

# **BRITISH EVENTING** LIFE MAGAZINE AND DIGITAL PLATFORMS

# ABOUT BRITISH EVENTING

## BRITISH EVENTING ANNUAL VIEW



### About British Eventing

British Eventing is the national governing body for the sport in Great Britain. Eventing is a unique combination of all the disciplines of dressage, cross country and show jumping in one exciting activity. It's a sport that engages all ages and provides equal opportunities to compete.

British Eventing regulates and schedules more than 180 events throughout Britain that cater to nearly 94,000 entries per season (Mar-Oct), plus pre-season competitions in the winter.

It has more than 15,000 members and caters for riders from the grassroots to those performing at international level. To deliver the sport on a national basis to the highest standard, British Eventing trains hundreds of volunteers, officials, riders and technical support teams. This has resulted in winning European teams at Pony, Junior and Young Rider level, as well as Olympic and World Championship teams at Senior level.

### The audience

Highest ABC demographic participation sport in Britain.

- Over 30% of riders are aged between 14 and 26.
- Average age is 35.
- 85% of the audience is female.

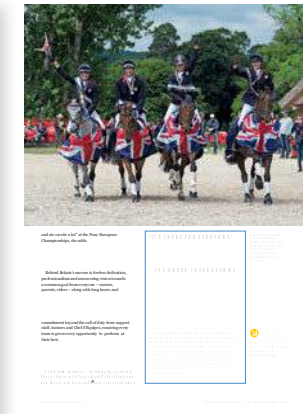
### Social media

The British Eventing Facebook has over 100,000 page likes, Twitter has more than 67,000 followers and Instagram over 73,000 followers.

Audience statistics (source: BE reader survey 2017)

- 85% of the audience spend up to £1,000 per year on equestrian fashion.
- 72% of the audience spend up to £1,000 per year on tack and equipment.
- 80% of the audience spend up to £3,000 per year on nutrition.
- 95% of the audience spend between £500 and £3,000+ on equestrian activities.
- 85% of the audience own a dog.

# ABOUT BRITISH EVENTING LIFE MAGAZINE



## About the Magazine

*British Eventing Life* is the official magazine for British Eventing, mailed to members' and subscribers' home addresses five times per year.

As a well-received member benefit, the magazine contains must-have information – indeed, 87% of readers feel it is relevant for their equestrian interests. *British Eventing Life* is an enjoyable read that reflects the passion, commitment and lifestyle the members have.

Features include coverage of the key events in the calendar, rider profiles, expert views,

dedicated training pages and national and international news – 90% think the quality of the content is good/very good. Every issue also includes the upcoming fixture and schedule pages, which are an essential resource for the members.

Advertising in *British Eventing Life* gives unrivalled access to regular eventers, active riders and equestrian enthusiasts who have high disposable incomes to support participation in this high-profile sport. A variety of opportunities are available, from section sponsorships, classified and display adverts, to inclusion in editorial themed spreads.

# ABOUT BRITISH EVENTING

## BRITISH EVENTING MAGAZINE



### Main facts

- Mailed to members' and subscribers' homes.
- 13,000 printed per issue, plus more than 3,300 Day Pass members receive the magazine online.
- Read by riders, volunteers, organisers, supporters, owners and enthusiasts.

**Circulation:** minimum print run 12,800.

**Readership:** in excess of 48,000 per issue.

**Frequency:** five times per year; Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec.

Mailed directly to members' home addresses, reaching the most influential and affluent enthusiasts involved in the world of eventing. To view a copy of the full artwork specification please click [HERE](#)

### RATE CARD

	Size (width x height mm)	Rate
DPS	Bleed size 426 x 303 Trim size 420 x 297	£3,332
Full page	Bleed size 216 x 303 Trim size 210 x 297	£1,960
Half page horizontal	190 x 136	£1,077
Half page vertical	92.5 x 277	£1,077
Quarter page	92.5 x 136	£588
Classified 1/8	92.5 x 60	£324
<b>Premium positions</b>		
Outside back cover		£2,774
Inside front cover		£2,548
Inside back cover		£2,352
12,000 inserts distribution		POA

# DISTRIBUTION AND RATES

## BRITISH EVENTING WEBSITE



- The main advertising pages attract, on average, 129,000 page views per month (combined).
- There are, on average, 383,667 page impressions generated per month.
- Adverts will rotate across the website, including the homepage to give an equal share of the page impressions available to every advertiser.

### RATE CARD

### Rate

	MPU	Rate
One month	300 x 250 px	£650
Three months		£1,900
Six months		£3,500
Twelve months		£6,000



# BRITISH EVENTING LIFE ONLINE

## WHAT IS BELO?

BE Life Online is British Eventing's lifestyle website, providing expert advice and opinions on horse care, training and competition tips, horse and rider health and fitness, alongside event guides and product reviews.

As well as unique lifestyle content, BE Life online also takes visitors behind the scenes on rider interviews with exclusive videos and photo galleries.

[www.britisheventinglife.com](http://www.britisheventinglife.com)



### Eventing in hot weather

This weekend a mini-heatwave is due to hit the UK, which is absolutely perfect for lounging in the garden, but requires a bit more consideration if you are out eventing.

**British Eventing Official**  
Published by Emily Dunn [?] · June 27 · 🌐

With temperatures due to shoot up this weekend 🌞 take a look at these useful tips on keeping you and your horse safe and happy in the hot weather



BRITISHEVENTINGLIFE.COM  
**Eventing in hot weather**  
Great Britain has experienced some record temperatures over the past

51,300 People Reached	4,255 Engagements	Boost Unavailable
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👍 122      57 Comments 123 Shares

# WHO WE ARE

## THE BE LIFE AUDIENCE

Location: 86% britisheventinglife.com visitors are based in the UK

Age:

45-54	29%
25-34	24%
35-44	17%
55-64	15%
18-24	9%
65+	6%

Gender:

Female	90%
Male	10%

## TOP INTERESTS:

Food and Drink/Cooking  
Pet Lovers  
Outdoor Enthusiasts  
Sport and Fitness

## (TWO CIRCLES RESEARCH)

53% of the BE audience are from the most upmarket socio economic groups

53% of fans have a more favourable opinion of brands partnering with BE

36% more likely to buy from sponsors

# WHAT BELO CAN OFFER

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## SPONSORED CONTENT

Sponsored content provides the opportunity for your brand to create articles using your expert advice/opinion, product placement/review and links.

We carefully plan content based on the knowledge of our audience, the time of year and topical subjects to generate the highest levels of engagement. Using this we can work with you to create bespoke pieces of content based on your own ideas and business objectives, or you can get involved with articles we have coming up on our [forward features list](#).

**Example:** [www.britisheventinglife.com/articles/how-to-keep-flies-off-horses-this-season](http://www.britisheventinglife.com/articles/how-to-keep-flies-off-horses-this-season)

**Example:** [www.britisheventinglife.com/articles/why-sugar-is-bad-for-you-and-your-horse](http://www.britisheventinglife.com/articles/why-sugar-is-bad-for-you-and-your-horse)

## SPONSORED SERIES

Sponsoring a series of content across BELO would give your brand regular exposure through a planned set of articles, with title rights, product placement, links and your expert advice/opinions.

## SOCIAL

Any sponsored article on or article with a display ad on BELO will have one post on our Facebook, Twitter and Instagram stories, linking directly to your sponsored article. Additional posts can be added to your package.

## VIDEO

All our sponsored content has the option to include video, please get in touch for more information.

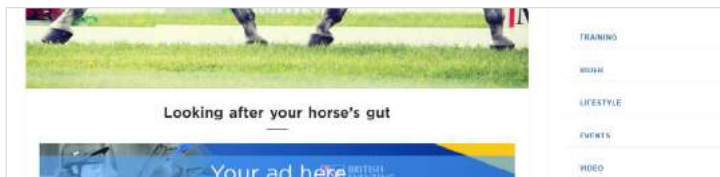


# WHAT BELO CAN OFFER

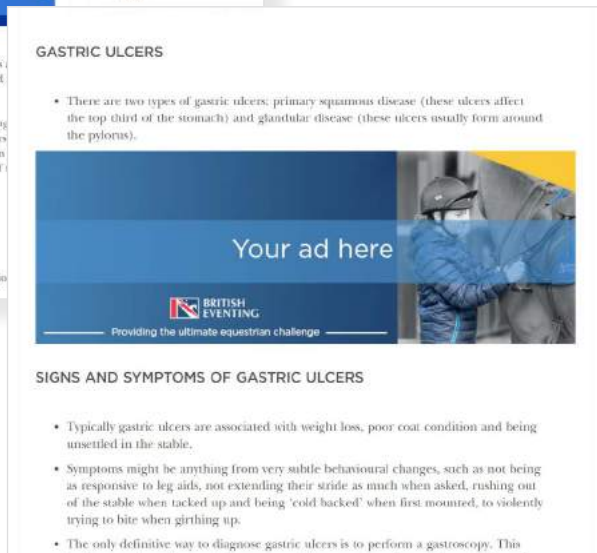
## DISPLAY ADVERTS

Our display advert options include homepage advertising or they can be assigned against a specific piece of content.

## ARTICLE LEADERBOARD



## EMBEDDED ADVERT IN ARTICLE



## HOMEPAGE MPU



# REACH AND ENGAGEMENT OF BELO

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Since its launch on 23rd January 2018 BELO has generated:



**187,000** page views



**153,000** sessions



**101,046** users

BELO content is one of the most engaged with post types on the BE socials. BE Life Online content has access to an audience of more than 242,000 across BE Facebook, Twitter and Instagram.

On Facebook alone, BELO content has produced:

Reach of over 24 million

Over 36 million impressions

More than 2 million engaged users

An average engagement rate of 8% (double the average engagement rate of the BE Facebook page)



**21,500** shares



**293,000** likes



**33,000** comments

# BELO RATE CARD

Content	Size	Includes	Price from £
1 month BELO homepage display ad	350px 250px	1 month occupancy	£100
3 month BELO homepage display ad	350px x 250px	3 month occupancy	£250
6 month BELO homepage display ad	350px x 250px	6 month occupancy	£450
In article display ad	350px x 250px 730px x 90px 720px x 300px	1 MPU 1 x leaderboard 1 billboard ad  12 month occupancy 1 social post linking to article	
Sponsored article		800 - 1200 word article Video option 1 social post (Facebook, Twitter & Instagram Story) 1 x in article display ad (optional)	£300
Sponsored Series		Between 3 and 12 x 800 - 1200 word article Video option 1 x social post per article 1 x in article display ad per article (optional)	From £500
Addition social posts		1 x post on Facebook, Twitter and Instagram story	
Video		POA	
Artwork design		Design and production of one display ad	

# BELO SUCCESS

## FIVE CORE EXERCISES TO IMPROVE PERFORMANCE



### Five core exercises for horses to improve performance

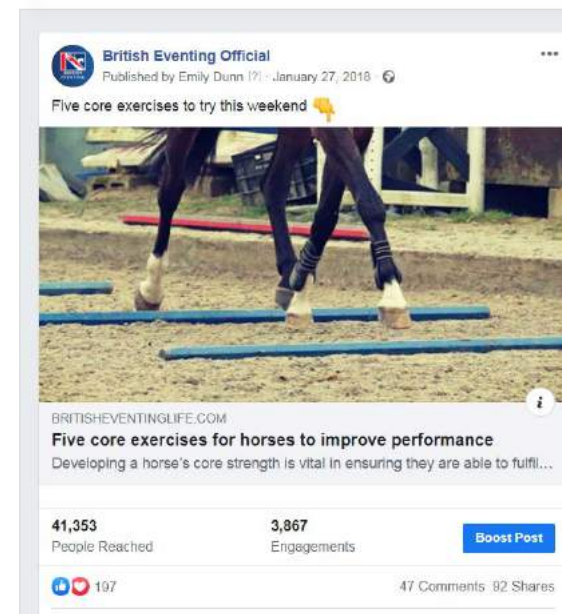
Developing a horse's core strength is vital in ensuring they are able to fulfill their athletic potential and avoid injury. Veterinary Physiotherapist Hayley Marsh PgDip Vet Phys BSc MNAVp gives you some exercises to try at home.

#### CARROT STRETCHES

These exercises recruit the core muscles and stretch out the back and neck muscles. Using a carrot, encourage the horse to bring his head down between his front legs. If he bends a front leg, that is fine. Encourage him to stretch as far as it is comfortable and hold

>8,500 page views

Social media reach of 41,353  
92 Facebook shares  
3,867 Facebook engagements



[britisheventinglife.com/articles/five-core-exercises-for-horses-to-improve-performance](https://britisheventinglife.com/articles/five-core-exercises-for-horses-to-improve-performance)

\*Average engagement rate of BE post = 4%

# DISTRIBUTION AND RATES

## BRITISH EVENTING MONTHLY NEWSLETTER



### Main facts

- All the latest news from British Eventing.
- Emailed to approximately 26,000 subscribers each month.
- Direct access to find your local British Eventing Accredited Coach.
- Regular exciting features that are essential for riders and owners.
- Mailed on the last Thursday of every month.
- Average open rate 32%.

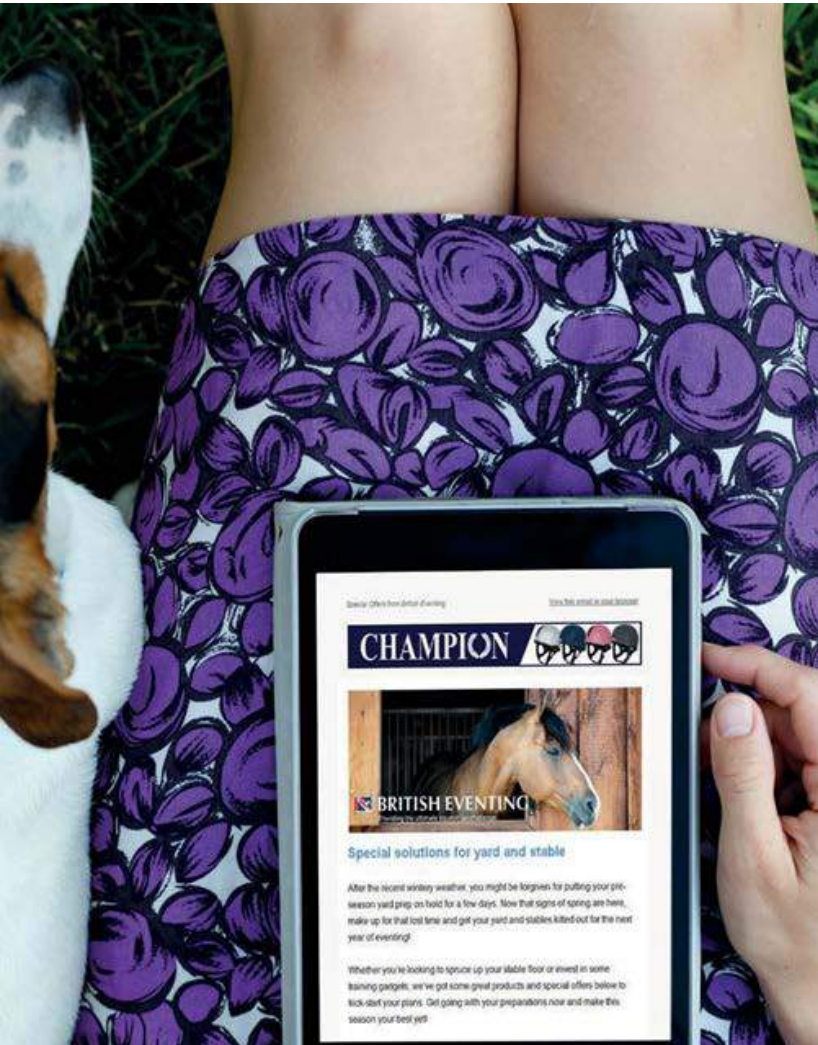
### RATE CARD

		Price per month
Leaderboard	600 x 85px	
One month		£585
Three months		£535
Six months		£485
Twelve months		£435
Mini skyscraper	120 x 270px	
One month		£525
Three months		£450
Six months		£375
Twelve months		£318



# DISTRIBUTION AND RATES

## BRITISH EVENTING THEMED NEWSLETTER



### THEMES

JANUARY - START OF THE SEASON

MARCH - THE YARD AND STABLES

MAY - SUMMER

JUNE - MID SEASON BOOST

JULY - NUTRITION

SEPTEMBER - WINTER

NOVEMBER - CHRISTMAS

Bespoke newsletter dedicated to specific seasons/topics targeted to the eventing community.

### Main facts

- Ability to promote products and/or offers.
- Mailed to a database of approximately 20,000 subscribers.
- More than 15,000 recipients are actively competing and engaged members.
- Average open rate of British Eventing newsletters is 32%.

### RATE CARD

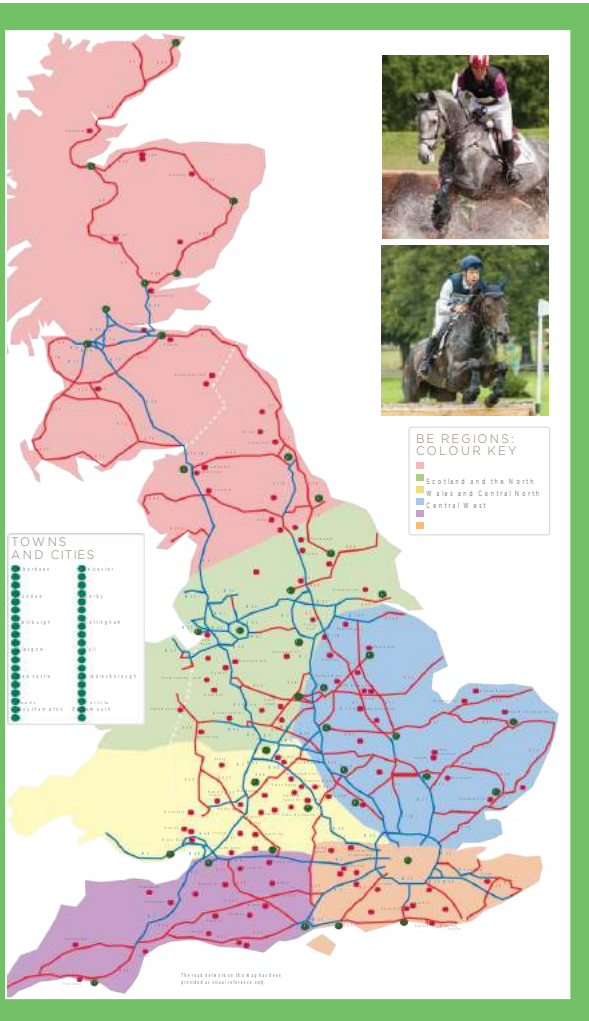
Leaderboard	728 x 90px	£585
Large placement	four-word title, max 30 words, image, url	£275

# DISTRIBUTION AND RATES

## BRITISH EVENTING TRAINING NEWSLETTER

### TRAINING REGIONS

SCOTLAND NORTH
NORTH WALES + WEST MIDLANDS
SOUTH WALES + CENTRAL
EAST MIDLANDS
EAST
SOUTH EAST
SOUTH WEST



### Key points

- Opportunity to target BE members regionally .
- Annual regional sponsorship.
- Local events/classes.
- Mailed to BE database within your region.

### RATE CARD

Leaderboard per newsletter	POA
High MUP per newsletter	POA
Low MUP per newsletter	POA
All	£300

# DISTRIBUTION AND RATES

## BRITISH EVENTING MEMBERS' HANDBOOK



### About the Handbook

- The British Eventing Rules and Members' Handbook is an annual publication.
- Its purpose is to improve and maintain standards of eventing, while encouraging members of all standards and at all levels to enjoy fair competition over safe and attractive disciplines.

- Sent on request to British Dressage and Showjumping judges.
- All copies are mailed to members' home addresses.
- Available to download digital copy from the British Eventing website or purchase hard copy online.
- There are minimal advertising positions, which are in carefully selected areas of the publication.

### Main facts

- Annual publication.
- Perfect bound, glossy covers.
- 18,000 copies of the Rulebook are circulated.



### RATE CARD

		Price per month
Full page	BLEED SIZE 158 x 210 TRIM SIZE 148 x 210	£1,495
<b>Premium positions</b>		
Outside back cover		£2,195
Inside front cover		£2,045
Inside back cover		£1,895



# DISTRIBUTION AND RATES

## SOLUS EMAILS



**Exclusive Offers for British Eventing Members**

Dear Eryn

**As part of our new partnership with SsangYong, members are entitled to a range of exclusive offers on the SsangYong range.**

The SsangYong Musso is the only pick-up with a **7 year / 150,000 mile warranty**, plus it also offers a market-leading ability to tow 3.5 tonnes whilst also carrying a payload of over 1 tonne. Selectable 4x4 with low range as standard, members can get **up to £4,000 off\*** the WhatCar magazine Car of the Year 2019 (Pick-up less than £25,000).



Serious off-roading capabilities matched with luxurious interior details; members can expect to get **up to £4,000 off\*** the SsangYong Rexton. The 4x4 of the Year 2018, and the winner of the Best Value award with 4x4 Magazine in 2019. Making light work of hauling a horsebox or work trailer, the Rexton comes with a 3.5 tonne towing limit and huge 4x4 capability. If all the awards mean nothing to you, perhaps the **7 year / 150,000 mile warranty** shows just how robust our vehicles are.

**Discover how much you could save**



### About

Sent to BE marketing database of 20,000

### RATE CARD

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One Solus email	£2000
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## ABOUT BRITISH EVENTING

# BRITISH EVENTING ANNUAL VIEW

January	February	March	April	May	June	July	August	September	October	November	December
March / April issue		May/June issue		July/ August issue		September/ October issue		November/ December issue			
Rule Book										✓	✓
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Themed Newsletter		✓		✓	✓	✓		✓		✓	
Training Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BE Lite edition			✓		✓		✓		✓		✓
BE Life Online	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



# ADVERTISING AND SPONSORSHIP

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**For sponsorship and advertising please contact**

**CHLOE FORD, COMMERCIAL MANAGER**

Tel: 02476 698863 | Email: [chloe.ford@britisheventing.com](mailto:chloe.ford@britisheventing.com)

[www.britisheventing.com](http://www.britisheventing.com)

British Eventing, Equestrian House, Abbey Park, Stareton, Kenilworth, Warwickshire, CV8 2RN

**To advertise please contact**

**DANIEL EDISON, ADVERTISING SALES EXECUTIVE**

Tel: 01603 772063 | email: [daniel.edison@archantdialogue.co.uk](mailto:daniel.edison@archantdialogue.co.uk)

[www.archantdialogue.co.uk](http://www.archantdialogue.co.uk)

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