



THE LEADING
UK EQUESTRIAN
SEARCH ENGINE

THE  **EQUESTRIAN**[®]
INDEX

MEDIA PACK 2021

FOR ADVERTISING ENQUIRIES PLEASE CONTACT

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WATSON'S[™]
DIRECTORIES



ABOUT US

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

The Equestrian Index is a search engine network with over **18,000 equine business listings**.

Offering high quality visible information it has established itself as the leading source of equestrian business information in the UK. In the last 12 months, The Equestrian Index has been used to source products or services by over 280,000 equestrian buyers.

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 reach the entire equestrian sector”

www.equestrianindex.com

REASONS TO ADVERTISE



Over
280,000
Equestrian users in
the last 12 months



Targeted monthly
audience of over
60,000
equestrians



Access to over
30,000
Social Media
followers



Monthly newsletter
to over **6,500**
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 marketers 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, reinforcing
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:



285,000
Visitors



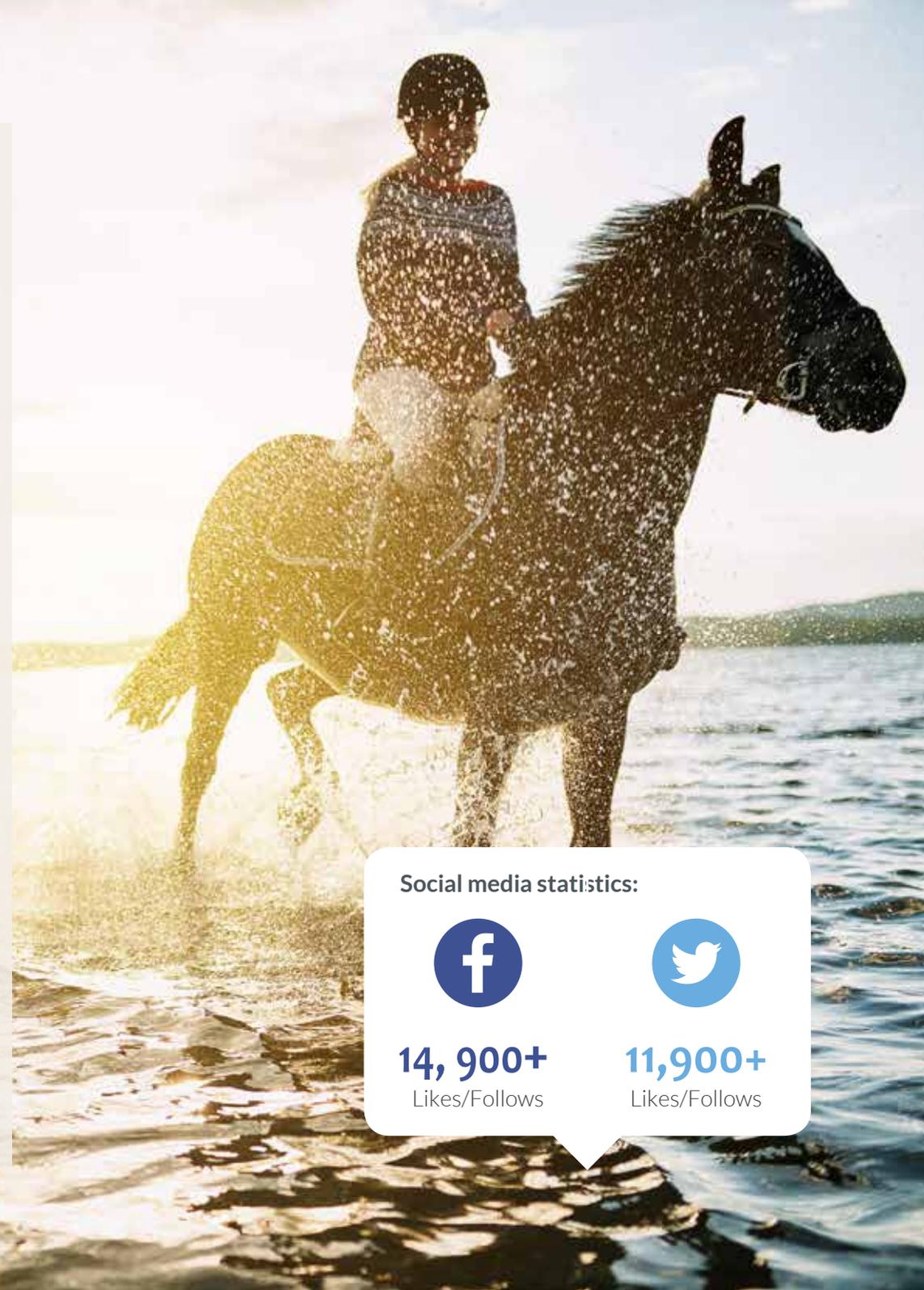
900,000
Page views



6 million
Hits



13 million
Ad impressions



Social media statistics:



14,900+
Likes/Follows



11,900+
Likes/Follows

MEMBERSHIP PACKAGES

	HEADLINE	PREMIER	STANDARD
Site wide Headline Banner	✓	-	-
Section Headline banner T/O	✓	-	-
Search landing Page Ad	-	✓	-
Full Business Profile all relevant sections	✓	✓	✓
Newsletter editorial	quarterly	quarterly	-
Industry newsfeed	✓	✓	✓
Social Sharing	✓	✓	✓
TOTAL INVESTMENT	£1,100	£650	£475



Some of the products above are available to purchase on an individual basis – see costs below:

Advertisement Type	Consumer Portal Only
Basic Business Profile all relevant sections	£375
Traffic Tracker (active weblink and keywords)	£75
Newsletter Banner	£175 monthly
Newsletter editorial	£100 monthly
Additional section listing (A-Z)	£60 per listing or 5 for £250

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





"It was a good day, the day I was introduced to the Team at the Equestrian Index. We have been working together for some time now, their service is on point, their knowledge is extensive and their varied any many services can be tailored to work for large and small companies. Flexibility was key for me. On all counts they delivered."

*Claire Buchanan, CEO Just Horsing About Ltd,
International Development Arioneo, National
Development Hi Form EquineUK*

"Equestrian Index has shown us fantastic support online and through all our social media channels"

Rowan Barbary Team

"The team at The Equestrian Index are always great to work with, consistently come up with new ideas and innovative ways for our clients to promote their business, brands and products."

Tim Smith, Tim Smith Marketing Ltd

**THE BEST SINGLE
ACCESS POINT TO
REACH THE ENTIRE
EQUESTRIAN SECTOR**

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



For members

Traffic Tracker

- Live weblink
- Keywords



From £75

NEWSLETTER

From £100



Newsletter Banner (Two available – header & footer)

- 625 x 194
 - Weblink
- From £175 monthly

Newsletter Stories

- 280 x 200
 - Link to full story on newsfeed
 - Weblink
 - Unlimited content
- From £100 monthly



For members

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



For members

Full 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



From £375

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



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