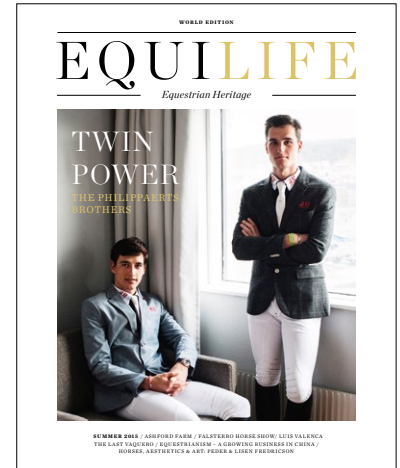


Printed magazine

FOR YOUR **BRANDING**



SPECIFICATIONS

Circulation:	10 000 (3000 subscribers. 7000 controlled distribution)
Median age:	25 - 45
Gender:	55 % Female / 45 % Male
Distribution subscribers:	Worldwide
Controlled distribution:	Scandinavia, Central Europe, Ireland.
Editorial calendar:	February, May, August, November
Distribution:	EQUILIFE will be distributed at major shows and happenings around the globe, mostly in Europe, as well as we serve our subscribers.

ADVERTISING

Full page: 230 x 280	20 000 NOK / 2 500 €
Half page (horizontal): 230 x 140	12 000 NOK / 1 500 €
Half page (vertical): 115 x 280	12 000 NOK / 1 500 €
1/4 page: 115 x 140	6 000 NOK / 600 €
Double spread: 460 x 280	35 000 NOK / 4 300 €
Last page/cover:	30 000 NOK / 3 300 €
Folded cover 4 pages:	45 000 NOK / 5 500 €

Special offer:

Full year advertising gives 30 % discount and free web advertisement in 2016.

PUBLISHING PLAN*

*Please be aware that the publishing dates can be changed a little due to the 2016 Show schedules**

2016:

Number 1: 15. February. Deadline 15. January
Number 2: 15. May. Deadline 15. April
Number 3: 15. August. Deadline 15. July
Number 4: 15. November. Deadline 15. October

Editor: Therese Alhaug

Contact: Sales and marketing manager, Therese Alhaug,
therese@equilife.no, Tel: 0047 41413747

* All sizes in mm, add 5mm document bleed.

MAGAZINE QUALITY:

We are proud to present our content in an exclusive and visionary way. This puts us in a unique position as an exclusive coffee-table magazine that has the ability to live for a long time, and end up with a well-selected group of readers. In this way we will offer you an exclusive environment for your messages and products.

TARGET GROUP:

Our readers are active and engaged people, mostly related to the equestrian sport in some or other way. They may be riders, horse owners, trainers, stable staff, backbenchers or playing other important roles within the equestrian business and sports. They are consumers concerned with quality. Our readers are constantly searching for new ideas, motivation, deep inspiration, advices and knowledge. They have great passion for their sport, which characterizes their life style both at home and when travelling to shows, and also in their choice of products for themselves and their horses. Their typical age is between 18 and 70, and our target group is for both sexes. Even though our horse interests are sometimes different, our dedication and passion for horses are genuinely the same, and this is what equestrianism is all about.

BRAND BUILDING:

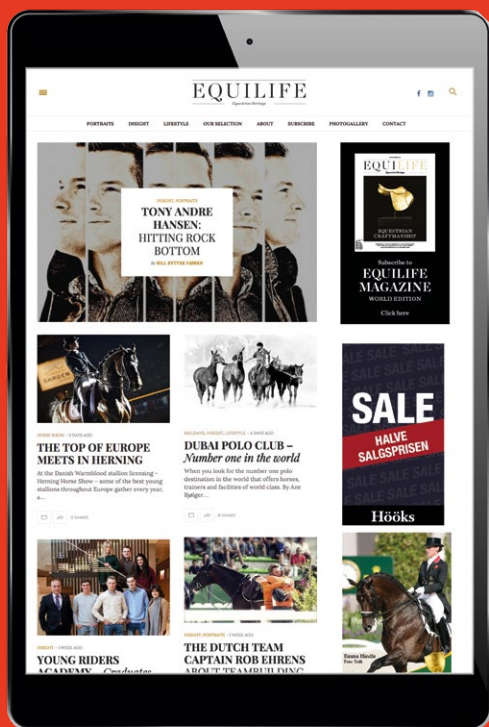
An exclusive environment stimulates brand development. Your choice of magazine is therefore of great importance for your brand building and to get through with your message. Who do you want to reach? And whom do you want to be associated with? An exclusive magazine gives the reader a feeling of a club membership – where the members share their opinions, taste and style.

PRODUCT:

An exclusive coffee table BOOKLET magazine.

Web: equilifeworld.com

BE VISIBLE



GOAL:

To inspire and share knowledge throughout the equestrian world, across borders and between disciplines. Our delicate and very modern web-design offers you the best responsive advertisement program possible.

STATISTICS

Visitors per month:	14 000
Unique visitors per month:	10 000
Median age:	25 - 45
Gender:	55 % Female / 45 % Male
Top 5 countries:	Norway, Ireland, Sweden, UK, US.

COST:

Banner full year:	30 000 NOK / 3300 euros
Banner half year:	18 000 NOK / 2000 euros
Banner one month:	4000 NOK / 440 euros
Format:	600 w x 300 h

Content marketing

GET A STEP AHEAD!

In addition to the traditional advertising, we are now able to offer you **high-quality content marketing editorials**

HOW CONTENT MARKETING WORKS:

By the use of our high-quality journalists, photographers, Art Directors and video producers we will write your company promotional story, and get it published in our printed booklet magazine and at our webpage to be shared through our social media channels. Further on, we assist you with reaching publicity through extern media channels and social media platforms around the world to gain maximum readerships and views. As if that's not enough - you receive the final product for your own use to be published at your company webpage etc. Sounds good? Get started!

CONTENT MARKETING OFFERS

CONTENT MARKETING EDITORIALS - READY TO BE PUBLISHED

Profile product editorial:	500 euros
Half-page product editorial:	700 euros
Full article editorial:	1000 euros
<i>Delivered ready to be published 2 - 4 pages</i>	

CONTENT MARKETING EDITORIALS FULL PRODUCTION

Full article editorial:	
4 pages:	1500 euros
4 - 8 pages:	2000 euros
9 - 16 pages:	3000 euros

PROMOTIONAL VIDEO PRODUCTION

Fixed price:	
Standard 3 minutes:	2000 euros
Standard 1 minute:	1000 euros

LARGER VIDEO PRODUCTION:

Cost per minute:	1000 euros
+ Flight expenses	

CONTACT

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or therese@equilife.no

