



EQUINE ADVERTISER

Buy, Sell & Advertise everything
Equestrian



The Equine Advertiser

Why Choose The Equine Advertiser?

Our aim at the Equine Advertiser is to provide a unique one stop information hub for all equestrian enthusiasts - this is brought to you in four easy to access sectors,

Firstly, an equestrian marketplace bringing together like minded buyers and sellers trading in all things equestrian - Horses & Ponies, Tack and Equipment, Horseboxes and Trailers and Equestrian Property .

Secondly, our extensive Directory brings together a comprehensive range of products and services in an easily searchable format with 1,000's of entries updated regularly ensuring the end user, trade or consumer, has up to the minute, current information on the product or service searched.

Thirdly, our must see Events section which contains details of upcoming equestrian events and shows from all disciplines across the whole spectrum of the sport from the local village show to International fixtures - this is a must visit part of the site for all competitors.

Finally, in our Latest News section visitors can keep informed with up to the minute news, views and gossip from across the whole industry - if it's worth reading and talking about you will find it here!.

It's all here in one place and easily accessible at the Equine Advertiser - no joining fee, no hidden extra costs using phone numbers that charge when you ring them, no unwanted advertising links bouncing at you every time you click your mouse, just simple, honest, old fashioned transparency - what you see is what you get.



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Why Advertise with the Equine Advertiser

Established since the late 1990's The Equine Advertiser has earned an enviable and trusted reputation for providing the ultimate equestrian marketplace, bringing together both buyers and sellers from across the whole of the Equestrian Industry.

Our website is innovative and unique and totally customer focused providing a fast and effective user experience.

Our unique Directory section offers

- a dedicated Business Finder/search option that is constantly updated ensuring the information provided is current and up to date.

- a specially created industry specific category search option.

- a fast, efficient and accurate geographical and postcode search option.

- Proactive social media links, campaigns and activity.

Tailor made cost effective and clear promotion /advertising packages are available all designed to give your business the exposure and professional look it deserves.

Used in conjunction with other media and marketing tools The Equine Advertiser can help develop both brand and company awareness.

Specific classified display advertising options provide a cost effective method of promoting and reinforcing your business and the services you provide - standard packages can be accessed for as little as £6.50 ex VAT per week.

Fundamentally we believe in offering our advertisers great value for money and transparency at all times, with nothing hidden - no extra charges, ever!

Finally we make no apology for being totally customer/ user focussed our mission is to ensure a fast, enjoyable and pleasurable experience for all users of our website and we will continue to work to provide this.



The Equine Advertiser

Classified Display Advertising Options

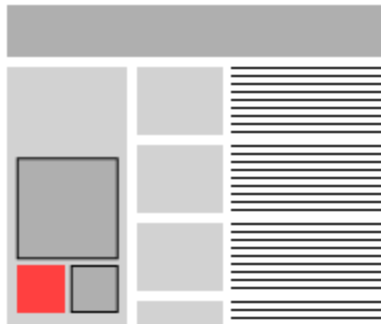
Small Square Side Button Ad

The small side button is a superb value for money entry level option for your company or brand to gain additional exposure, each ad is 165px X 165px in size.

Each advertisement provides a link through to your own website from as little as £12.50 per week per sector.

Ads are displayed on the left hand side of the website within the following sectors;

Buy, Sell, Directory, Events & Latest News



Small Square Button Side Ads cost £50 excl. VAT per calendar month per sector.



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Classified Display Advertising Options

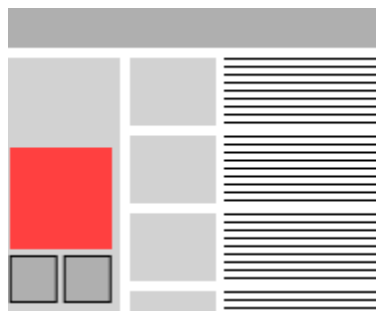
Large Square Side Ad

Stand out from the crowd with the Large Square Button advertising option, guaranteed to ensure your brand or companies message is seen loud and clear and is sure to create lots of additional exposure, each ad is 360px X 360px in size.

Each large square advertisement provides a link through to your own website for as little as £30 excl. VAT per week per sector.

Ads are displayed on the left hand side of the website within the following sectors;

Buy, Sell, Directory, Events & Latest News



Large Square Side ads cost £120 excl. VAT per calendar month per sector.



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Classified Display Advertising Options

Vertical Banner Ad

Possibly the most impactful of all the advertising options the vertical banner ad is the perfect choice for promoting your company or brand, each ad is 165px X 728px in size.

Each vertical banner advertisement provides a link through to your own website for as little as £45 excl. VAT per week per sector.

Ads are displayed on the left hand side of the website within the following sectors:

Buy, Sell, Directory, Events & Latest News



Vertical Banner ads cost £180 excl. VAT per calendar month per sector.



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Horizontal Banner Advertising

This is the most sought after location on our website and provides advertisers with the opportunity to have their brand or companies message seen every time a user lands on the site.

The horizontal banner ad is located at the top of every page on the site and is arguably the first thing visitors see, each ad is 728px X 90px in size.



Horizontal Banners are based on a rotational basis with a maximum of five different banner ads at any one time being featured with only one coming from any single category at a time.

Each Horizontal Banner Advertisement provides a link through to your own website and cost £250 excl. VAT per month.



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Directory

Our Directory is one of the most comprehensive within the equine industry and provides a unique platform for thousands of equestrian businesses and services to come together in one place.

Our customer focussed and easy to use format remains the envy of many within the industry and has been developed in partnership with end users.

By talking to end users and utilising their observations at the development stage we believe the journey is fast, efficient and reliable providing current up to the minute information and detail about the business or subject searched for.

In our experience when an end user searches within the Equine Advertiser directory it is usually because they are looking for something specific - our easy to use no nonsense category search options ensure the information is provided fast and in an efficient manner enabling contact with the business or service immediately.

Every business or service associated with equestrianism is entitled to a free listing within the directory and information can be uploaded easily 24 hours per day by visiting the home page.

Basic Free Listing

Basic Listings are free and contain name, address, telephone number, email address and where relevant web address. - the email links through to a contact form where a message can be sent through to the relevant business - the web address provides a link through to the businesses own web site.

Premium Listing

Premium Listings are displayed above all basic listings on the search landing page and cost as little as £25 excl. VAT per month. Each listing contains name, address, telephone number, email address with contact form link, web address with direct link through to your business / service web site, social media links and image.

A click through page reveals the opportunity for you to tell potential customers about your business using unlimited text and images.



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EVENTS

Our ever popular events section is a superb online platform for show and event organisers from all equestrian disciplines to feature their event.

Simple and easy to use for both organisers and riders this platform is the essential tool for all equestrians when planning their competing activities.

We offer two easy methods of featuring equestrian shows and events on our website these are our Basic listing and our Premium Listing.

Basic Listing

Our basic listing is free and is our entry option, providing end users with all of the core information required about a particular show or event - including event title & discipline, event organiser, contact telephone number, date of event, schedule request link, entry open date and entry close date.

Premium Listing

Premium listings costs just £25 excl. VAT and provide a significant upgrade from the basic listing. In addition to all of the information contained in the basic listing organisers can add - the event address and postcode, images, videos, a downloadable show schedule, direct link to the organiser or the show website, organisers email address link, social media links, location maps and endless text and information about the event.

Premium listings are prioritised and show above basic listings in all searches on the website and will also be featured on our homepage and in our social media campaigns.

Multiple Listings

If you have multiple events you wish to list we can offer specific listing packages tailored to your specific needs or if you would just like some help and advice with the process please contact us by email at office@equineadvertiser.co.uk. - here to help.



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Category Sponsorship

What's going on section

Within our What's Going On section the Latest News area is the place to go to stay up to date with all of the latest news, views and gossip across all of the equestrian disciplines.

Divided in to clearly defined, easy accessible subject categories - Hot off the Press, Latest Equestrian News, Latest Dressage News, Latest Eventing News, Latest Showjumping News and Articles the user can instantly access their preferred subject category without having to search through endless posts ensuring a fast and efficient user experience.

Each category is reviewed many times daily and new posts added as appropriate giving the category sponsor the opportunity to present their business message to thousands of potential customers daily.

Posts are featured in our daily social media activity with the majority of posts pointing back to the relevant category pages on our website.

We guarantee a minimum of 300 posts per annum on the website within each category and no upper limit.

Category sponsorship costs £10 excl. VAT per week with a minimum initial commitment of 12 weeks and features a Horizontal Banner Advertisement containing a direct link to the sponsors website within each post.

Targeted and cost effective category sponsorship is a superb vehicle for promoting your business or service.

