



Advertising within the Intelligent Horsemanship magazine

IH Magazine is the members' magazine of the hugely popular Intelligent Horsemanship Association – inspired by Monty Roberts and led by Kelly Marks with a dedicated team of equine academics and specialist trainers.

Circulation – 4,000

Issued to members of the Association and circulated to those involved with Intelligent Horsemanship. *IH Magazine* guarantees to reach a highly targeted and dedicated audience of horse enthusiasts. We constantly receive excellent feedback from our readers.

Readership – 16,000

Pass-on readership is circa 16,000 – as a members' only magazine, exclusivity promotes a higher rate of pass-on readership.

Audience Profile

- Discerning horse owners – looking for an alternative to traditional horsemanship
- Mostly female
- Generally leisure riders although some competitive and professional
- All ages, but predominantly 24-70+
- ABC

Advertisers

IH Members are very discerning when it comes to choices about what is best for their horses, so we hand-pick the companies that we would like to advertise. If you have received this leaflet it's likely that an IH Member has recommended your service or product.

Advertising Rates

- Quarter page: £200 • Half page: £375 • Full page: £775
- Double page spread (DPS): £1,500

If you would like to book a series of advertisements, your 2nd, 3rd and 4th will all **be discounted by 10%**. All prices are subject to VAT at the current rate.

➤ PLEASE SEE OVERLEAF FOR ADVERT SPECIFICATIONS, ACCEPTED FILE FORMATS & OUR ADVERT DESIGN SERVICE.





INTELLIGENT HORSEMANSHIP MAGAZINE PUBLICATION DATES:

- Spring / Summer issue: 1st April
- Autumn / Winter issue: 1st October

COPY DEADLINE:

1 month before publication

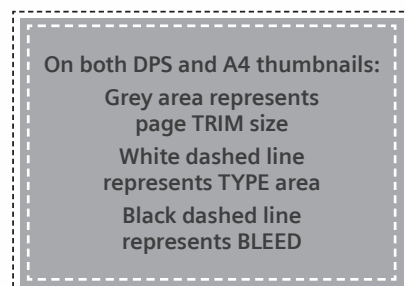
CANCELLATIONS:

Minimum 2 weeks before publication

Advertising Specifications

ADVERT SIZING SPECIFICATIONS:

PLEASE NOTE: First measurement is width, second measurement is height.



▲ DOUBLE PAGE SPREAD (DPS)

TRIM (finished page size):
420mm x 297mm

TYPE: 404mm x 281mm

BLEED: 426mm x 303mm

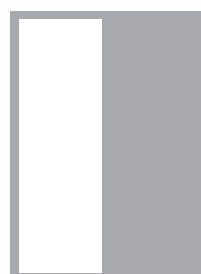


▲ FULL PAGE (A4)

TRIM (finished page size):
210mm x 297mm

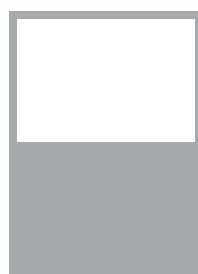
TYPE: 194mm x 281mm

BLEED: 216mm x 303mm



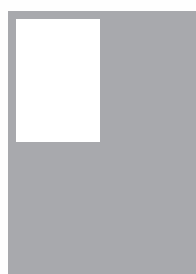
▲ HALF PAGE PORTRAIT

94mm x 278mm



▲ HALF PAGE LANDSCAPE

193mm x 137mm



▲ QUARTER PAGE PORTRAIT

94mm x 137mm

FILE FORMATS & SPECIFICATION:

Acceptable file formats:

Our preferred format is high resolution PDF, but all advertisement artwork must be supplied to the following specification:

- High resolution – 300 dpi minimum
- All colours set to CMYK
- Minimum 3mm bleed on all edges (on double page spread and full page adverts only)
- All fonts (typefaces) embedded
- Please ensure any text on a full page or DPS advert sits within the 'type' area (shown as white dashed lines on thumbnails left)
- Please check files thoroughly before sending
- All adverts must be received as print-ready artwork

PLEASE NOTE: supplied artwork must be of a professional standard and set to the specified dimensions, resolution, colour profile and file formats shown.

We can also accept the following formats:

- TIFF, EPS, Jpeg, Illustrator EPS (with fonts outlined and graphics embedded) set to CMYK colour profile at minimum of 300dpi

PLEASE NOTE: We cannot accept native layout files such as QuarkExpress, Indesign & Illustrator.

IH-HOUSE DESIGN SERVICE

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If you are unable to supply artwork in the correct format, or need help creating an advertisement, we offer a bespoke design service at special rates for IH advertisers.

We can design your advert in line with your existing brand guidelines, or we can create an ad to help get your company branding off the ground.

Our design charges start from £75

ADVERTISING RATES ARE AS FOLLOWS:

- Quarter page: £200
- Half page: £375
- Full page: £775
- DPS: £1,500

(All prices are subject to VAT at the current rate)

For more information on advertising, artwork deadlines or our in-house design service, please email the sales team at:
advertising@ihhq.net