



ETN

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

MEDIA PACK 2023/2024



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.

ETN

10 ISSUES PER YEAR

Over 7,000 COPIES PER ISSUE

2,400 OF WHICH ARE SENT TO RETAILERS

Over 4,000 DIGITAL COPIES AND Nearly 3,000 PRINTED COPIES ARE sent every issue

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**

“ 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**

“ We have found ETN to be a perfect platform to promote new products and industry innovation on behalf of our clients, with an engaged, relevant audience and flexibility to deliver campaigns and messaging via print and digital opportunities.

**Scott Rowley, Managing Director,
SRPR**

“ Working with Abi and the team at DJ Murphy (Publishers) Ltd is both enjoyable and rewarding and we value the strong relationship we have built. Creative and forward thinking, they instinctively understand our requirements and are responsive to the promotional needs of our various clients, sharing our enthusiasm for creating innovative campaigns in both digital and print. They have the experience to adapt quickly to changing trends, whether targeting consumers through *Horse&Rider* and PONY magazine, or trade customers through ETN.

**Rachael Holdsworth,
Holdsworth PR**



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@equestriantradenews.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 2024

JANUARY

- Bedding – gallery
- Hoofcare products – gallery
- Pets and wild birds – gallery
- Marketing PR and advertisers inc media listing – directory
- Hoofcare CPD

FEBRUARY/MARCH

- Worming – CPD
- Feed – low calorie / sugar – gallery
- Products for itchy horses – gallery
- Footwear – gallery
- Safety – rule changes from the governing bodies – feature

APRIL

- Performance feed – gallery
- Grooming / shampoos and sprays – gallery
- Flies – gallery

- Competition wear feature
- Feed for performance CPD
- Travelling gear feature
- Feed helpline directory

MAY

- Small holders and pets – gallery
- Supplements and feed for hydration – gallery
- First aid essentials – gallery
- Grooming – hoof applications & hoof boots feature
- Bits & Bridles feature
- Supplements CPD

JUNE

- Paddock equipment – gallery
- Saddle & Girth innovations – gallery
- Feeding for gut health – feed and supplements gallery

- British companies feature
- CPD Saddle Fitters
- Saddler Makers directory

JULY/AUGUST

- Feeding – balancers – gallery
- Stable equipment – gallery
- Safety – gallery
- Bedding – feature

SEPTEMBER

- TRADE FAIR
- Clippers – gallery
- Winter rugs – gallery
- Schooling aids – gallery
- Autumn laminitis feature
- Worming feature
- Worming CPD

OCTOBER

- BETA trade fair report
- Feed for condition – gallery

- Christmas gifts – gallery
- Winter care – gallery
- Joint care CPD

NOVEMBER

- Treats and licks – gallery
- Therapy products – gallery
- Water / weatherproof clothing – gallery
- Support for retailers feature
- Fibre forage and hay alternatives feature

DECEMBER

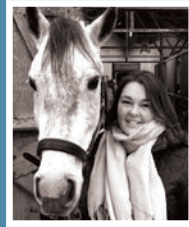
- Gut health – gallery
- Feed for veterans – gallery
- Leather and leather care – gallery
- Saddles and saddle fitters CPD

EDITORIAL:



Liz Benwell
Editor
editor@equestriantradenews.com

ADVERTISING:



Abi Cannon
abi@djmurphy.co.uk



Evie Edgar
evie@djmurphy.co.uk



Eleanor Dunn
eleanor@djmurphy.co.uk



Francesca Slack
francesca@djmurphy.co.uk

ETN

For a bespoke package, call our
advertising team on 01428 601020

equestriantradenews.com

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