile phones.
- Please observe our deadline times