



HORSE HUB

Highly targeted advertising to a pure equestrian audience



We're connected

The only digital marketplace for the equestrian sector to buy, sell and advertise to one another

We're supportive

The only digital platform enabling equestrian organisations to raise funds for their internal projects

We're influential

Harnessing the power of equestrian institutions their members and associated businesses



Benefits to advertisers

- Access to a pure unique, equestrian market, no wastage
- Multiple platforms with flexible packages
- Ability to target individual organisations or geographical regions
- Exposure to the equestrian market of over 2,700 organisations in the UK
- Joining a trusted global club of equestrian members



Working together

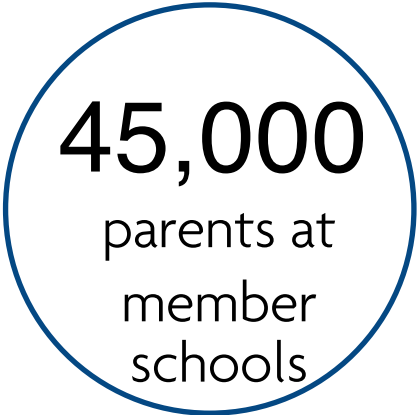
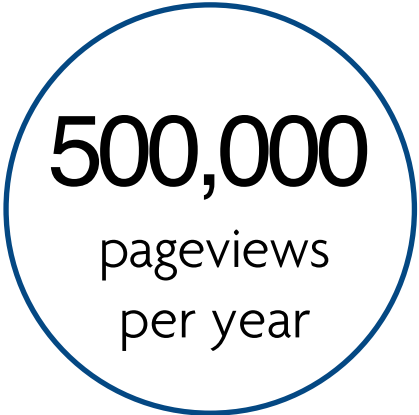
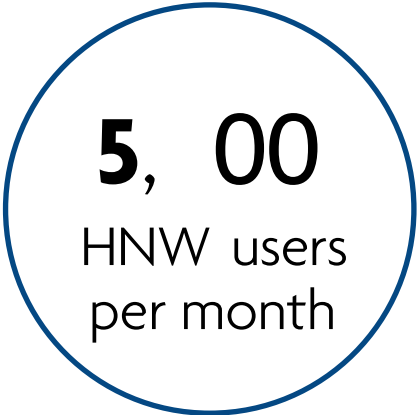
We believe success lies in working together to engage our equestrian members in ways that benefit them as much as your business and brands.

We want our partners to share their story whilst offering real value to our members so we encourage content rich, interactive campaigns laden with insider info and exclusive offers.

In return, we'll deliver you unparalleled access to a tight knit community of equestrian movers and spenders.

The Technology

Using the hugely successful School Notices technology Horse Hub is now connecting the equestrian world through its vibrant marketplace to help member organisations raise funds through their own communities



*figures correct for UK as of May 2018

Data Report

Jan 1, 2017 - Mar 1, 2018

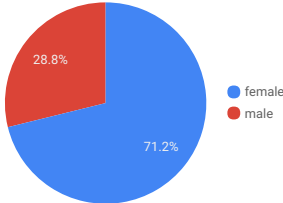
The data indicates the speed at which the School Notices audience is growing and that a significant independent school parent and alumni audience is using the platform.

Newsletters containing useful and relevant member notices are sent twice weekly to the database and have high open and click through rates, proving these members are highly engaged with what the platform offers.

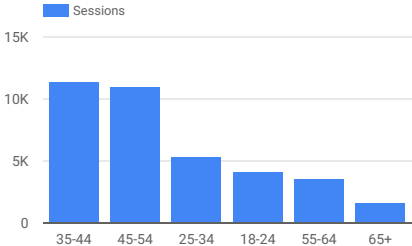
The School Notices magazine has a readership of 90,000 and is distributed to parents at 130 member independent schools via head teacher's end of term envelopes in addition to a targeted door drop of 15,000 copies to affluent family homes in the Royal Borough, Wandsworth and Battersea.

Pageviews	Sessions	New Users	Users	Pages/Sessions	Avg. Time on Page
462,192	119,464	56,949	57,988	4.18	00:01:01
↑ 45.3%	↑ 45.5%	↑ 30.0%	↑ 32.2%	↑ %3.8	↑ 5.5%

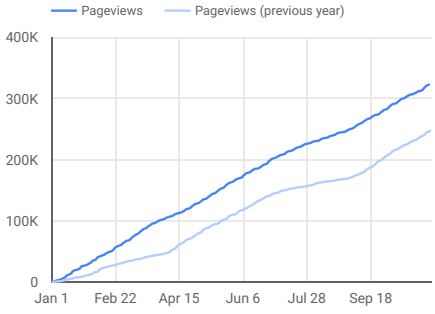
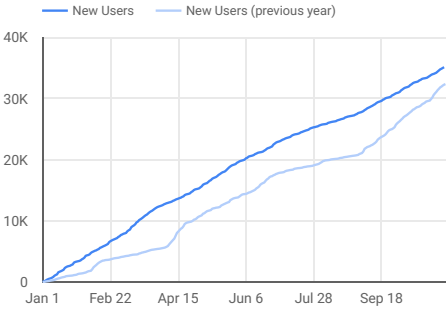
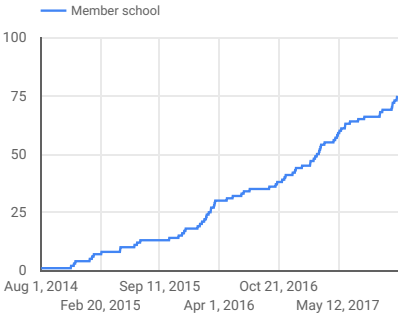
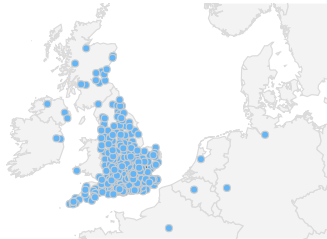
Users by gender:



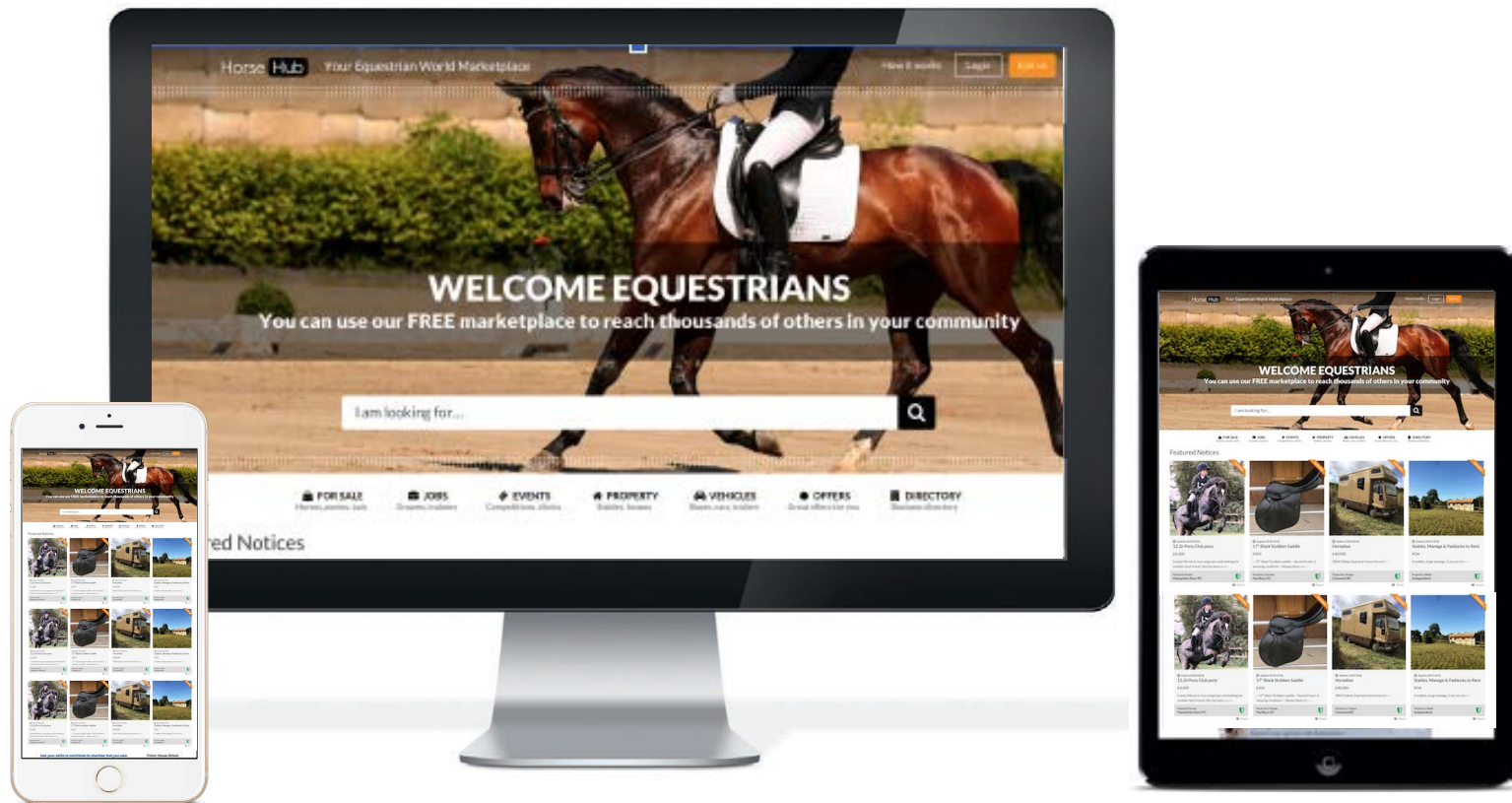
Users by age:



Users by location:



Advertising packages



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Lead Sponsor Package

Our 6 month coordinated lead sponsorship campaigns provide all of the following integrated routes to our unique and pure equestrian audience

Site sponsorship

Business sector exclusivity in the **lead banner** position at the top of every page across the Horse Hub website. Only available to our main sponsorship partners and visible to all our site visitors.

Sidebar banner

An online, user journey shadowing, sidebar banner which can be updated at any time.

Expert opinion - the blog

Mutually agreed articles and interviews published on our blog and shared via our busy social media channels

Institution hub banner

Geo-targeted advertising on up to 15 member institution hub pages. These branded, institution specific pages are promoted and publicised directly by all Horse Hub member institutions to their own members.

Directory banner

An online member business directory banner which is searchable within the directory and parent marketplace notices and is returned randomly in response to up to 20 search keywords.

Offers & Competitions

A premium position within our offers section online which can be updated throughout the duration of the campaign or placed during strategic promotional periods.

Newsletters

Newsletter offers or advertisements sent out to our entire database of members throughout the year.

Social Media

Offers are supported with targeted social media promotions via our social channels.



PACKAGE OFFER: POA



Full Campaign - Ideal for medium sized businesses

Our 6 month, full campaigns offer a great way for medium sized businesses to reach a targeted, equestrian audience, using coordinated marketing via multiple channels

Sidebar banner

A user journey shadowing sidebar banner featuring site wide on all pages and which can be updated at any time

School hub banner

Geo-targeted advertising on the branded member hub pages of up to 5 organisations of your choice. These hub pages are promoted and publicised directly by our member institutions throughout the year.

Directory banner

A directory banner returned randomly and searchable within both the marketplace notices and within the business directory.

Offer banner

A website offer which can be amended or updated at any time during the campaign

Newsletter

4 newsletter offers or advertisements sent out to our entire database of members

Expert opinion - the Blog

Mutually agreed articles and interviews on our blog that are also shared via our social media channels

Newsletter

4 newsletter offers or advertisements sent out to our entire database of members

Social media offer promotion

Boosted social media offer promotion via Facebook, Twitter and Instagram



PACKAGE OFFER: £4,950 (+VAT)

JOIN NOW!

Equestrian Business Club

Promote your business now to the entire Horse Hub community!

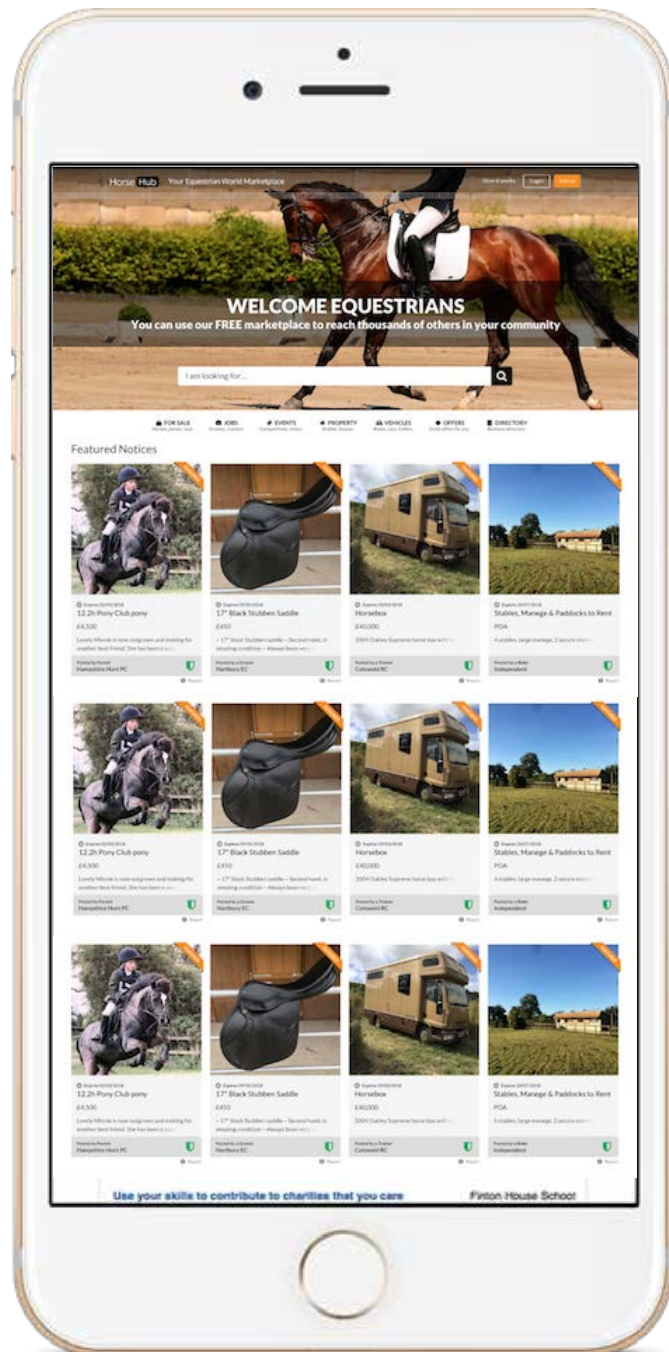
Becoming a member will give you:

- unparalleled access to our unique and pure equestrian audience
- a constant presence in our online, searchable business directory
- search responsive advertising amongst our marketplace notices
- email advertising, direct to our member database
- an offer in our exclusive 'Offers' section online
- a way to support equestrian institution fundraising

MEMBERSHIP COSTS JUST £99 (+ VAT) PER MONTH

20% of what you spend is shared with our member organisations to support their projects

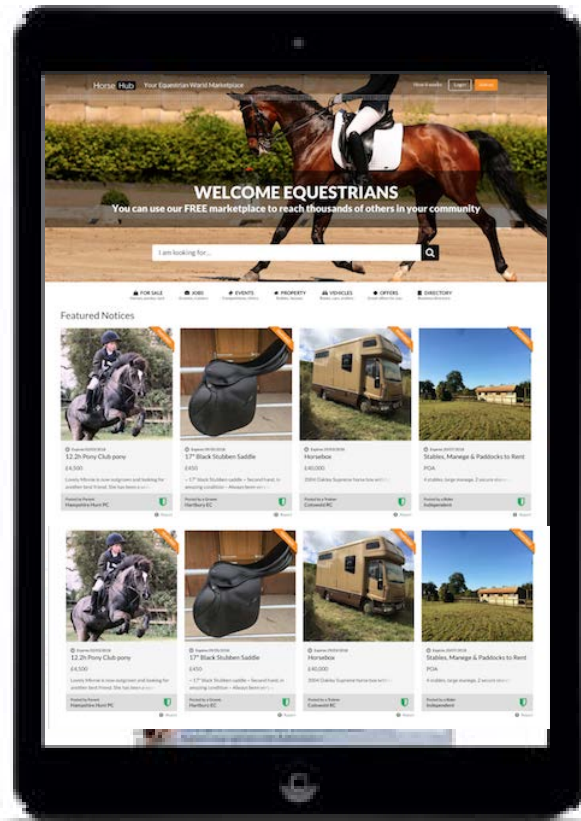
*The Business Club is a 12 month commitment payable by direct debit with a break clause after six months.



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Package Extras

Additional opportunities available to add to any campaign



Hub Page Banners

The opportunity to place a banner advert directly on an individual organisations's hub page, the landing page for all members of that organisation's community. These can be purchased, subject to their approval.

PRICE: £500 per school

Newsletters

Increase the number of opportunities to place your advert or Offer within our weekly newsletter to our member database

PRICE: £200 per insertion

Business Directory

Welcome to our business directory. Use the search box to discover our community showcasing their products, goods and services.



This advert is benefiting **St Mary's Calne**

[Advertise here](#)

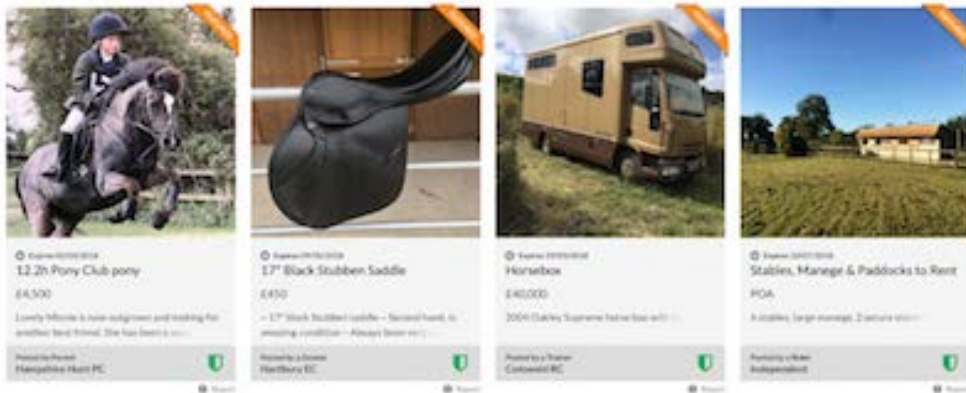
[Report](#)



This advert is benefiting **Horris Hill School**

[Advertise here](#)

[Report](#)



Business directory

A 12 month directory banner searchable both within the equestrian marketplace and within the business directory. Returned in response to up to 20 search keywords and three categories.

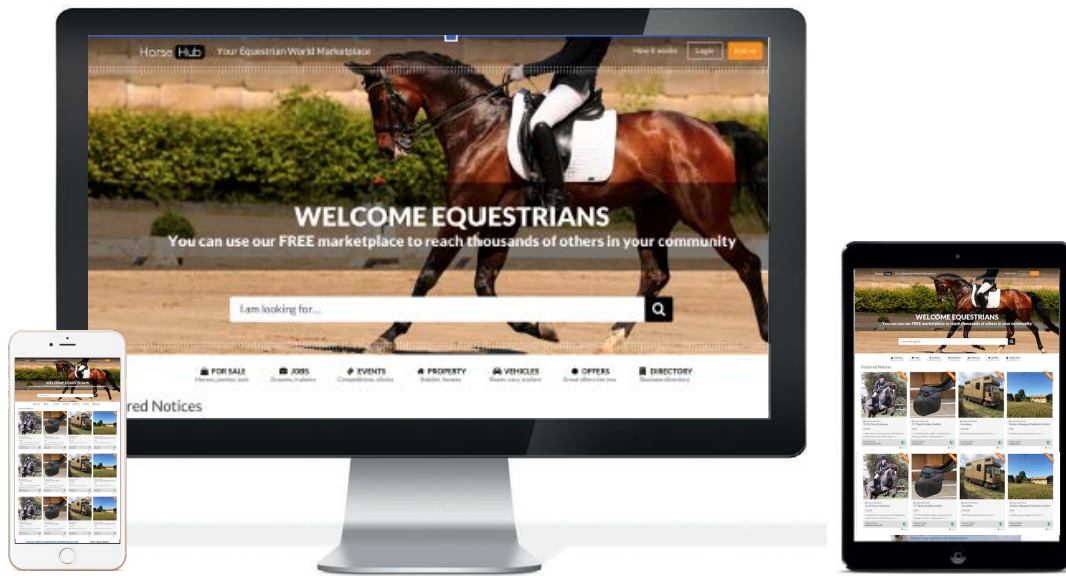
£300 p.a. (+VAT)

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Overview of Advertising Packages & Pricing

	Business Directory	Business Club	Full Campaign	Lead Sponsorship
Directory banner	✓	✓	✓	✓
Website Offer		✓	✓	✓
Sidebar banner			✓	✓
E-Newsletter spot		2	4	6+
Social media boosted post			✓	✓
Leaderboard banner				✓
School hub page		Available as an extra	5	✓
Competitions and Focus groups				✓
Blog			4	8
Account Management			✓	✓
PRICE	£300 12 months	£1,200 or £99 per month	£4,950 6 months	POA 6 months

*Prices exclude VAT



Contact

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