



# EQUINE ADVERTISER

*Media Pack 2023*

[www.equineadvertiser.co.uk](http://www.equineadvertiser.co.uk)

**For advertising enquiries please contact:**

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01507 338642





# About Us

**Equine Advertiser is a new search engine and marketplace for the Equine Industry.**

Offering a combination of sales classifieds from Horses to Property, to a comprehensive business Directory and Membership experience.

*It really is the ultimate equestrian experience.*

Equine Advertiser continues to grow by marketing to a wide consumer and business audience through social media, exhibitions and events, and latterly seeks to use sponsorship and collaboration to grow further in future – if you are interested in the above, let us know!

We are a small two person team in rural Lincolnshire, with over 50 years Equine Industry experience between us, and a firm background in an agricultural and rural setting

**[www.equineadvertiser.co.uk](http://www.equineadvertiser.co.uk)**



# Reasons to Advertise

Targeted niche audience



Cost effective options for all businesses



Weekly mailing list reaching over **2k** subscribers



Website is fully supported with specialist SEO tactics



Access to over **10k** social media followers



Access to support **365 days a year**



Experienced equine specific team



Site uses Analytics on all pages to monitor traffic and support marketing decisions



National geographical and keyword search throughout the site



**Complete equestrian experience – a true 'one stop shop'**



# Membership Packages

Rates cover 12 months advertising unless stated otherwise, are in GBP and are inclusive of VAT. You can pay for annual membership packages by monthly Direct Debit if preferred.

## Standard

Basic Directory Listing – with active weblink, photos, & keywords

.....  
Mailing list rectangle advert ONCE monthly

.....  
Full business profile in all relevant sections of the site

.....  
Social sharing

**£39.99**  
per year

## Advanced

Featured Directory Listing – with active weblink, photos, & keywords

.....  
Mailing list rectangle advert TWICE monthly

.....  
Full business profile in all relevant sections of the site

.....  
Rectangle advert on all pages of the website

.....  
Social sharing

**£ 149.99**  
per year

## Elite

Featured Directory Listing – with active weblink, photos, & keywords

.....  
Mailing list headline banner advert ONCE monthly

.....  
Full business profile in all relevant sections of the site

.....  
Banner headline advert on all pages of the website

.....  
Social sharing

**£299.00**  
per year

## Individual Basis

Directory Listing (1 year)

Basic – **£19.99**

Featured – **£29.99**

.....  
Mailing list Headline Banner

**£20 per month** ( TWICE monthly feature)

.....  
Mailing List Rectangle Ad **£10 per month** (TWICE monthly feature)

.....  
Rectangle Ad on website **£12.50 per month**

.....  
Headline Banner Ad **£30 per month**



# What Suits Who?

## Standard

Ideal for a **small independent business** that is looking to get a little more notice, on a budget in a niche market

£3.33 per month

## Advanced

Ideal for **small to medium sized businesses** with a small budget for advertising, looking to actively grow their enterprise and get more website traffic and sales.

Best Value for money

£ 12.50 per month

## Elite

Ideal for **medium sized businesses, or larger companies** searching for higher exposure in a niche market. This package yields the highest exposure level available with Equine Advertiser.

£24.92 per month

## How to Pay?

Simply drop us an email stating which package you would like, and how you would like to pay (annual or monthly) and we will do the rest!

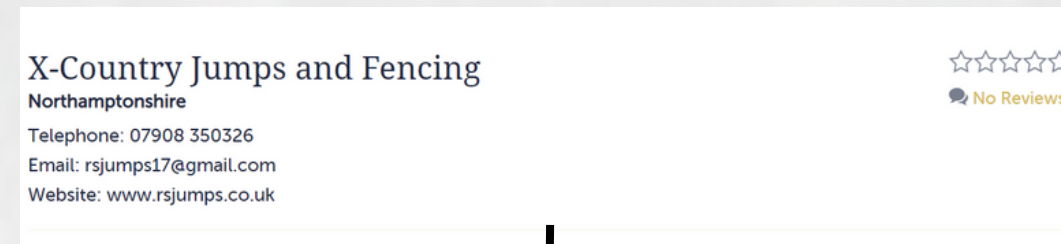
If you have any queries about any of the services, or need something a little different, then give us a shout, we will be delighted to help you out.



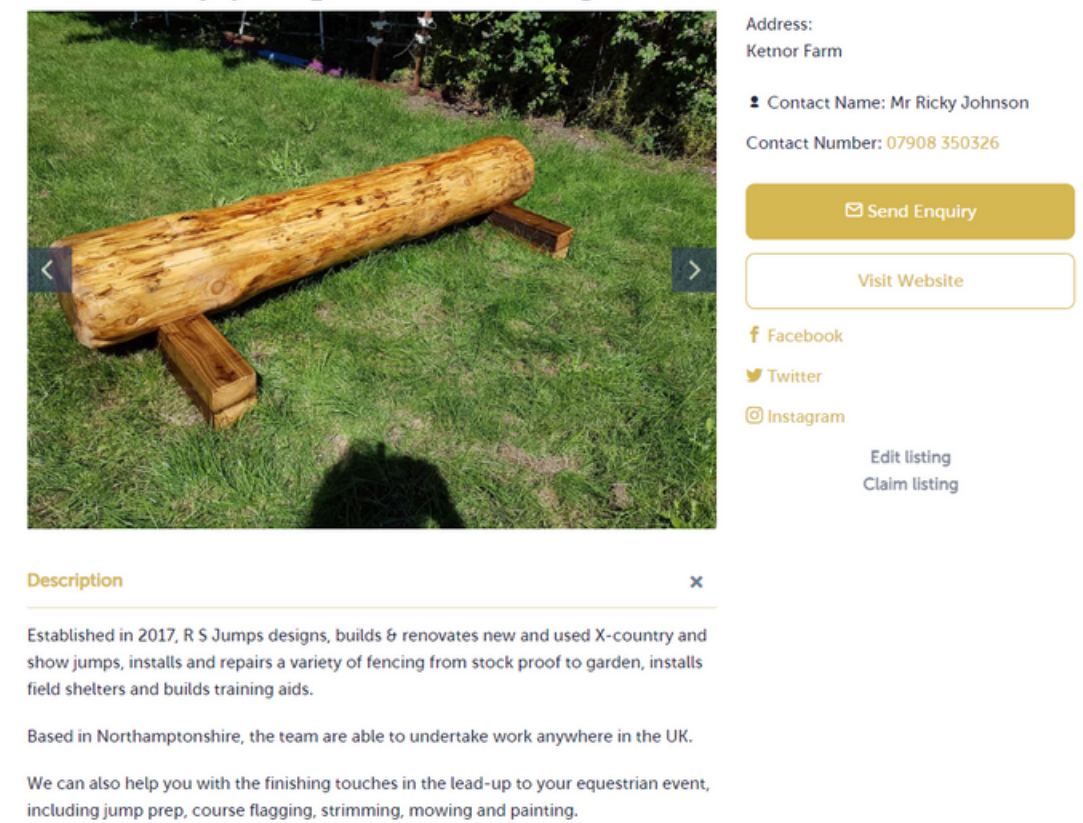
# Specifications

## Directory Listing - Basic

£19.99  
per year



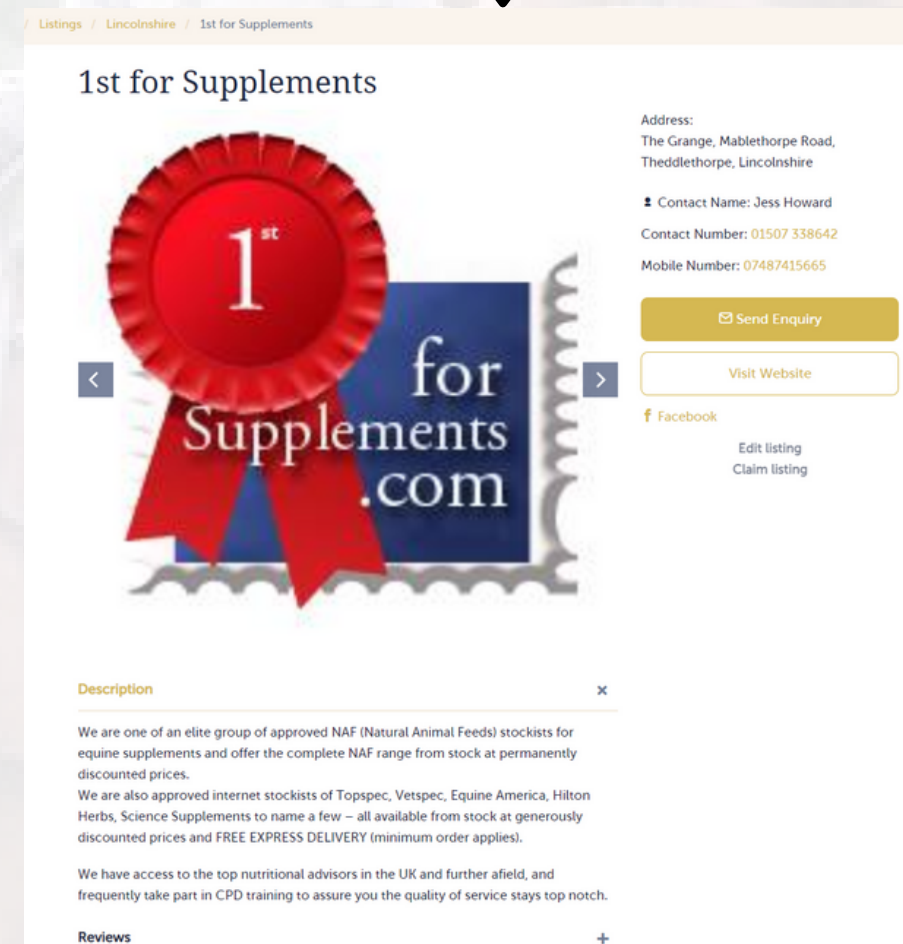
### X-Country Jumps and Fencing



- Business name, location, website link and contact details
- Click through to individual page
  - Write up, unlimited photos, YouTube video link, full contact information
  - Social media links
  - Protected email facility
  - Click through to website
- CMS access to amend as necessary (individual basis only)

## Directory Listing - Featured

£29.99  
per year



As Basic, with added features:

- Image/Logo display on directory listing
- Read more click through
- Automatic send to top of listings in directory
- Feature on the slideshow on all pages of the website with click through link

## Rectangle Advert

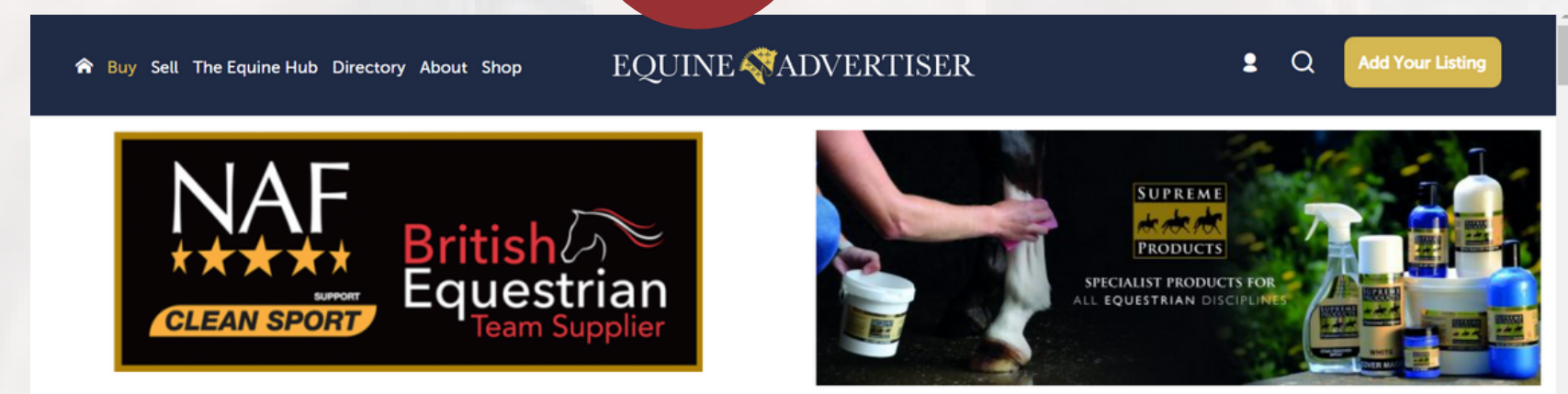
£12.50  
per month



- Link through to your own website
- Displayed on the right hand side of the website throughout Buy, The Equine Hub, Directory and About Us pages on the site.
- Artwork Size: 300px x 200px

## Headline Advert

£30 per month



- Most sought after location on our website
- Provides advertisers with the opportunity to have their brand or companies message seen every time a user lands on the site.
- Located at the top of Buy, The Equine Hub, Equine Directory and About Us pages on the site.
- Provides a link through to your own website.
- Artwork Size: 600px x 120px



## Horses & Ponies

£5 for 6 weeks

Advertise a single horse or pony.

- Online for 6 weeks, (unless stated otherwise) in as many categories of your choice.

Advert includes:

- Unlimited photos
- Unlimited text
- Social media and YouTube links.

Once your advert is live, you can amend as required.

Upgrade to Premium for **£2** to feature in our slideshow on all pages on the site and appear at the top of search listings.

Business packages are available – contact us for details

# Classifieds

Includes same package as for Horses & Ponies

Wanted **£3.00**

Tack & Equipment **£2.00**

Horsesboxes & Trailers **£5.00**

Employment & Recruitment **£5.00**

## Property

We are actively seeking to build partnerships with Estate Agents specialising in rural and equestrian property sales.

However, please feel welcome to place your home, land, yard or smallholding on the site under a private listing too.

- Online for 12 weeks, (unless stated otherwise) in as many categories of your choice.

Advert includes:

- Unlimited photos
- Unlimited text
- Social media and YouTube links.

Once your advert is live, you can amend as required.

Upgrade to Premium for **£5** to feature in our slideshow on all pages on the site and appear at the top of search listings.

## Commercial

If you would like to enquire regarding multiple listings for your buying and selling business, please get in touch for a no obligation tailored package discussion

£15 for 12 weeks



15hh 4 year old mare Section D X  
£5000 - Devon

☆☆☆☆☆  
No Reviews

Riding Club, Light Hacks, Pony Club, Horses & Ponies,  
Allrounders & Youngstock

15hh 4 year old mare Section d x Hacks alone or in company  
Shod on the front Good in traffic/open spaces [Read more...](#)



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