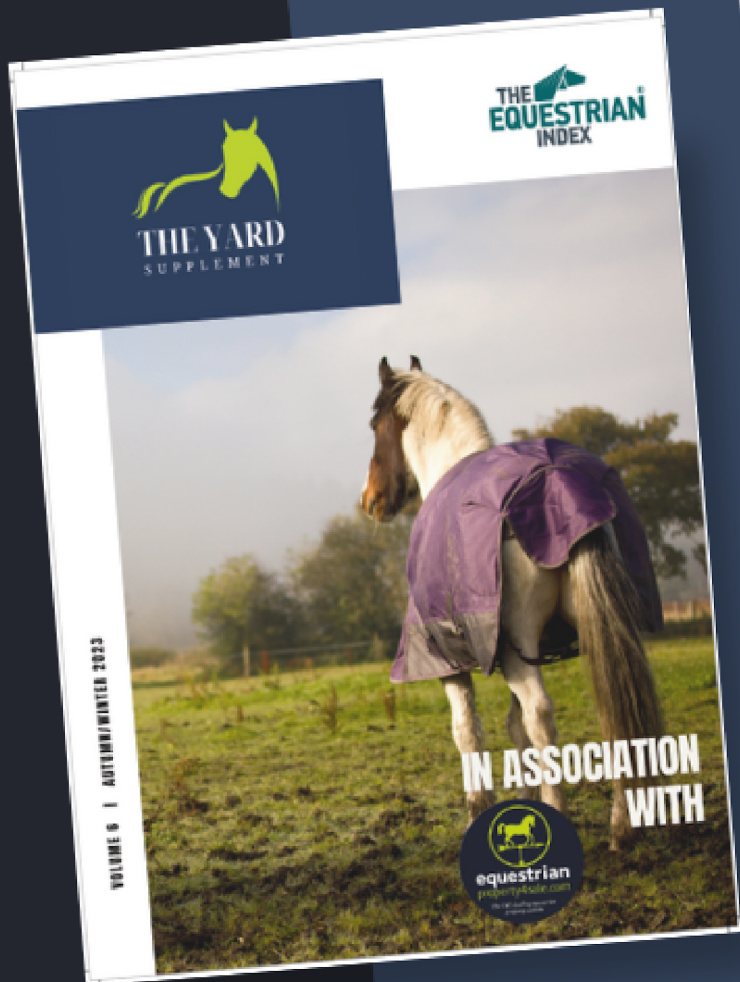


MEDIA PACK SPRING/SUMMER 2024



About Us...



The Yard Supplement was created to bridge the B2B communication gap between commercial yards and the businesses that keep them running smoothly. If there is only one thing you need to know about this publication, it is this — this direct mail publication is posted free of charge to owners and managers of facilities based equestrian businesses across the UK who need, want and regularly purchase the products and services that you offer.

The Yard Supplement also embraces the latest in digital marketing with our popular Podcast series “This Business of Horses” where we chat to the top names in equestrian business to find out more about them, what they have to offer and how they successfully navigate the industry. If you have a success story, business acumen and first class industry knowledge, our listeners want to hear from you!

The A4, glossy publication has a guaranteed distribution to the following audience:



CIRCULATION: 2,000

35%

Livery
Yards

29%

Riding
Schools

18%

Race
Yards

6%

Training/Comp
Venues

6%

Studs

3%

College
Yards

3%

Schools with
Equestrian
Facilities



Advertising Services

SPONSORSHIP

£1500

*'In Association' logo on Front Cover
Special Position (IFC, IBC or OBC)
DPS Advertorial Feature*

DISPLAY

fr. £200

*Cover Positions
In category DPS, Full Pg, Half Pg or Quarter Pg*

ADVERTORIAL

fr. £440

*With a 10% uplift, we will match booked ad space
with equivalent editorial space...Full page ad
becomes DPS etc. Applies to half and full page ads.*

INSERTS

POA

Please contact us with your requirements

BROADCAST



*If you take sponsorship or advertorial in the publication you are
eligible to join our podcast sessions...it's all about customers
'Getting to know' your brand, your personality and the passion
behind what you do.*

*PR agents receive 10% discount
Registered charities receive 10% discount*

Series discounts as follows:

- 2 issues = 10%*
- 4 issues = 20%*
- 6+ issues = 25%*



OUTLINE ARTWORK SPEC

All artwork needs to be supplied as PDF or jpg. Bleed is only required on full page adverts for this publication, which will need setting at 3mm on all sides.

- Quarter Page: 97.5mm x 138.5mm Portrait
- Half Page: 200mm x 138.5 Horizontal
- Full page: 210mm x 297mm (safe area 190mm x 277mm)

DEADLINE DATES

'Spring/Summer Edition 23 January
Autumn/Winter Edition 20 August

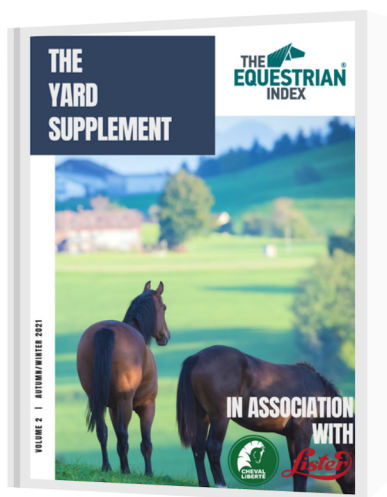
DISPLAY RATES

SPONSORSHIP

£1500

FULL PAGE

£800



HALF PAGE

£400

QUARTER PAGE

£200

Prices are exclusive of VAT



THE YARD
SUPPLEMENT

CONNECT
Pavilion

In Partnership with

THE NATIONAL
EQUINE
SHOW
4-5 MARCH 2023, NEC



We are delighted to be hosting the Yard Supplement Connect Pavilion for a second year at The National Equine Show- we introduced this focused and dedicated face to face national platform for businesses at the event in 2023. The space is dedicated to our clients who would like the opportunity to meet, network and sell to UK yard owners and managers and the wider equestrian community in attendance at this exciting, popular and expanding event.

The Yard Supplement Connect Pavilion forms the central focus of this B2B showcase, alongside 2 hours of specialist content on the Skills Stage. Joining us in the Pavilion puts your brand/business at the heart of the Yard Supplement Connect platform and in a prime position to meet visitors coming into the show and attending the Skills Stage Content.



GET INVOLVED

YS CONNECT AND NES OPPORTUNITIES



JOIN US

There are a number of ways you can come and showcase with us and we can't wait to see you there!

All bookings, logistics and event management will be administered by the team at Raccoon Media Group.

YS CONNECT PAVILION

2x2 shell scheme £780 + VAT

3x2 shell scheme £1170 + VAT

4x2 shell scheme £1500 + VAT

YS Connect Stage Sponsor £3000 + VAT

YS Connect Pavilion Sponsor
£2000 + VAT



BROADCAST

We will be running pre-event interviews for our advertising exhibitors to air across social channels before the event and will do quick on stand updates during the show to share and encourage visitors to visit your stands.

There are many opportunities to activate your brand with sponsorships at the show both central to The National Equine Show and The Yard Supplement Connect piece.

All sponsorships would include some onsite and website branding, social promotions and some bespoke extras.

To learn more about the show visit:
nationalequineshow.com

All bookings pay a £95 insurance charge