



The fast-paced and exciting sport of eventing has never been more popular and it attracts record numbers of competitors from grass roots level to top international riders.

Eventing magazine is the only independent magazine on sale at newsagents and with a loyal subscriber base, it is packed with all the latest news, views, results and profiles, as well as the most extensive reports of the UK and world scene available – in other words it is a unique publication.

This is the very serious end of competing and our readers are participants as well as spectators and those with an official role within the sport. The condition of the horse and equipment is of paramount importance, which is reflected in the advertising carried. Our high level of subscribers mirror the interest in this sport – there is no other magazine to consider on your advertising schedule to reach this sector.



## editorial features 2009

	FEATURE	TRIED & TESTED
<b>February</b>	Breeding Special	Around the Yard Tack Cleaning
<b>March</b>	Horse Trials Map & Guide Part 1	Safety Products inc Body protectors
<b>April</b>	Horse Trials Guide Part 2 Vet Special (inc shoeing)	Competition Clothing
<b>May</b>	Badminton Preview	Feed Supplements
<b>June</b>	Badminton Report	Tack & Accessories
<b>July</b>	Three Day Event Special	Fly repellents & Shampoo
<b>August</b>	Continental Events Special	Leg Care
<b>September</b>	Burghley Preview Gatcombe Report European Champs Preview	Winter Clothing
<b>October</b>	Burghley Report Blenheim Report Performance Horse Care and Feed Special	Rugs
<b>November</b>	Three day event special European Champs Report Grass Roots Special for Novice Riders	Feed
<b>December</b>	Christmas Special including a Christmas Giveaway	Footwear

**For all Tried & Tested queries please contact**

Lauren Griffiths on 07739 134 258 Or email: [lauren.griffith@btinternet.com](mailto:lauren.griffith@btinternet.com)

## copy deadlines

COVER DATE	LOOSE COPY	DISK OR HIGH RES PDF	ONSALE
February 09	Mon 05 Jan	Thu 08 Jan	Fri 16 Jan
March 09	Mon 02 Feb	Thu 05 Feb	Fri 13 Feb
April 09	Mon 02 Mar	Thu 05 Mar	Fri 13 Mar
May 09	Fri 03 Apr	Wed 08 Apr	Sat 18 Apr
June 09	Fri 01 May	Thu 07 May	Fri 15 May
July 09	Mon 08 June	Thu 11 Jun	Fri 19 Jun
August 09	Mon 06 July	Thu 09 Jul	Fri 17 Jul
September 09	Mon 03 Aug	Thu 06 Aug	Fri 14 Aug
October 09	Mon 07 Sept	Thu 10 Sept	Fri 18 Sept
November 09	Mon 05 Oct	Thu 08 Oct	Fri 16 Oct
December 09	Mon 09 Nov	Thu 12 Nov	Fri 20 Nov

**These dates may change due to bank holidays etc.**

Call John on 020 314 84196 or Annabelle 020 314 84191

# media information



## Advertising Rates

EFFECTIVE FROM JANUARY 1ST 2009.  
ALL RATES SUBJECT TO VAT

EVENTING			
	4 COLOUR	SPOT	MONO
IFC	£1266		
OBC	£1367		
IBC	£1266		
PAGE	£1183	£930	£813
HALF	£613	£472	£414
QUARTER	£304	£236	£211
EIGHTH	£216	£143	£123

## On average our readers:

- Own 3 horses
- Spend an average of £5,376 on equestrian activity
- 51% have bought something as a direct result of seeing an advert in the magazine
- 98% read every month
- 66% ride every day
- Have been reading Eventing for 7 years
- Are responsible for all purchase decisions. Only 9% of readers horses are on full livery *Source: Reader Survey 07*

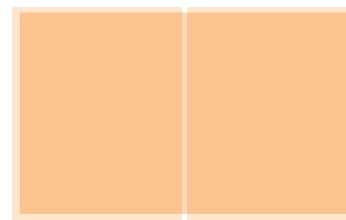
## FACT FILE

Launched: **1985**  
Circulation: **12,000**  
(Publishers statement)  
Frequency: **Monthly**  
Male: **6%**  
Female: **94%**  
Median age: **40 years**  
Core Audience:  
**Eventing enthusiasts**  
(Source: Readership Survey October 2007)



## Advertising formats/ Mechanical Data

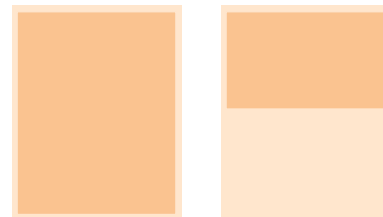
ALL MEASUREMENTS IN MM



### DPS

type area: 271 x 398\*mm  
bleed size: 303 x 426\*mm  
trim: 297 x 420\*mm

\*DPS should be supplied as single page elements

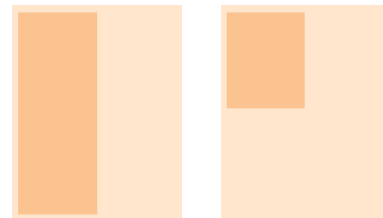


### PAGE

type area: 271 x 188mm  
bleed size: 303 x 216mm  
trim: 297 x 210mm

### HALF PAGE HORIZONTAL

type area: 133 x 188mm  
bleed size: 152 x 216mm  
trim: 146 x 210mm

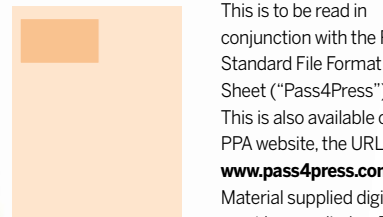


### HALF PAGE VERTICAL

type area: 271 x 91mm  
bleed size: 303 x 108mm  
trim: 297 x 102mm

### QUARTER PAGE

type area: 133 x 91mm



### EIGHTH PAGE

type area: 63 x 91mm

This is to be read in conjunction with the PPA Standard File Format Spec Sheet ("Pass4Press"). This is also available on the PPA website, the URL is [www.pass4press.com](http://www.pass4press.com) Material supplied digitally must be supplied as PDF files to the PPA Pass4Press specifications.

**PLEASE ENSURE THAT NO LIVE MATTER (ie: text, logos etc) IS WITHIN 10mm OF THE TRIM SIZE. FAILURE TO DO SO MAY RESULT IN MATTER BEING TRIMMED OFF.**

**DISC:** If supplying files on disc, please use industry standard CD-ROM, ZIP or Jaz. • Discs should be clearly labelled and sent with a colour proof to:  
**John Campbell, IPC Media, 8th Floor, Blue Fin Building, 110 Southwark Street, London. SE1 0SU**  
**Direct line 020 3148 4196**  
**Email copy to [john\\_campbell@ipcmedia.com](mailto:john_campbell@ipcmedia.com)**

For comprehensive information and help, please contact our sales team on **0203 148 4224**

# Eventing