



MEDIA PACK

AUTUMN/WINTER 2022



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. £400

*With a 10% uplift, we will match booked ad space
from Quarter to Full Page with equivalent editorial
space...Full page ad becomes DPS etc.*

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 27 July

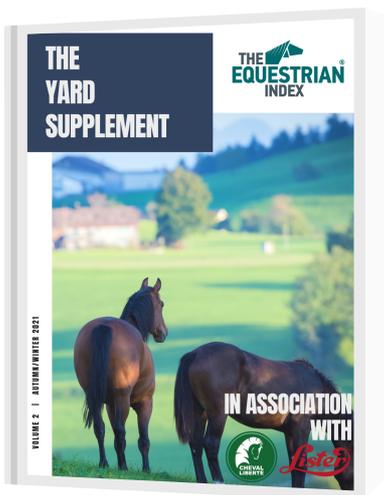
DISPLAY RATES

SPONSORSHIP

£1500

FULL PAGE

£800



HALF PAGE

£400

QUARTER PAGE

£200



Prices are exclusive of VAT