

ADVERTISING SPECIFICATIONS

We offer a variety of display advertising sizes to suit all budgets.

Horse Deals is the best medium for promoting your product or service. Quality adverts are set and designed at no charge to you by our professional creative team. Regular features that keep readers abreast of the latest equestrian trends. For as little as \$35 a month your products/services can be promoted and showcased in Horse Deals Magazine. Our first customer continues to advertise today.

ADVERTISING RATES

FULL PAGE Advertising Colour \$972 inc GST

1/2 PAGE Advertising Colour \$521 inc GST

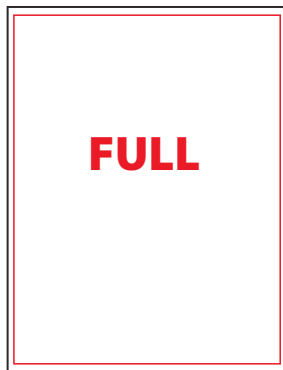
1/4 PAGE Advertising Colour \$273 inc GST

1/8 PAGE Colour \$141 inc GST

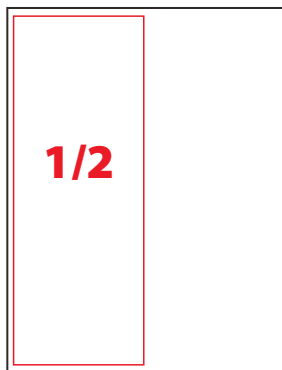
1/16 PAGE Colour \$57 inc GST

In brief, specifications are:

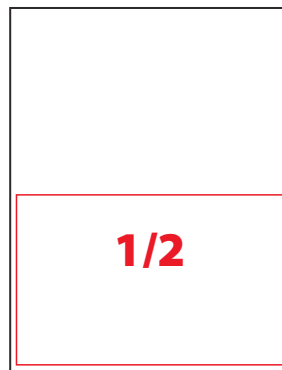
- Preferred file format is PDF.
- We use Adobe Creative Suite software (includes In Design, Photoshop, Acrobat & Illustrator.)
- We cannot use Microsoft Publisher, Word etc files. Such layouts are incompatible with our system and need to be reset.
- Due to copyright laws, all FONTS must be embedded in supplied files.
- Colour CMYK (This is the format that our magazine is printed in, it needs to be converted to CMYK. RGB is only a screen colour format - not acceptable for print publications).
- Images must be saved as either TIFF, EPS or JPG files and must be either CMYK or Grayscale, not RGB or duotone.
- All images are to be a minimum of 200dpi (resolution).
- Copyright: Please ensure photographers permission has been gained for the use of the photo and they are credited on the photos.



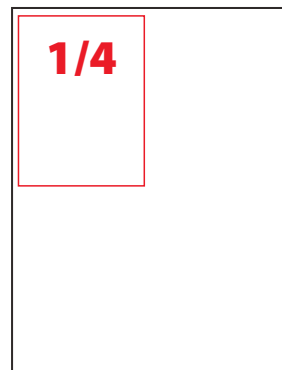
210mm x 278mm
(+ 5mm bleed)



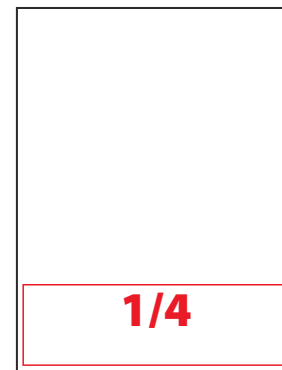
90mm x 255mm
(no bleed)



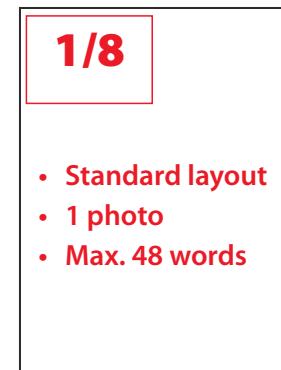
186mm x 125mm
(no bleed)



90mm x 125mm
(no bleed)

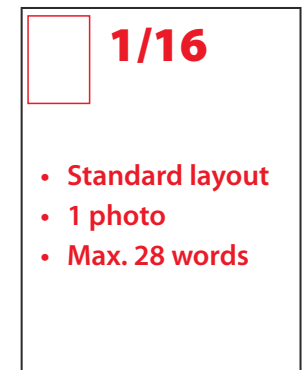


186mm x 60mm
(no bleed)



- Standard layout
- 1 photo
- Max. 48 words

90mm x 60mm
(no bleed)



- Standard layout
- 1 photo
- Max. 28 words

42mm x 60mm
(no bleed)