Because anyone who says, “You should never work with kids or animals”, simply doesn’t know the meaning of FUN!

2015 BRINGS ‘BUMPER’ OPPORTUNITIES!
Why advertise with HORSEWYSE

With a full colour, premium placed, right hand page advertisement in Australia’s No.1 Magazine for young horse lovers starting from just $550 (inc. GST) for contract bookings (“3 issues) in 2015 – and with prominent exposure at young rider, pony club and RDA events across the country each month – there’s never been a better time to advertise with HorseWyse!

But wait…there’s more! All our 2015 advertisers automatically receive a FREE website ‘click through' link in our HW Magazine App. (now available in 87 countries via the Apple store) PLUS free editorial support for full page advertisers!

Where You’re Seen -

HorseWyse is sold through Horseland Stores, newsagents & independent saddle stores throughout Australia and into New Zealand, as well as via national and international subscription. Along with our loyal (3000 plus) subscriber base – which also includes a range of school and public libraries – our magazines are often seen at major horse events, Interschools and pony club rallies across the country…as well as being popular in school playgrounds, birthday parties and on school bus trips!
Re: Promotion of your business in Australia’s No. 1 Magazine for young horse lovers

Dear Advertiser,

There’s an old saying that a sane person should ‘never work with children or animals’...Here at Australia’s HorseWyse Magazine, we beg to differ!

If you’re an advertiser wanting to reach a targeted demographic of loyal and engaging consumers and their families and friends, we suggest you take another, SERIOUS look at ‘kids and fluffy ponies’!

Our 15,000 strong demographic of HW readers, subscribers, facebook users and iPad/iPod touch and iPhone App. readers span the demographically labeled ‘TWEEN AGE GROUP’ of six to eighteen year olds. They are mostly girls and (like us) they are mostly HORSE MAD! They are brand loyal and savvy shoppers. They are also passionate about horses, ponies and anything to do with the equine industry.

Our readers are not fickle or fussy about breeds, disciplines or trends. But they do know what they like! HW readers wield incredible ‘pester power’ when it comes to sharing their knowledge with parents, friends and schoolmates and they are hungry for knowledge, advice and information.

Global research into market trends and consumer spending habits continues to show that the best marketing campaign for your business requires a BALANCED MIX of on-line and print advertising. Here at HorseWyse, we can offer our advertisers the FULL PACKAGE- with a full-page, premium magazine advert with HW App. linking to your website, PLUS free editorial and social media support…and all at a great price. Sounds like fun, doesn't it?

Along with a physical distribution of over 15,000 copies via Horseland stores, on-line via our HW gift shop and through reputable newsagents Australia wide and into New Zealand, our substantial national and international SUBSCRIBER database means your brand message never gets ‘lost in the crowd’. Our NEW digital HW App. (now available in 87 countries through iTunes) offers iPad/iPhone/iPod touch users with a worldwide direct and instant ‘click through’ to your web site as part of any HW contract advertising deal. Oh, and did we mention our HorseWyse ‘closed group’ facebook forum now boasts over 2500 registered users? At HW, we’re trotting while others are still struggling with tweeting!

On the following pages, we’ve supplied you with our full range of advertising opportunities, prices and specifications. But I’d also encourage you to pick up the phone and have a chat to me directly, if you have any questions at all regarding advertising in HorseWyse Magazine.

Kind regards,

Sophie Campbell
HorseWyse™ Magazine Editor editor@horsewyse.com.au Ph: 0417 444025
How often do you get Horsewyse?
41% I subscribe, so get every issue
48% I buy every issue from newsagents.
8% Buy now and then.
9% December 09 was my first issue.

How long spent reading Horsewyse:
20% 1-2 hours.
17% 2-3 hours.
36% More than 3 hours.
27% I skim through and re-read later.

Do you keep your magazines?
96% Yes, I collect and keep them all.
3% I keep them for a little while.
1% I pass them onto a friend.
0% I throw them away.

How many people read your copy?
36% I'm the only one who reads it.
32% Mum/Dad also read it.
13% I share with brothers/sisters.
19% I share with friends.

How did you hear about HW?
63% Found it at newsagents/Borders.
32% A friend showed me a copy.
8% I was given gift subscription.
4% I started reading it at a library.
2% I found it through the HW website.

Do you own your own horse?
51% Yes.
14% No.
18% I hope to get a horse soon.
17% I have regular lessons.

What would motivate you to subscribe?
53% A free gift.
24% A chance to win major prize.
23% Other (main reason being to just receive HW in the mail)

What other horse mags do you buy?
29% None, only Horsewyse.
28% Horse Deals.
14% English magazines (mainly PONY).
10% Hoofbeats.
7% Other (Arabian magazine, etc).

Age of readers:
9% Under 10 years.
21% 11 years old.
21% 12 years old.
11% 13 years old.
10% 14 years old.
8% 15-19 years.
5% 20+ years old.

What you asked for....
When it came to requests, by far the most common was for more posters...so from now on we'll include a minimum of two posters in each issue. Another request was to leave the back of the posters blank and we'd love to do this but being only quarterly, space is very precious in each issue so we'll try to just have one page articles, or Horsewyse adverts on the back so you won't mind removing them each issue. Other popular requests included:
• Horse treat recipes.
• Horsey crafts--hmm, we've already done just about every horsey craft we can think of so if you have any new ideas, send them in!
• Articles about famous horses like Phar Lap.
• A yearly calendar (we'll include one in this year's December issue).
• MoreFunny Photos (we had no idea they were so popular!)
• More competitions.
• Book and movie reviews.
• Riding and horse care tips and info.

What you won't see.....
Several suggested we include horses for sale but we reckon our friends at Horse Deals already have this well and truly covered!

There were also requests for show coverage but again, other magazines already cater for this.

A free gift with every magazine purchased at newsagents...we'd love to do this but alas, we just don't have the budget for it.

There were quite a few requests for articles we've already done, eg. how we started Horsewyse up (this info is on our website). If there's a horsey subject you're interested in, check out the contents in our back issues (also on our website). You can buy back issues for just $2 each plus postage.

And finally, to all those who said they love Horsewyse just the way it is we say...awwww shucks, thanks guys!
“Thank you for a wonderful magazine, my daughter looks forward to receiving it every quarter with great excitement.” Linda 2014

“So happy to find a magazine suitable for our 8 year old, horse ‘crazy’ grand daughter!” Irene 2014

HorseWyse - Australia’s No. 1 Magazine for young horse lovers – is a family owned and operated Australian business – so we know what it’s like to try and balance costs, customer service and successful promotion of your product. That’s why HW is expanding our range of advertising opportunities in 2015...to help more Aussie businesses to ‘STAND OUT FROM THE CROWD’.

And we understand that EVERY DOLLAR YOU SPEND COUNTS!

HorseWyse Magazine is published four times a year: in Autumn, Winter, Spring and Summer. Each issue features breed and equine feature articles, activities, pon-email friends, Totally Horses Club competitions, funny photos, reader’s letters & photos, Hall of Fame, Superstars, ‘how to’ columns, super sized POSTERS and horsing around stories. Importantly, each HW issue also includes plenty of competitions and product promotions to keep our readers engaged and excited about our advertiser’s brands.

Most importantly, feedback from our customers suggests that advertising in HorseWyse really works. Our magazine stays on the newsagent shelves and out in the market place for THREE MONTHS at a time - not just for a few weeks. Plus, our HW magazines and back issues travel to pony club, to school, to parties and to horse events around the country – so your advertising is working well beyond the finish of our on sale date!

And our readers ‘re-read’ HW over and over and over again. They don’t just flick. Indeed, with our ever-popular horse posters, competitions and activities, HorseWyse stays around long after other horse mags have been discarded.

HorseWyse is dedicated to educating, informing and inspiring young horse owners around the world and our research shows this demographic (along with their parents) are loyal and highly informed consumers in their own right. So why not check out our highly competitive rates below, to see how HorseWyse can help your business blossom! NOW are you having fun?
**HW ADVERTISING BOOKING RATES & DEADLINES**

Winter 2015
Artwork deadline
April 10th, 2015

Spring 2015
Artwork deadline
July 10th, 2015

Summer 2015
Artwork deadline
October 10th, 2015

**DIMENSIONS**

Trim size:
297mm x 210mm (A4 size) with 4mm bleeds

Full page:
267mm x 180mm OR 297mm x 210mm with 4mm bleeds
(please keep text area 15mm inside trims on all four edges if possible)

Half page:
(horizontal) 130mm x 180mm

Half page:
(vertical) 267mm x 87.5mm

Quarter page:
(vertical) 130mm x 87.5mm

Quarter page:
(horizontal) 62.5mm x 180mm

Display/Business card:
size varies according to available space

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**2015 FINANCIAL YEAR STANDARD ADVERTISING RATES - HorseWyse**

**Back cover:** Booked indefinitely.

**Inside front cover:** Booked indefinitely

**Inside back cover:** (Normally $880)
BUY IT NOW FOR $770 (inc. GST)

**Full page:** $660 (inc. GST and with artwork supplied by client)
(*Contract rates (min. three issues) – full page available for $550 inc. GST)

**Double page spread:** $1100 (inc. GST and with artwork supplied by client)
(*Contract rates (min. three issues) – double page spread for $990 inc. GST)

**Half page:** $350 (inc. GST and artwork supplied)
(Contract rates available (min. three issues) – $280 inc. GST)

**Quarter page:** $275 (inc. GST and artwork supplied)
(Contract rates available (minimum. three issues) - $220 inc. GST)

**Display/Strip sizes:** $99 to $199 depending on size required.

*complimentary artwork assistance provided!

*All new/one-off advertisers must be pre-paid before issue goes to print.

**Editorial support:** We provide ongoing editorial and on-line support for regular advertisers of half page size or more plus FREE product promotions!

**ARTWORK**

Supplied as high resolution PDF. Can be emailed to editor@horsewyse.com.au or uploaded via our secure FTP server (contact us for details). Artwork can also be created by HorseWyse at highly competitive rates and a proof will be emailed or sent to you for approval.

**PAYMENT**

30 days on invoice for regular advertisers. Pre-paid only for one-off adverts. BSB, cheque, PayPal, Visa or MC accepted.

**QUESTIONS?**

Phone Sophie on 0417 444 025 or editor@horsewyse.com.au