



# MEDIA PACK 2024



## About Us

The Yard Supplement was created to bridge the B2B communication gap between commercial yards and the businesses that keep them running smoothly. If there is only one thing you need to know about this publication, it is this — this free of charge, direct mail publication is posted to owners and managers of facilities based equestrian businesses across the UK who need, want and regularly purchase the products and services that you offer.

The Yard Supplement also embraces the latest in digital marketing with our popular Podcast series “This Business of Horses” where we chat to the top names in equestrian business to find out more about them, what they have to offer and how they successfully navigate the industry. If you have a success story, business acumen and first class industry knowledge, our listeners want to hear from you!

The A4, glossy publication has a guaranteed distribution to the following audience:



CIRCULATION: 2,000

35%

Livery  
Yards

29%

Riding  
Schools

18%

Race  
Yards

6%

Training/Comp  
Venues

6%

Studs

3%

College  
Yards

3%

Schools with  
Equestrian  
Facilities



# Advertising Services

## SPONSORSHIP

£1500

*'In Association' logo on Front Cover  
Special Position (IFC, IBC or OBC)  
DPS Advertorial Feature*

## DISPLAY

fr. £200

*Cover Positions  
In category DPS, Full Pg, Half Pg or Quarter Pg*

## ADVERTORIAL

fr. £440

*With a 10% uplift, we will match booked ad space  
with equivalent editorial space...Full page ad  
becomes DPS etc. Applies to half and full page ads.*

## INSERTS

POA

*Please contact us with your requirements*

## BROADCAST



*If you take sponsorship or advertorial in the publication you are  
eligible to join our podcast sessions...it's all about customers  
'Getting to know' your brand, your personality and the passion  
behind what you do.*

*PR agents receive 10% discount  
Registered charities receive 10% discount*

*Series discounts as follows:*

*2 issues = 10%  
4 issues = 20%  
6+ issues = 25%*





# OUTLINE ARTWORK SPEC

All artwork needs to be supplied as PDF or jpg. Bleed is only required on full page adverts for this publication, which will need setting at 3mm on all sides.

- Quarter Page: 97.5mm x 138.5mm Portrait
- Half Page: 200mm x 138.5 Horizontal
- Full page: 210mm x 297mm (safe area 190mm x 277mm)

## DEADLINE DATES

'Spring/Summer Edition' 23 January  
'Autumn/Winter Edition' 20 August

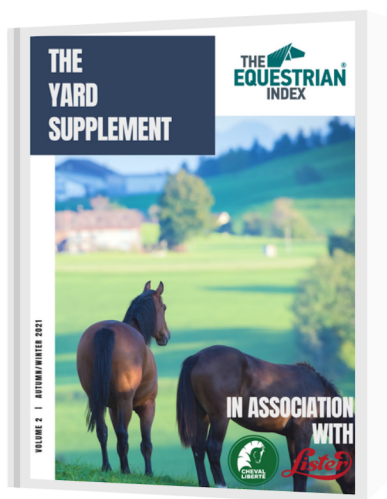
# DISPLAY RATES

## SPONSORSHIP

£1500

## FULL PAGE

£800



## HALF PAGE

£400

## QUARTER PAGE

£200



Prices are exclusive of VAT