

# MEDIA KIT

## EQUILIFE WORLD MAGAZINE

## READERS PROFILE & READERSHIP

Our readers are consumers concerned with quality, continually searching for new ideas, motivation, deep inspiration, advice and knowledge. They have a great passion for horses and equestrian sport, which characterizes their lifestyle both at home and when traveling to shows, and also in their choice of products for themselves and their horses. Their typical age is between 25 and 45, both sexes.

**Readership:** 30 000 monthly readers.

**Social Media:** 13 000

**Demography: Top 8 countries - Readers from a total of 52 countries.**

Scandinavia 23 %  
United States 17 %  
UK 11 %  
Ireland 8 %  
Germany 5 %  
Netherlands 4 %  
France 3 %  
Belgium 3 %

### Readers profile:

Average age - 18-44  
Monthly Views - 30k+  
Gender - 55% M 45 % W  
Time spent on site - 2.5 m

## CONTENT

EQUILIFE hopes to serve as a source of inspiration and deeper insight by introducing carefully selected interview objects which have the gift to inspire others through their stories, knowledge, training and general life-philosophy, and indeed, their lives with horses.

EQUILIFE is genuinely international in scope and aims to inspire and share knowledge throughout the equestrian world, across borders, and between disciplines. Lifestyle, in-depth interviews, culture, art and behind the scenes reportages are among our specialties and favorites.

AMC MEDIA PRODUCTION AS  
ANNIKVEIEN 21, 1350 LOMMEDALEN, NORWAY  
post@equilife.no

equilifeworld.com

**EQUILIFE**  
*Equestrian Heritage*

*A world of horses, equestrianism, inspiration, heritage, art, interior, fashion, art, culture and genuine horse people.*

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## EQUILIFE WORLD MAGAZINE

## CONTENT MARKETING

By the use of our high-quality journalists and photographers we present your business by producing a reliable and story-telling article combined with top quality photos. Further on, we offer to assist you in reaching publicity through external media channels and social media platforms around the world to gain maximum readerships and views. Photos will be posted on Instagram and Facebook, and are able to receive the photos for your own use.

## ADVERTISING

### FULL YEAR MID AND TOP BANNER:

Full year mid and top banner. Including monthly posts on Social Media and one free content story.  
5 000 euros

### FULL YEAR SIDE BANNER:

Full year side banner. Including monthly posts on Social Media.  
3000 euros

### TIMELIMITED BANNERS

MID AND TOP BANNER  
6 MONTHS 3 000 euros  
3 MONTHS 1 500 euros  
1 MONTH 500 euros

SIDE BANNER  
6 MONTHS 2 000 euros  
3 MONTHS 1 000 euros  
1 MONTH 300 euros

### CONTENT MARKETING

#### Fully produced content article incl. photos

Approx. 1000 words including photos.  
2 000 euros + Travel costs.  
Includes posts on Social Media

#### Running promotion agreement by request.

### FORMATS

Top banner: 1142 w x 200  
Mid banner: 770 w x 530  
Side banner: 300 w x 600

If you need assistance with creating your banner, we are happy to offer our services. Contact us for more information.

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