

ABOUT US

The Equestrian Index - The search engine for the Equine Industry!

The Equestrian Index is here to assist with and maintain your brand and business awareness with equestrian consumers - as consumers continue to increase their research time on niche digital platforms, The Equestrian Index puts your brand directly in front of potential customers when they are making their buying decisions and we aim to enable consumers to make more informed choices about what, why and whom they engage with in the sector.

The Equestrian Index continues to grow its user base by effectively marketing to a wide consumer and business audience via exhibitions and events, sponsorship, collaboration, social media and press advertising both nationally and internationally.

If your business sells to Equestrians, then The Index is for you.

"The best single access point to search, research and reach the entire equestrian sector"

www.equestrianindex.com

REASONS TO ADVERTISE



Over

350,000

Equestrian users in the last 12 months



Targeted monthly audience of **over**

60,000

equestrians



Access to over

30, 000Social Media followers



Monthly newsletter

to over **8,000**horse owners and equestrian professionals

"Marketeers today
have two options: make
content visible, or allow it
to become lost in the jungle. To
make their way through the thicket
of blogs, videos, and infographics,
effective marketeers use niche sites
to zero in on their target audience."

Angela Higbee,
Online Marketing Institute



Equestrian
Newsfeed from
homepage



Advertisers receive over **10 million** impressions every month



Keywords and linked content allow advertisers **maximum visibility** in search results



Website is fully supported by technical team with **strong SEO** tactics



Builds and maintains brand and company awareness, reinforing all other media marketing strategies



327 Industry specific categories



Updated annually to ensure accuracy of data



Geographical search that works at local, national and international level



Cost effective 12 month membership packages



ANALYTICS

In order for your company to be visible we must generate traffic to The Index and provide you with metrics to evidence this user flow. All our web statistics are updated daily (Monday-Friday) on our Analytics page enabling a quick insight into how busy the site is. Individual statistics are available for both paid advertising and free listings on request.

Average annual site:



350, 000 Visitors



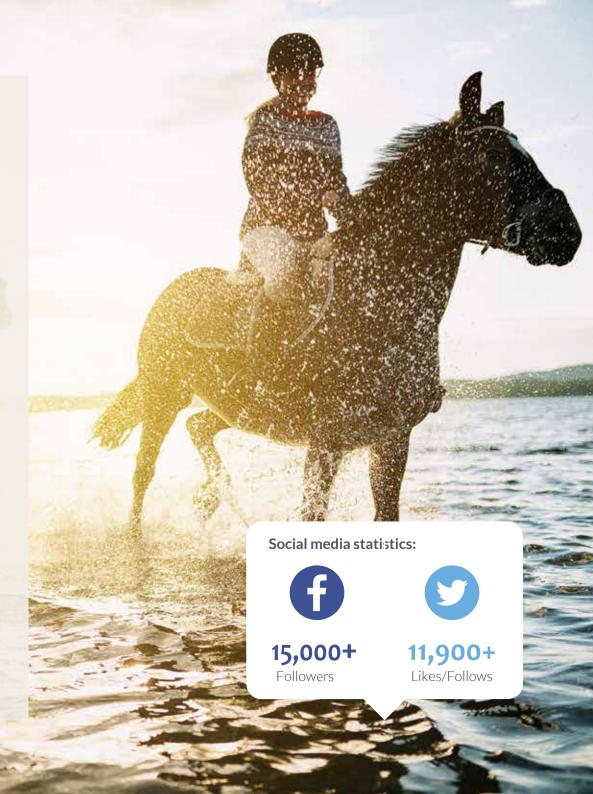
950,000 Page views



6 million
Hits



13 million
Ad impressions



DIGITAL MEMBERSHIP PACKAGES

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	HEADLINE	PREMIER	STANDARD
Site wide Headline Banner	✓	-	-
Section Headline banner T/O	✓	-	-
Search Landing Page Ad	-	✓	-
Full Business Profile all relevant sections	✓	✓	✓
ENewsletter editorial	quarterly	quarterly	_
Social Sharing	✓	~ ~	✓
Industry newsfeed & news on profile page	✓	BEST ✓	✓
TOTAL INVESTMENT	£1, 100	VALUE £650	£475

Most of the marketing options above are available to purchase on an individual basis – see costs below:

	Advertisement Type	Price
	Basic Business Profile all relevant sections	£120/yr
	Headline Banner	£275 pcm
	Pre-site Pop Up	£100/wk
	Newsletter Banner	£175 pcm
	Newsletter editorial	£100 pcm
	Podcast Episode	£250 inc record, edit, host and emb

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





SPECIFICATIONS

All dimensions are in pixels (width x height). Images should be provided/uploaded in high resolution.jpg format

Headline Banner

- 728 x 90
- Weblink







Premier Business Profile

(Same spec as Full Business Profile with addition of extra features below)

- 620 x 410 Landing page Ad
- Company contact details
- Linked content
- Social Media links
- Weblink
- Protected email facility



Standard Business Profile

- Logo 370 x 110
- Image 1 & 2 175 x 130
- Description up to 1000 characters
- Keywords up to 500 characters
- Linked content
- Social Media links
- Weblink
- Protected email facility
- CMS access to amend content



Basic Business Profile

- Logo 180 x 90
- Description up to 500 characters
- Keywords up to 250 characters
- Linked content
- Social Media links
- Weblink
- Protected email facility
- CMS access to amend content



Newsletter Banner (Two available – header & footer)

- 625 x 194
- Weblink

From £175 monthly

Newsletter Stories

- 280 x 200
- Link to full story on newsfeed
- Wehlink
- Unlimited content

From £100 monthly



FOR ADVERTISING ENQUIRIES PLEASE CONTACT

