



THE LEADING
UK EQUESTRIAN
SEARCH ENGINE

THE  **EQUESTRIAN**[®]
INDEX

MEDIA PACK 2017

FOR ADVERTISING ENQUIRIES PLEASE CONTACT FELLOWS MEDIA

James Hanson: james@fellowsmedia.com, Sean Mckeon: sean.mckeon@fellowsmedia.com | T: 01242 259249

 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

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

“Marketeers 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



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



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



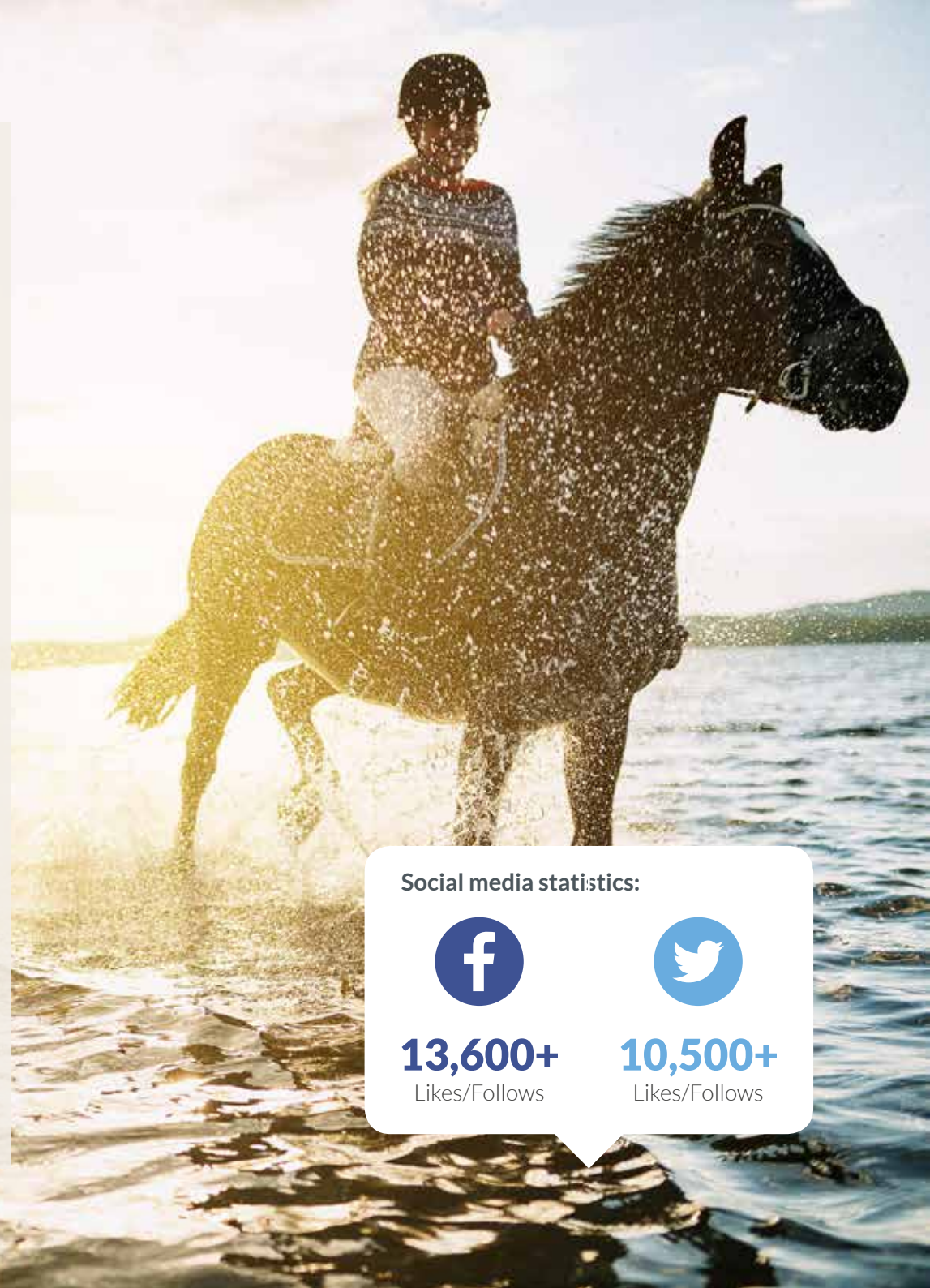
88,000
Page views



277,400
Hits



10,000,000
Ad impressions



Social media statistics:



13,600+
Likes/Follows



10,500+
Likes/Follows

PACKAGES

| | Premium | Standard | Basic |
|--|--------------------------|-----------------------|-----------------------|
| Profile Type (12 months coverage) | Premier Business Profile | Full Business profile | Logo business profile |
| Newsletter banners | 12 | 6 | 3 |
| Newsletter stories | 6 | 3 | - |
| Sitewide headline banner (12 months coverage) | ✓ | ✓ | ✓ |
| E-mail blast | 10k list | 5k list | - |
| Facebooks posts | 6 | 4 | 2 |
| Tweets | 6 | 4 | 2 |
| TOTAL INVESTMENT | £3,995 | £2,805 | £1,790 |



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 |
| Premier business profile | £600 |
| Full business profile | £450 |
| Logo business profile | £295 |
| Active weblink | £50 |
| Newsletter banner | £175 monthly |
| Newsletter story | £100 monthly |

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





**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

Site wide Headline Banner

- 728 x 90
- Weblink



From £2,400

Active Weblink

- Live weblink
- 5 Keywords
- Up to 5 sections



From £50



From £600

Premier Business Profile

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



From £450

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



From £295

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

- 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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