



ETN

The magazine for the industry, about the industry, by the industry

MEDIA PACK 2022/2023

ETN

10 ISSUES PER YEAR

MAILED TO ALMOST
3,000
READERS

2,400
OF WHICH ARE RETAILERS

IN ADDITION,
over 4,000
DIGITAL COPIES OF THE
MAGAZINE ARE SENT
EVERY ISSUE



Welcome

Equestrian Trade News (ETN) is the voice of the equestrian industry, read by saddlers, retailers, feed merchants, SQPs/RAMAs, BETA members, manufacturers, wholesalers and distributors in the UK and overseas. Established in 1979, ETN is how the trade keeps up to date with the latest products, news, veterinary research and marketing ideas.

Published ten times a year, ETN is mailed to approx. 3,000 readers every issue, on top of this over 4,000 digital copies are sent. In addition to the print publication, ETN has constant contact with its readers by weekly email newsletter to approx. 12,000 registrants, with a 26% open rate on average.

46% of copies are read by 2-4 people
82% of readers read the publication every month
70% keep their copies for several months or more
95% of readers also receive the weekly email newsletter
12,000 registrants receive the email newsletter every week


Official media partner of BETA International – the world's leading trade exhibition for equestrian, country clothing, outdoor and pet products. The September issue features the only in-depth BETA International preview with floor plan of exhibitors.

AMTRA-accredited SQP/RAMA CPD worming features in Feb/March and September issues, and SQP/RAMA CPD nutrition features available every issue.

For paid subscriptions please contact the ETN office.

BETA
INTERNATIONAL





“ We have advertised in ETN for many years, an excellent platform for product launch or for ongoing promotion of our range to the trade and has a proven track record.

I find that, because the magazine is designed in a newspaper-style, it is therefore easy to keep reading, as time allows.

Keith Ellis, Director, B Jenkinson & Sons Ltd

“ ETN is a fantastic publication for positioning businesses and brands in front of a captive and engaged audience. I know from multiple client feedback that this publication works; the perfect platform for showcasing new products and introducing emerging brands to the trade.

Ashley Rossiter, Managing Director, Mirror Me PR

“ We have always found that advertising in the ETN is positive. Whether we are launching a new product in Editorial, advertising monthly offers or distributing our catalogue as an insert, the feedback is always good. It is comforting to know you are genuinely targeting the Trade and the people you want to reach out to.

Christine Dale, Company Director, Snowhill Ltd



Promoting your products to the trade

ETN offers many options to promote your products to the trade. The advertising team are knowledgeable equestrians who can help put together a bespoke marketing package to maximise your budget and make sure every retailer knows about your products.



PRINT OPTIONS:

ADVERTS – from DPSs to quarter page strip ads, make an impact and get your message across.

ADVERTORIALS – designed to look and read like editorial, an advertorial gives you a platform to let readers know about your company, your products and why they should be ordering from you.

INSERTS – available for either the full run or just retailer copies, price is dependent on weight.

DIGITAL OPTIONS:

Available in the same month as you take out a print advert, options are:

BANNER OR SKYSCRAPER on the weekly email newsletter which goes to the full list of 12,000 registrants.

TAKEOVER EMAIL – your html sent to either our full list or you can select the retailer only list of just 2,400.

Advertising rates

RATE CARD:

SIZE

ONE INSERTION

DISPLAY ADS:

DPS	£2,380
Full page	£1,320
Half Double Page Spread	£1,485
Half page	£825
Third page	£640
Quarter page	£460
Eighth page	£300

CLASSIFIED ADS:

4cm x 1 column	£85
4cm x 2 column	£125
6cm x 1 column	£105
6cm x 2 column	£156.25

DIGITAL ADS:

Banner	£425
Skyscraper	£199
Takeover email to all registrants	£250
Takeover email to retailers only	£199



Editorial coverage in ETN

We welcome news about your company, new products, business developments, people, happenings and celebrations. If it's of interest to equestrian retailers, distributors, manufacturers and the equestrian trade in general, ETN is keen to cover it.

The best way to let ETN know your news is to send an email to editor@equestrianradenews.com

HERE ARE SOME HINTS...

The words: keep it simple and to the point, as if you're telling a colleague or friend. Look at some news stories or product news items in an old copy of ETN and follow the style. If you use people's names, check the spelling and mention their job title. If you use phrases such as 'scientifically proven' or 'award winning' tell us how and what.

Presentation: Send your copy in a word document. Don't include embedded pictures, logos, words in bold, italics, caps or colours. Do include a telephone number and email that ETN can use to ask for more information.

Images: attach images as high res j-pegs. Include a caption within your copy. We need to know who people are in photos.
Deadlines: See the ETN features list. Often this can be flexible, so send your news as soon as it's happened.

Remember: No detail is too small if it's capable of being talked about by the trade.

Editorial submissions to ETN are published at our discretion and may be edited for reasons of space, clarity and style. Equally, we're happy to tidy things up if you jot down the facts! We look forward to hearing from you.



Key Features 2023

JANUARY

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

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
- 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 2023 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 2023 reviews
- Supplements and feed balancers

- Christmas – great gift ideas
- Winter care – products for seasonal issues including first aid
- Working dogs

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

EDITORIAL:



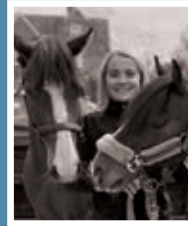
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ADVERTISING:

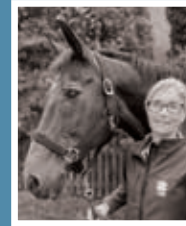


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equestriantradenews.com

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