ETN

The voice of the equestrian industry

MEDIA PACK

ETN

9 ISSUES PER YEAR

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, business inspiration and marketing ideas.

Published nine times a year, ETN is mailed to approx. 3,000 readers every issue, on top of this over 5,000 digital copies are sent. In addition to the print publication, ETN has constant contact with its readers by weekly email newsletter to approx. 9,000 registrants, with a 32% open rate on average.

Over 7,500 COPIES PER ISSUE

2,400 OF WHICH ARE SENT TO RETAILERS

Over 5,000 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

9,000 registrants receive the email newsletter every week

Reader research 2023

Official media partner of BETA International – the 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 28–29 SEPT 2025 • NEC BIRMINGHAM

ACCREDITED BY AMTRA

Promoting your products

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 double page spreads 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.

EDITORIAL – News, product news, people and themed gallery features. Sign up here to receive editorial reminders **https://bit.ly/ETNFeaturesalert**

Advertising rates

DISPLAY ADS:

Double page spread	£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

Sign up to receive our weekly email newsletter **http://eepurl.com/diSU-9**

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 9,000 registrants.

TAKEOVER EMAIL – full third party approved list or you can select the retailer only list.

“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

“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 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

“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

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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.