

Reach a targeted audience with British Dressage magazine

Direct Mailed for Maximum Response



British Dressage

THE OFFICIAL MEMBERSHIP MAGAZINE FOR BRITISH DRESSAGE Now established as the leading authoritative voice of dressage in the UK

Our full, comprehensive fixtures list ensures that you receive maximum exposure to this targeted, dedicated audience.

Membership Statistics

- 60% keep horses on their own land with 2 in 3 having an arena at home
- 89% own a horsebox or trailer
- 70% use feed supplements
- 16% own one or more properties
- over 200,000 British people ride a dressage test every year

Training / Competing

From recent analysis it is clear that many members compete at different levels. In order to progress in the competition level, training is essential. 1 in 10 are taking training more than once a week. 4 in 5 compete in Dressage competitions.



www.britishdressage.co.uk

www.greenshirespublishing.com

greenshires
PUBLISHING

Advertising Rates A4 PERFECT BOUND

Display	Colour	Classified	Colour
Double Page Spread	£2900	Rate per single column centimetre	£25
Outside Back Cover	£1995	Linage - 15 words (minimum)	£20
Inside Front Cover	£1850	Extra 5 words £0.50	
Inside Back Cover	£1800		
Full page	£1600	CLASSIFIED COLUMN WIDTHS	
Half page	£900	1 column - 45mm	2 column - 92mm
Quarter page	£500	3 columns - 139mm	4 columns - 187mm
Eighth page	£375		

Special Positions

Guaranteed RHP or facing matter plus 10%.
Cover Positions by arrangement.

Cancellations

Colour – 8 weeks prior to publication date
Agency Discount = 10% All prices plus VAT

Issue dates

• Feb/Mar • Apr/May • Jun/July
• Aug/Sept • Oct/Nov • Dec/Jan
Contact Greenshires Sales Team for issue copy deadlines.

Specifications for advert preparation

DIGITAL FILE FORMAT

We prefer high resolution composite PDF files, following these instructions:

- All fonts need to be embedded or outlined.
- All images should be CMYK and 300dpi.
- Files should be supplied as single pages and at the correct size.
- Where necessary on display ads, a bleed area of 3mm should be added at the trim size.

- We can also accept JPEG, EPS or TIFF files. All images should be CMYK and high resolution (300dpi).
- We cannot accept artwork supplied as Microsoft Word, Publisher, Excel, PowerPoint or Corel Draw. Artwork from these applications should be exported as a PDF or the components supplied separately as text and images.
- Word documents are acceptable for the supply of text.

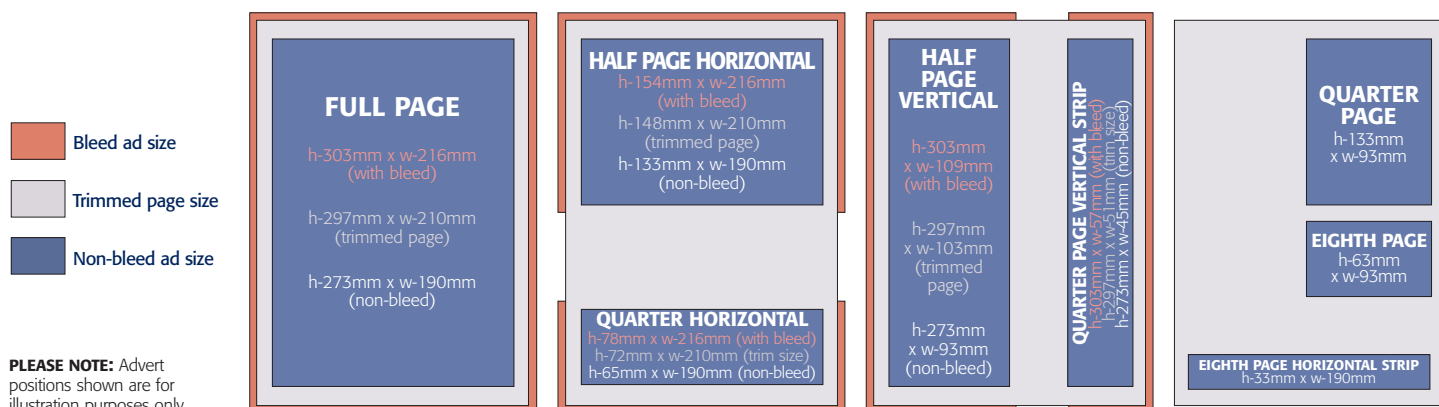
DELIVERY FORMAT

Please send an Apple Macintosh compatible CD or DVD in the post or arrange to send files via email or ftp.

COMPLEMENTARY ADVERT PRODUCTION

You can take advantage of our complementary advert production service. Please contact Greenshires Sales Team to discuss your requirements.

Display advertisement sizes



Inserts

First 10gms – £60 per thousand

Heavier inserts and inserts into non UK copies incur additional mailing costs and are subject to inspection and special quotation.

Postcode Specific Inserts

First 10gms - £120 per thousand

For items weighing more than 10gms, please enquire for mailing cost.

Contact

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DISPLAY
CLASSIFIED

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