



# Magazine and digital media pack 2021

BRITISH  
**Eventing**  
LIFE

THE OFFICIAL MAGAZINE FROM  
 **BRITISH  
EVENTING**

# 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 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

British Eventing has the 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.



# About British Eventing



## AUDIENCE STATISTICS<sup>1</sup>

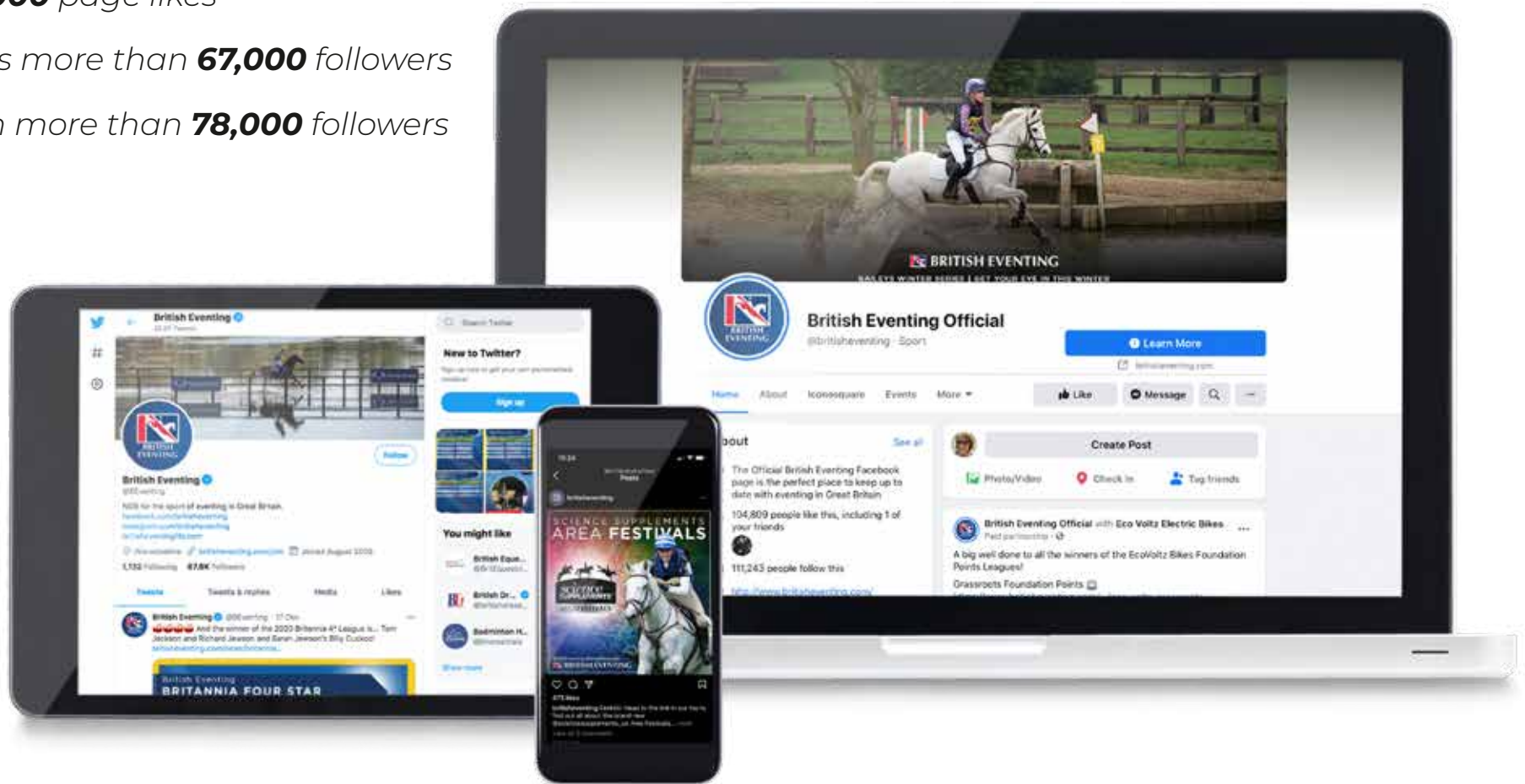
- **85%** spend up to £1,000 per year on equestrian fashion.
- **72%** spend up to £1,000 per year on tack and equipment.
- **80%** spend up to £3,000 per year on nutrition.
- **95%** spend between £500 and £3,000+ on equestrian activities.
- **85%** own a dog.
- **60%** said that if a sponsor supports British Eventing it raises their opinion of the sponsor<sup>2</sup>
- **52%** stated that if a sponsor supports British Eventing, it makes them more likely to purchase their product<sup>3</sup>
- **£4.3bn:** The estimate of gross spending in the sector<sup>4</sup>

Source:<sup>1</sup>BE reader survey 2017; <sup>2</sup>Two Circles research, 2017; <sup>3,4</sup>Two Circles research, 2015

# About British Eventing

## SOCIAL MEDIA

- The British Eventing Facebook has more than **100,000** page likes
- Twitter has more than **67,000** followers
- Instagram more than **78,000** followers



# About British Eventing Life magazine



*British Eventing Life* is the official magazine for British Eventing, mailed to British Eventing members' home addresses four times per year, in spring, summer, autumn and winter.

As a popular 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 and interviews, expert views and advice, dedicated training pages and national and international news – 90% of readers think the quality of the content is good/very good.

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 display advertising to section and feature sponsorships, to inclusion in editorial themed spreads.

## MAIN FACTS

- Mailed to members' and subscribers' homes.
- **12,800** printed per issue, plus more than 3,300 Day Pass members can access the magazine online.
- Read by riders, volunteers, organisers, supporters, owners and enthusiasts.
- **Circulation: 10,500** printed copies on average.
- **Readership:** in excess of **48,000** per issue.
- **Frequency:** four times per year; spring, summer, autumn, winter

# Advertising artwork specification for print

ALL AD MEASUREMENTS ARE WIDTH BY HEIGHT AND SHOULD BE SUPPLIED AS HIRES PDFs WITH 5MM BLEED



Struggling to fit both you and your horse?  
**Saddle slipping?**  
Needing a narrow twist?  
Tapping out poles? But you have a wide horse?  
Forward girth groove?  
Not over the back?  
Huge shoulders?  
Asymmetry?  
Horse changing shape?  
**Sensitive back?**



...Or would you simply like to have a happier, freer-moving horse along with a secure, effective seat in a comfortable saddle with TRUE & TOTAL adjustability? We'd love to show and tell you more.

www.wowsaddles.com |    | 01227 831614

**WOW**  
SADDLES 

**Full single page:** 210 x 297mm plus bleed

**Half single page:**

**Horizontal** 183 x 130mm plus bleed

**Vertical** 89 x 264mm plus bleed

**Double page spread:** 420 x 297mm plus bleed

- Keep all critical information and logos 10mm from the page trim
- Artwork should be supplied as CMYK only
- Image resolution should be an effective PPI of 300 minimum
- Artwork to be sent to [production@thebrightmediaagency.com](mailto:production@thebrightmediaagency.com)

## PLEASE NOTE

To ensure your advert is reproduced as accurately as possible the artwork **MUST** be supplied in CMYK.

If artwork received includes RGB or spot colours, we will convert to CMYK in Adobe Photoshop. This will provide a high-quality advert but text and vector graphics will inevitably lose sharpness to a degree. We also cannot guarantee colour integrity with regard to spot colour conversion.

We will allow a certain amount of tolerance with regard to image resolution but if we feel that quality is compromised we will ask for the ad to be resupplied.

# Print advertising rate card

	<i>Size in mm (width x height)</i>		<i>Rate</i>
<b>Premium positions</b>			
<i>Outside back cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,774
<i>Inside front cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,548
<i>Inside back cover</i>	Bleed size 216 x 303	Trim size 210 x 297	£2,352
<b>Inner pages</b>			
<i>DPS</i>	Bleed size 426 x 303	Trim size 420 x 297	£3,332
<i>Full page</i>	Bleed size 216 x 303	Trim size 210 x 297	£1,960
<i>Half-page horizontal</i>		Trim size 183 x 130	£1,077
<i>Half-page vertical</i>		Trim size 89 x 264	£1,077
<i>Quarter page</i>		Trim size 89 x 130	£588
<i>Classified 1/8 page</i>		Trim size 989 x 62.5	£324
<b>Special options</b>			
<i>Gatefold cover</i>	Please enquire		POA
<i>Bellyband, spreadmarker</i>	Please enquire		POA
<i>Loose or bound inserts</i>	Please enquire		POA

## SPONSORSHIP AND SPONSORED FEATURES

A variety of print and digital sponsorship packages are available across three, six and 12 months to cover platform and channel sponsorships, and individual features (including video).

Based on the knowledge of our audience and their interests across print and digital platforms we can work with you closely to craft bespoke approaches that align closely with your marketing aims and strategies

## CONTACT

For a conversation in more detail about all our advertising and sponsorship options, please contact:

**Sally James**

**Tel:** 07514 623 564

**Email:** [sally@thebrightmediaagency.com](mailto:sally@thebrightmediaagency.com)

 The Bright Media Agency, The Old Bank,  
2 Cross Street, Enderby, Leicestershire LE19 4NJ

# British Eventing website

In 2020, per month on average the British Eventing website had:



**600,000 users**



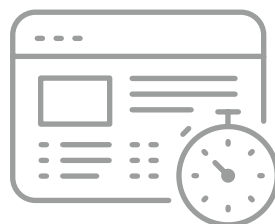
**725,000 sessions**



**1.2 million page views**



**5.22 pages visited** on average per session, versus the sporting average of 3.61



**4m 20s**, the average duration of a session vs the UK sporting average of 2m 11s2

Source: <sup>1,2</sup> Two Circles research, 2017

## RATE CARD

**MPU (300px (w) x 250px (h))**      **Rate**

One month	£850
Three months	£1,900
Six months	£3,500
Twelve months	£6,000

Adverts will rotate across the website, including the homepage, to give an equal share of the page impressions available to every advertiser.

## CONTACT

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# www.britisheventinglife.com

The British Eventing Life website is the digital home of British Eventing Life magazine. British Eventing members and eventing enthusiasts at all levels will find all of the magazine content they love here in digital form, plus additional online content only.

Along with content from the magazine, providing expert advice and opinions on horse care, training and competition tips, horse and rider health and fitness, event guides, product reviews, lifestyle features and much more, the website also brings visitors unique video interviews and features.

## WEBSITE ADVERTISING AND CONTENT OPTIONS

Alongside a range of display advertising options, the website also offers brands unmissable opportunities to engage with the readership through content, including video. See page 13 and contact us for further information and a discussion about the bespoke options we can offer to maximise your messaging.



# www.britisheventinglife.com

## THE AUDIENCE

### Location



**86%** of britisheventinglife.com visitors are based in the UK

### Gender

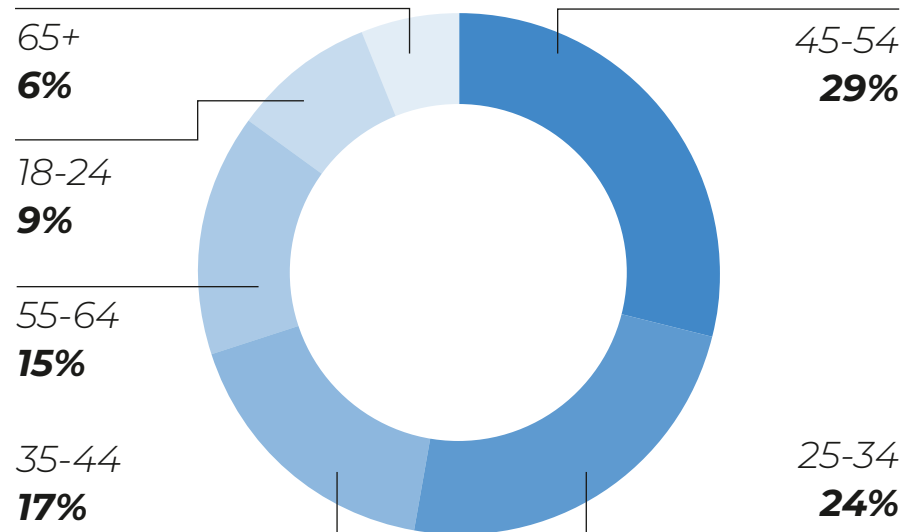


Female  
**90%**



Male  
**10%**

### Age



Source: Two Circles research

### Top interests

- Food and drink/cooking
- Pets
- Outdoor activities
- Sport and fitness

■ **53%** of the British Eventing audience are from the most upmarket socio-economic groups

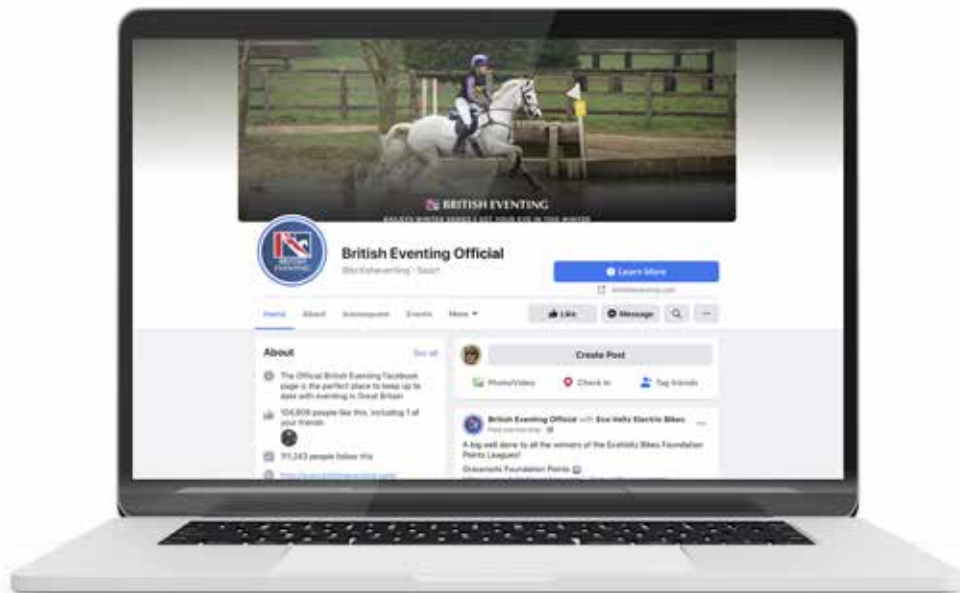
■ **53%** of fans have a more favourable opinion of brands partnering with British Eventing

■ **36%** are more likely to buy from sponsors

# www.britisheventinglife.com

## REACH AND ENGAGEMENT

British Eventing Life content is one of the most engaged with post types on the BE social channels, with access to an audience of more than 245,000 across British Eventing Facebook, Twitter and Instagram accounts.



On Facebook alone, British Eventing Life content has produced:

- Reach of more than **24 million**
- More than **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

# www.britisheventinglife.com digital artwork

## SPECIFICATIONS

- Artwork should be supplied as RGB, no spot colours to be used
- Image resolution should be an effective PPI of 150
- Dimensions: according to those given in rate card
- File formats: .jpg, .png or .gif (including animated .gif, max 1MB file size)
- Artwork to be sent to production@thebrightmediaagency.com



# www.britisheventinglife.com rate card

<b>Option</b>	<b>Position</b>	<b>Duration</b>	<b>Desktop Dimensions</b>	<b>Mobile Dimensions</b>	<b>Rate</b>
<b>Display adverts</b>					
<i>Billboard</i>	Top of homepage	Month	970px (w) x 250px (h)		£400
<i>Large leaderboard</i>	Mid-homepage	Month	970px (w) x 90px (h)	300px (w) x 50px (h)	£275
<i>Half page</i>		Month	300px (w) x 600px (h)		£250
<i>Homepage MPU</i>		Month	300px (w) x 250px (h)		£175
<i>Advert design service</i>					POA
<b>Sponsorships</b>					
<i>Headline sponsorship</i>		Please enquire	Various		POA
<i>Sponsored channel</i>		Please enquire	Various		POA
<i>Sponsored feature</i>		Please enquire	Various		POA
<i>Sponsored feature (inc. video)</i>		Please enquire	Various		POA

## CONTACT

For a conversation in more detail about British Eventing Life website options, please contact:

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# British Eventing e-newsletter advertising

## BRITISH EVENTING WEEKLY MEMBER UPDATES

All the latest news from British Eventing:

- Emailed to approximately **26,000** subscribers each week.
- Sent out **every Friday**
- Average open rate **32%**.

## RATE CARD

<b>Leaderboard</b>	<b>600px (w) x 80px (h)</b>	<b>Rate per edition</b>
One edition		£585
Four editions		£525
Eight editions		£470
Twelve editions		£435
<b>Mini skyscraper</b>	<b>120px (w) x 270px (h)</b>	<b>Rate per edition</b>
One edition		£525
Four editions		£440
Eight editions		£375
Twelve editions		£320



# British Eventing e-newsletter advertising

## BRITISH EVENTING LIFE NEWSLETTER

Content-based newsletter dedicated to specific seasons/ topics targeted to the eventing community. Ability to promote sponsored features, 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*

728px (w) x 90px (h) £585

*Large placement*

Four-word title,  
max 30 words, image, URL £275

## SOLUS EMAILS

A premium opportunity to communicate your message only to a British Eventing marketing database of 20,000 recipients.

## RATE CARD

*One solus email* £2,000

## CONTACT

For a conversation in more detail about newsletter options, please contact:

**Sally James**

**Tel:** 07514 623 564

**Email:** [sally@thebrightmediaagency.com](mailto:sally@thebrightmediaagency.com)



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# 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.

- Annual publication.
- Sent on request to British Dressage and Showjumping judges.
- Available to download digitally from the British Eventing website or purchase in hard copy online.
- Limited advertising positions in carefully selected areas of the publication.

## RATE CARD

### ***Bleed size***

158 x 210, trim size 148 x 210

<i>Full page</i>	£1,495
<i>Outside back cover</i>	£2,195
<i>Inside front cover</i>	£2,045
<i>Inside back cover</i>	£1,895

## CONTACT

For a conversation in more detail about Handbook options, please contact:

**Sally James**

**Tel:** 07514 623 564

**Email:**

sally@thebrightmediaagency.com



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Leicestershire LE19 4NJ



# British Eventing annual view

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
<i>Magazine</i>			■			■			■			■
<i>Handbook</i>											✓	✓
<i>BE website</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE Life website</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE newsletter</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>BE Life newsletter</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

**Key:** ■ Spring issue; ■ Summer issue; ■ Autumn issue; ■ Winter issue;

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