

THE LEADING  
UK EQUESTRIAN  
SEARCH ENGINE

THE  **EQUESTRIAN**<sup>®</sup>  
INDEX

**MEDIA PACK 2018**

FOR ADVERTISING ENQUIRIES PLEASE CONTACT FELLOWS MEDIA

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 **felloWS**  
**media**  **WATSON'S**  
DIRECTORIES



## ABOUT US

### The Equestrian Index – The search engine for the Equine Industry!

The Equestrian Index is a search engine network with over **18,000 equine business listings**.

Offering high quality visible information it has established itself as the leading source of equestrian business information in the UK. In the last 12 months, The Equestrian Index has been used to source products or services by over 250,000 equestrian buyers.

The Equestrian Index continues to grow its user base by effectively marketing to a wide consumer and business audience via exhibitions and events, sponsorship, collaboration, social media and press advertising both nationally and internationally.

If your business sells to Equestrians, then The Index is for you.

**“The best single access point to reach the entire equestrian sector”**

[www.equestrianindex.com](http://www.equestrianindex.com)

## REASONS TO ADVERTISE



Over **250,000** Equestrian users in the last 12 months



Targeted monthly audience of **57,900** equestrians



Access to over **24,000** Social Media followers



Monthly newsletter to over **10,500** horse owners and equestrian professionals



Equestrian **Newsfeed** from homepage



Advertisers receive over **10 million** impressions every month



Keywords and linked content allow advertisers **maximum visibility** in search results



Website is fully supported by technical team with **strong SEO** tactics



Builds and maintains **brand and company awareness**, reinforcing all other media marketing strategies



**327** Industry specific categories



Updated annually to ensure **accuracy of data**



**Geographical** search that works at local, national and international level



Cost effective 12 month **promotion** packages

**“Marketers today have two options: make content visible, or allow it to become lost in the jungle. To make their way through the thicket of blogs, videos, and infographics, effective marketers use niche sites to zero in on their target audience.”**

Angela Higbee,  
Online Marketing Institute





## ANALYTICS

In order for your company to be visible we must generate traffic to The Index and provide you with metrics to evidence this user flow. All our web statistics are updated daily (Monday-Friday) on our Analytics page enabling a quick insight into how busy the site is. Individual statistics are available for both paid advertising and free listings on request.

### Average monthly site:



**23,500**  
Visitors



**88,000**  
Page views



**277,400**  
Hits



**10,000,000**  
Ad impressions

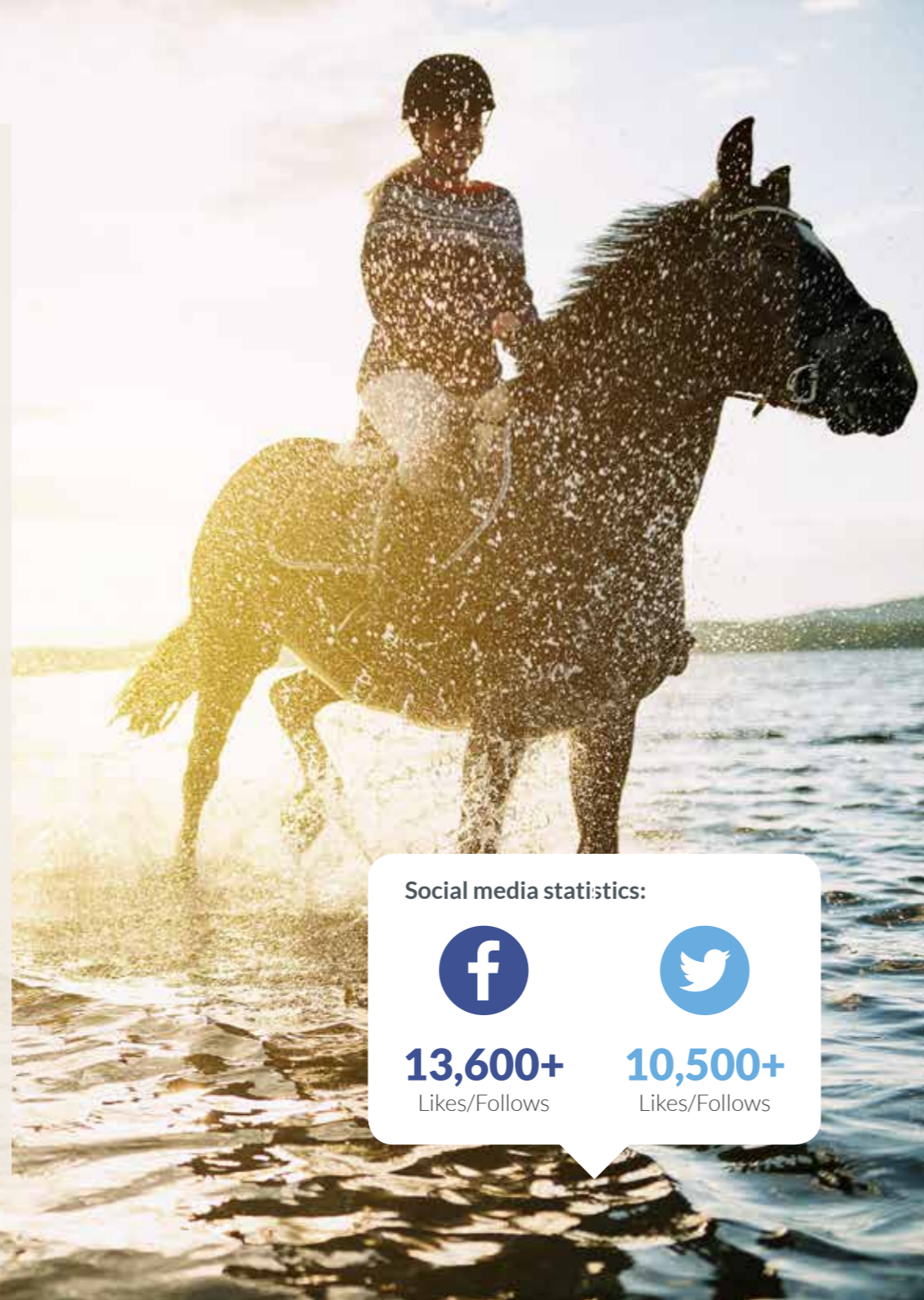
### Social media statistics:



**13,600+**  
Likes/Follows



**10,500+**  
Likes/Follows



## PACKAGES

	Premium	Standard	Basic
<b>Profile Type (12 months coverage)</b>	Premier Business Profile	Full Business profile	Logo business profile
<b>Newsletter banners</b>	12	6	3
<b>Newsletter stories</b>	6	3	-
<b>Sitewide headline banner (12 months coverage)</b>	✓	✓	✓
<b>Takeover e-news</b>	10k list	5k list	-
<b>Facebooks posts</b>	6	4	2
<b>Tweets</b>	6	4	2
<b>TOTAL INVESTMENT</b>	<b>£3,995</b>	<b>£2,805</b>	<b>£1,790</b>



## RATES

Some of the products above are available to purchase on an individual basis – see costs below:

Advertisement Type	Consumer Portal Only
Sitewide headline banner	n/a
Section specific headline banner (12 months)	£950
Premier business profile	£600
Full business profile	£450
Logo business profile	£295
Active weblink	£50
Newsletter banner	£175 monthly
Newsletter story	£100 monthly
Additional Section Listing	£60 per listing or 5 for £250

Rates cover 12 months advertising unless stated otherwise, are in GBP and are exclusive of VAT. Trade Portal pricing is available on request.







"It was a good day, the day I was introduced to the Team at the Equestrian Index. We have been working together for some time now, their service is on point, their knowledge is extensive and their varied any many services can be tailored to work for large and small companies. Flexibility was key for me. On all counts they delivered."  
**Claire Buchanan, CEO Just Horsing About Ltd, International Development Arioneo, National Development Hi Form EquineUK**

"Equestrian Index has shown us fantastic support online and through all our social media channels"  
**Rowan Barbary Team**

"The team at The Equestrian Index are always great to work with, consistently come up with new ideas and innovative ways for our clients to promote their business, brands and products."  
**Tim Smith, Tim Smith Marketing Ltd**

**THE BEST SINGLE ACCESS POINT TO REACH THE ENTIRE EQUESTRIAN SECTOR**

## SPECIFICATIONS

All dimensions are in pixels (width x height). Images should be provided/uploaded in high resolution .jpg format

### Trade Site wide Headline Banner

- 728 x 90
- Weblink



### Active Weblink

- Live weblink
- 5 Keywords



### Section Specific Banner

(Feed Manufacturers, Retailers, Wholesalers etc) **£950**



### Premier Business Profile

(Same spec as Full Business Profile with addition of extra features below)

- 620 x 410
- Company contact details
- Linked content
- Social Media links
- Weblink
- Protected email facility
- Full Profile in up to 5 relevant sections



### Full Business Profile

- Logo – 370 x 110
- Image 1 & 2 – 175 x 130
- Description – up to 1000 characters
- Keywords – up to 500 characters
- Linked content
- Social Media links
- Weblink
- Protected email facility
- CMS access to amend content



### Logo Business Profile

- Logo – 180 x 90
- Description up to 500 characters
- Keywords up to 250 characters
- Linked content
- Social Media links
- Weblink
- Protected email facility
- CMS access to amend content

## NEWSLETTER

From **£100**



### Newsletter Banner (Two available – header & footer)

- 625 x 194
  - Weblink
- From **£175 monthly**

### Newsletter Stories

- 280 x 200
  - Link to full story on newsfeed
  - Weblink
  - Unlimited content
- From **£100 monthly**



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