

British Eventing



Advertising rate card | The official members' magazine for British Eventing

About British Eventing

British Eventing (BE) is the national governing body for the sport of Horse Trials in Britain. Eventing is a combination of equestrian disciplines that include dressage, cross country and show jumping.

The organisation regulates the Olympic sport in Britain on rules, training and safety. British Eventing runs more than 190 events throughout the country that cater for nearly 94,000 entries per season (Mar-Oct), held at Britain's most beautiful locations and stately homes; participation in these events requires you to be a member of British Eventing.

Membership

Full membership costs from £115 per person, the package includes: public liability insurance, legal helpline, rule book, web access, voting rights, AGM attendance, member discounts, car pass, bi-monthly official *British Eventing* magazine and the ability to compete at a choice of more than 190 events.

Main facts

- BE has over 12,500 members including day ticket holders, with classes for all abilities of rider.
- Britain is one of the most successful nations in the history of Eventing, winning more than 260 medals in 84 years of Olympic, World and European competition.
- HRH Princess Royal and Zara Phillips are the only mother/daughter combination to have won European Gold medals, on home turf.
- Great Britain currently hold the Junior, Young Rider and Senior European Team Championship titles.
- The British Senior Team have won seven consecutive European Championships.
- In 2008, there were 21,213 BE90 entries, 33,996 BE100 and 24,995 Novice.
- There were 421 Training Class entries in 2008.
- British Eventing is increasing its competition days by 6% in 2009.

Publication

- **12,500** copies plus interactive on-line edition, bi-monthly.
- The authority on Eventing within the equestrian world.
- Key part of the membership package, mailed to members' homes
- Featuring news from BE, as well as views, opinions and specialist product features on all aspects of eventing.
- Full event fixtures list with detailed forthcoming event information – essential for the riders and owners.
- Event schedules include: organiser's details, classes and fees, start times, prizes, full course description and special notes, stabling, accommodation and catering, location and main contact details.

Regular features include:

- Eventing news
- Training features
- Rider diaries
- Veterinary information
- Owner profiles
- Behind-the-scenes articles
- Breeding
- Event fixtures

Audience

- Highest ABC1 demographic profile participation sport in Britain.
- Reaching the most influential riders and enthusiasts involved in the world of eventing.
- Professional and amateur riders, owners, trainers, specialist coaches and support staff, event organisers and officials, volunteers and grooms
- Affluent, with high disposable incomes.



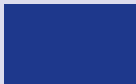




Media information

Distribution

Minimum print run: 12,500 Frequency: Six times per year
• Jan/Feb • Mar/Apr • May/June • July/Aug • Sept/Oct • Nov/Dec

Subscription magazine mailed to 12,500 members' homes – reaching the most influential riders and enthusiasts involved in the world of eventing.

Rates

	Size	(w) x (h)	Rates
	DPS – bleed	430 x 307mm	
	DPS – trim	420 x 297mm	£2,400
	Full page – bleed	230 x 307mm	
	Full page – trim	210 x 297mm	£1,650
	Half page – (h)	190 x 136mm	
	Half page – (v)	92.5 x 277mm	£850
	Quarter page	92.5 x 136mm	£475
		Classifieds 2 x 1	43mm x 27mm
2 x 2		90mm x 27mm	£100
6 x 1		43mm x 60mm	£150
6 x 2		90mm x 60mm	£300

Classifieds Display per single column cm **£25**

Premiums:

Outside back cover	£2,400
Inside front cover	£2,050
Inside back cover	£1,850

Loose inserts £60 per 1,000. (up to 10 grams).

Rates depend on weight and sizes.

Full specifications available upon request.

Cancellations Sixty days prior to publication date.

Agency discount 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.



Advertising Manager

Samantha Overton [t] **01603 772520**

[e] samantha.overton@archantdialogue.co.uk

Editor

Jo Sindall [t] **01603 772550**

[e] joanne.sindall@archantdialogue.co.uk

Artwork Controller

For full specifications, call: Kay Brown

[t] **01603 772522** [e] kay.brown@archantdialogue.co.uk

ARCHANT } DIALOGUE

Archant Dialogue Limited, Prospect House,
Rouen Road, Norwich NR1 1RE.

[t] **+44 (0)1603 664242**

[f] +44 (0)1603 627823

Your sales contact is:-

ARCHANT } DIALOGUE

James Houlder

ADVERTISING SALES EXECUTIVE

Prospect House, Rouen Road, Norwich, NR1 1RE, Great Britain

Direct dial +44 (0)1603 772538

Switchboard +44 (0)1603 664242

Mobile 07737 360 466

Fax +44 (0)1603 627823

james.houlder@archantdialogue.co.uk www.archantdialogue.co.uk

Archant Dialogue offers clients a complete range of skills, from traditional publishing services, digital communications and website management

www.archantdialogue.co.uk