

ETN



ETN facts and features booklet



The Voice of the
Equestrian Industry for over

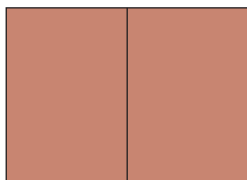


Tel: +44 (0) 1937 582111
Email: info@equestriantradenews.com
www.equestriantradenews.com



The official media partner
of BETA International

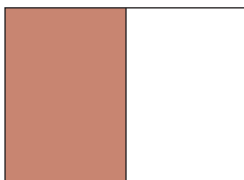
Double Page Spread



Price: £2,380 (supplied artwork)

	Height	Width
Size Type:	297mm	420mm
Bleed Details:	3mm	3mm
Type Area:	272mm	396mm

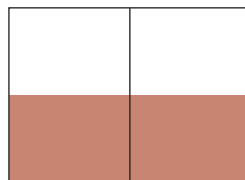
Full Page



Price: £1,320 (supplied artwork)

	Height	Width
Size Type:	297mm	210mm
Bleed Details:	3mm	3mm
Type Area:	272mm	186mm

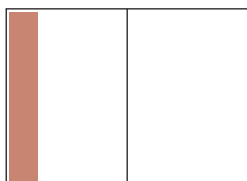
Half Page (Double Page)



Price: £1,485 (supplied artwork)

	Height	Width
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Bleed Details:	3mm	3mm
Type Area:	133mm	396mm

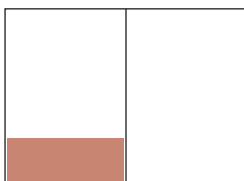
Quarter Page (Strip)



Price: £460 (supplied artwork)

	Height	Width
Size Type:	267mm	42mm
Bleed Details:	None	None
Type Area:	272mm	42mm

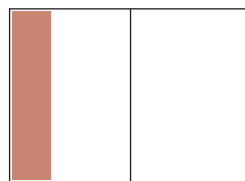
Quarter Page (Landscape)



Price: £460 (supplied artwork)

	Height	Width
Size Type:	65mm	186mm
Bleed Details:	None	None
Type Area:	65mm	186mm

Third Page (Portrait)



Price: £640 (supplied artwork)

	Height	Width
Size Type:	267mm	60mm
Bleed Details:	None	None
Type Area:	267mm	60mm

Key Data

Page average: 56

Editorial/advertising ratio: 60/40

Frequency: monthly

Circulation: Circulation will be stated on the reverse carrier sheet and updated monthly

Distribution: mailed to saddlers, retailers, feed merchants, RAMA/SQPs, BETA members, subscribing manufacturers, wholesalers, agents and distributors in the UK and overseas.

e-newsletter: emailed to 12,000 addresses Average open rate 24%

Key Data

Established in 1979 and read by retailers, manufacturers, distributors and agents.

Official media partner of BETA International - world's leading trade exhibition for equestrian, country clothing, outdoor and pet products.

The January issue features the only official in-depth BETA International preview with floor plan.

AMTRA-accredited RAMA/SQP CPD worming features in March and September issues, and RAMA/SQP CPD nutrition features in April and November.

ETN now has a weekly e-newsletter with a higher than average opening rate and new readers signing up daily.

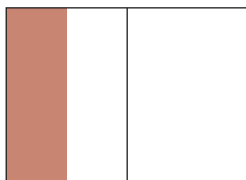
Promotional material can be included as inserts and sent out to retailers or our full database.

Supplied free to approximately 2,550 UK equestrian and related retailers, with subscribers in 47 countries.

Published by Equestrian Management Consultants (EMC), part of the British Equestrian Trade Association (BETA) Group and organiser of BETA International.

ETN now has a digital magazine option enabling overseas trade readers to benefit from competitive subscription costs.

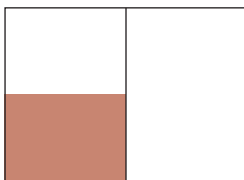
Half Page (Portrait)



Price: £825 (supplied artwork)

	Height	Width
Size Type:	297mm	105mm
Bleed Details:	3mm	3mm
Type Area:	272mm	90mm

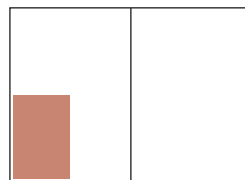
Half Page (Landscape)



Price: £825 (supplied artwork)

	Height	Width
Size Type:	148.5mm	210mm
Bleed Details:	3mm	3mm
Type Area:	133mm	186mm

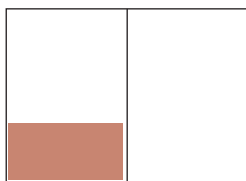
Quarter Page (Portrait)



Price: £460 (supplied artwork)

	Height	Width
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Bleed Details:	None	None
Type Area:	133mm	90mm

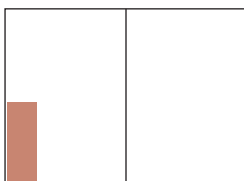
Third Page (Landscape)



Price: £640 (supplied artwork)

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Size Type:	85mm	186mm
Bleed Details:	None	None
Type Area:	85mm	186mm

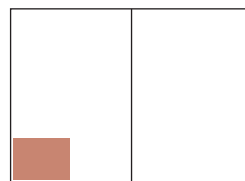
Eighth Page (Portrait)



Price: £300 (supplied artwork)

	Height	Width
Size Type:	133mm	42mm
Bleed Details:	None	None
Type Area:	133mm	42mm

Eighth Page (Landscape)



Price: £300 (supplied artwork)

	Height	Width
Size Type:	65mm	90mm
Bleed Details:	None	None
Type Area:	65mm	90mm

How to supply your artwork

All advertisements must be supplied as:

- High Resolution (minimum 250dpi)
- PDF/EPS/TIFF/JPG file format
- CMYK
- All fonts embedded or outlined
- Supplied via Email/online file transfer
- 3mm bleed (where applicable)
- Crop marks

Design services

If you would like your advertisement to be designed for you, a £72 charge will apply

Classified Rates

Size	Supplied artwork cost
4cm x 1 column	£85
4cm x 2column	£125
6cm x 1 column	£105
6cm x 2 column	£156.25
8cm x 1 column	£125
8cm x 2 column	£187.50
8cm x 3 column	£250
Web Directory	£65

Digital opportunities are also available including newsletter banners, web adverts, personalised e-shots to different database options, live weblinks in adverts in the digital ETN magazine.

Key Features 2021

...the magazine for the industry, about the industry, by the industry

JANUARY

- Insurance – for the trade and your customers
- Hoof care products
- Pets and wild birds – dogs, cats and feathered friends

FEBRUARY/ MARCH

- Bedding – plus stable tools
- Feed and products for equines prone to hoof, leg and joint problem
- Worming focus – the latest worming products and regimes including AMTRA accredited RAMA/SQP CPD feature

APRIL

- Feed for performance including AMTRA accredited RAMA/SQP CPD feature
- Top-to-tail grooming – fly and coat care products including summer sheets
- Clothing and footwear
 - Stay safe – body protectors, riding hats, hi-viz and protective footwear

MAY

- Small holdings – products for small holders and pets
- Supplementary help – supplements and balancers to stock
- Paddock, stable and tack room essentials – products for good management including first aid

JUNE

- A celebration of British companies and manufacturing
 - Focus Tokyo
- Marketing, PR and advertising
 - Finest saddles and saddle fitting – from home and abroad including saddle makers' directory
- Saddler and saddle fitters CPD feature

JULY/ AUGUST

- Feed for veterans
- Stable equipment and bedding – for the winter to come
- Stay safe – body protectors, riding hats, hi-viz and protective footwear
- Agents and distributors for European companies

SEPTEMBER

- BETA International 2021 preview
 - Worming focus – developments and latest products including AMTRA accredited RAMA/SQP CPD
- Feeding for optimum condition
 - Clippers and accessories including winter rugs

OCTOBER

- Show reports – BETA International 2021 reviews
- Supplements and feed balancers
 - Christmas – great gift ideas
- Winter care – products for seasonal issues including first aid

NOVEMBER

- Fibre, forage and hay alternatives – AMTRA accredited RAMA/SQP CPD
- Equine treats and licks
- A retailer's guide to feed wholesalers
- Boots, socks and gloves

DECEMBER

- Support for retailers – how suppliers are backing the retailer, merchandising, P.O.S., catalogues, rebranding, easy payment terms, sponsorship, etc.
- A retailer's guide to wholesalers
- Saddle and saddle fitters CPD
- Leather and leather care

Advertising booking deadline: 12th of month preceding cover date **bethc@beta-int.com**

Artwork deadline – 14th of the month prior to the cover date

Editorial deadline: 23rd of the month 2 months prior to the cover date
e.g. March issue – 23rd January **editor@equestriantradenews.com**

Request a tailored quote for series advertising or inserts today

Tel: +44 (0) 1937 582111 or email **bethc@beta-int.com**

Please note: If new copy instructions are not received by the copy date, previously supplied copy will be used.



Part of the BETA group