

Circulation: 96,326

abc Official ABC figure Jan-Dec 2020

The
British
Horse
Society

AWARD-WINNING BRITISH HORSE
MAGAZINE
MEMCOM 2019 WINNER
BEST LAUNCH/RE-LAUNCH



WINNER
BEST ASSOCIATION MAGAZINE
CIRCULATION OVER 32,000

BRITISH HORSE

The official flagship magazine of The British Horse Society



*Unique access to the largest and biggest
spending equestrian audience in the UK*

MEDIA PACK 2021

ABOUT

The aims of the BHS include:

The BHS provide a strong voice for horses and people. Their work includes:

- Welfare services for horses and advice for owners
- Campaigning for and protecting equestrian rights of way
- Improved safety for horses, riders and carriage drivers
- Promoting riding for all
- Offering world-class qualifications
- Approvals system awarding quality instruction and care

BRITISH HORSE serves readers who are:

- Deeply passionate horse riders and horse owners
- ABC1, typically 25+ and living in their own homes with a high disposable income
- 91% female
- Dedicated to the BHS and continue to support year after year
- Enjoy hacking out as their main hobby
- Use their own transport
- Keep their horses at home
- Actively participating in competitions include affiliated and unaffiliated eventing, show jumping and dressage

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

Member profile:

- 89% of readers own or loan at least one horse
- 83% of readers ride at least every week
- 81% of readers said that they read every single issue
- 70% of readers feed a supplement to their horse
- 66% of readers are spending over £200 each month on their horses
- 38% of readers compete locally or in a riding club
- Over 50% of readers have their own transport for their horses
- 55% of readers own at least one dog
- Over 50% of our readers would like to go on a horse-related holiday



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

THE BRITISH HORSE MAGAZINE

“The new look BHS mag is a great read with news and features for today’s modern BHS member with informative training articles for the rider, coach and instructors. This accompanies interviews from celebrity riders, sound practical help and advice on horse health and care plus some lighter lifestyle pieces.”

LISA WILSON, DENGIE HORSE FEEDS

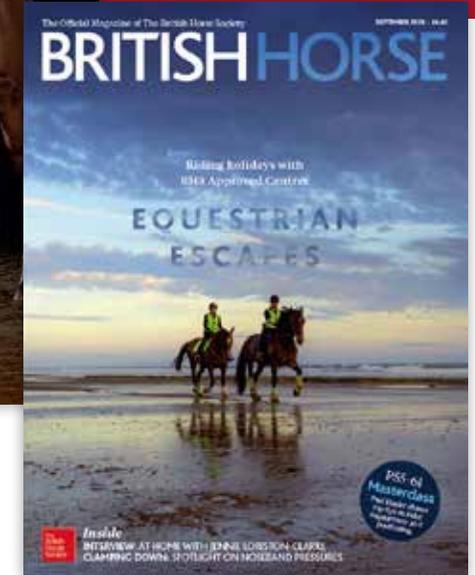
“Advertising in British Horse, the magazine for British Horse Society members, has proven to be a sound business decision.

The June issue of British Horse was my first foray into magazine advertising and I have been thrilled with the response. The advertisement generated sales of my product, the original Blok, across the entire 3 months of being on the readers’ coffee tables and I have confidently booked several issues ahead.”

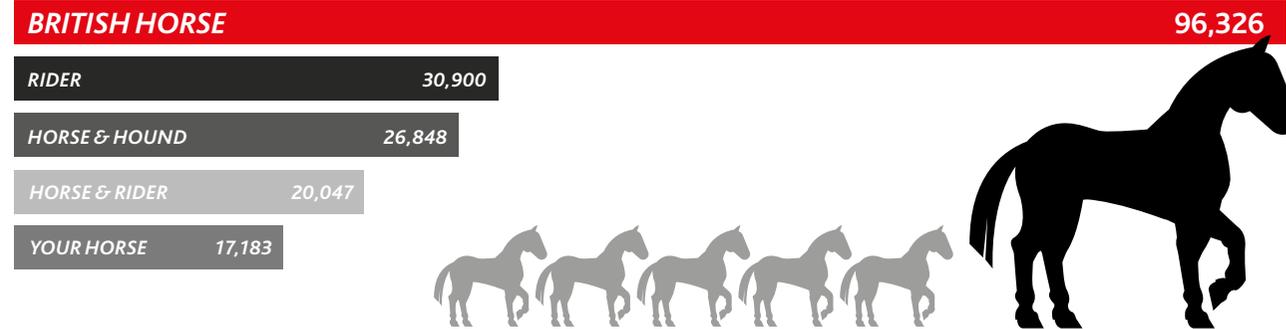
ANNA STORR, THE BLOK

“The new look title offers some great opportunities for brands with it’s engaging and diverse features and content. An exciting chapter for this publication.”

ASHLEY ROSSITER MD, MIRRORMEPR,
BOUTIQUE PR & MARKETING AGENCY
SPECIALISING IN EQUESTRIAN
& COUNTRY BRANDS.



BRITISH HORSE has 3 times more readers than the nearest titles



PUBLICATION DATES AND FEATURES

DATES 2021		
ISSUE	BOOKING DEADLINE	PUBLICATION
March 2021	29-Jan	26-Feb
June 2021	29-Apr	28-May
September 2021	29-Jul	26-Aug
December 2021	2 Nov	30-Nov

FEATURES 2021*			
SPRING- FEBRUARY	SUMMER - MAY	AUTUMN - AUGUST	WINTER - NOVEMBER
<ul style="list-style-type: none"> • William Fox-Pitt interview • How to bandage • Wound Care • Masterclass - Dickie Haygood • Yard Cupboard essential (first aid, wormer, fly spray, showing) • Winter clothing • BETA Feed Awareness Week • Local Country Stores • Andrew Maclean - Horse Behaviour 	<ul style="list-style-type: none"> • Masterclass - Spencer Wilton • Olympics spotlight - Rio 2016 • Veteran care • Saddles - Gender specific comfort • Showing • Horse Behaviour 	<ul style="list-style-type: none"> • Paralympics/Eventing • Colic week • Field maintenance • Importance of turnout • Clinical Careers • Tried and Tested body protectors 	<ul style="list-style-type: none"> • Christmas gift guide • RSPCA - rehoming

*Subject to change



RATES

DISPLAY	SIZE height x width in mm	RATES
Cover positions		£4,670
Double page spread (Allow 6mm clearance in the gutter)	Bleed 276 x 426 Trim 270 x 420 Type 240 x 390	£5,628
Full page	Bleed 276 x 216 Trim 270 x 210 Type 240 x 180	£3,752
Half page	horizontal 117.5 x 180 vertical 240 x 87.5	£2,502
Quarter page	portrait 117.5 x 87.5	£1,668

CLASSIFIED RATES	SIZE height x width in mm	COST
Full page	Type area only 232.5 x 180	£3,145
Half page	horizontal 111.25 x 180 vertical 232.5 x 87.5	£1,702
Quarter page	portrait 111.25 x 87.5 horizontal 50.5 x 180	£920
Eighth page	50.5 x 87.5	£460

Inserts

BRITISH HORSE can carry loose and bound in inserts as well as cover mounts, belly bands and spreads markers. Starting from £55 per 1,000. Inserts are POA please contact:

E: BH-SALES@redactive.co.uk

T: 020 7324 2721

Recognised agencies receive 10% commission

Registered charities receive 5% discount

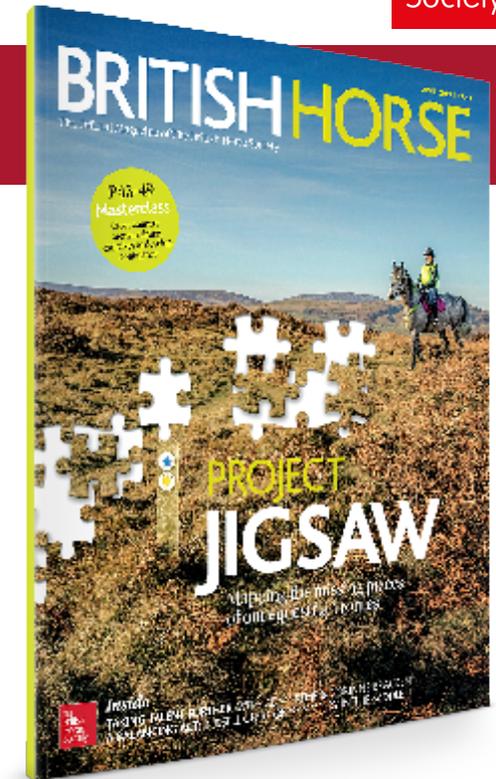
Advertorials = 15% addition to display rate card based on size

Series discounts as follows:

2 issues = 7.5%

3 issues = 15%

4 issues = 25%



PDF

For all sections of the magazine please supply Pass4Press PDF to:

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T: 020 7880 6248

All copy supplied is subject to approval by The British Horse Society