

THE OFFICIAL JOURNAL OF THE AUSTRALIAN STOCK HORSE SOCIETY

# Australian StockHorse

*The Breed for Every Need*



2017's Battle on the Bidgee first and second placegetters, John Mitchell on HALLS CHICKENMAN and Morgan Webb on DOLGWILI NORMAN - HSH, shaking hands after the announcement of the winner. Photo by: Carmel Trease Photography

2018 Media Kit  
Journal

## The Australian Stock Horse Journal

The Australian Stock Horse Journal is the official publication of the Australian Stock Horse Society, the largest breed organisation for pleasure horses in Australia. The Society enjoys a loyal and growing membership of more than 9,300 individuals, with over 180,000 registered and foal recorded horses.

The Australian Stock Horse is a fine working and performance animal that evolved through selective breeding in response to the demands of the Australian environment. It is truly 'The Breed for Every Need', and has achieved outstanding success in a wide variety of sports, including campdrafting, polocrosse, polo, showjumping, dressage, eventing, endurance, mounted games and pony club.

The Journal is a full colour, bi-monthly publication distributed to newsagents Australia-wide and mailed to approximately 7,500 of our Members throughout Australia and overseas. The Journal enjoys a readership of approximately 20,000, and has been published for over 35 years, making it one of the oldest and most respected equine publications in Australia.

Each issue includes a wide variety of information and editorial relevant to Australian Stock Horse lovers:

- Special reports on Australian Stock Horses in campdrafting, polocrosse, showing and many other disciplines
- Human interest stories on Members and their horses
- Educational and technical articles contributed by top industry professionals
- Australian Stock Horse Breeders' Directory
- Australian Stock Horse Events Calendar
- Stan's Stable Children's Section
- Business Directory
- Classifieds

### Reach your Target Market

The Australian Stock Horse Journal offers an excellent opportunity to promote your products and services to active consumers in the equine and rural sector. Australian Stock Horse owners participate in a wide range of disciplines and are involved in the equine industry as breeders, competitors and spectators. Advertising in the Australian Stock Horse Journal presents great value for money and is an ideal platform for your equine or rural business.

## Statistics

**Circulation:** 11,000

**Readership:** 20,000

**Frequency:** Bi-Monthly

**Distribution:** Australian Stock Horse Society Members, Subscribers, Newsagents Australia-wide.

**Members by state:** 46% live in New South Wales, 36% in Queensland, 8.5% in Victoria, 5% in Western Australia, 2% in South Australia, 1.3% in Northern Territory, 0.5% in Tasmania, 0.1% in Australian Capital Territory. 0.2% are overseas.

## Editorial Features / Advertising Deadlines

### ISSUE

September/October 2018  
November/December 2018  
January/February 2019  
March/April 2019  
May/June 2019  
July/August 2019  
September/October 2019  
November/December 2019

### SPECIAL FEATURE

Breeding Season Feature  
Christmas Gifts Feature  
Coaching/Education Feature  
Horse Health Issue  
  
Stallion Issue  
Breeding Season Feature  
Christmas Gifts Feature

### BOOKINGS/CONTENT DEADLINE

Friday, 13th July 2018  
Friday, 14th September 2018  
Friday, 16th November 2018  
Friday, 18th January 2019  
Friday, 15th March 2019  
Friday, 17th May 2019  
Friday, 12th July 2019  
Friday, 13th September 2019

### PAYMENT DEADLINE

Friday, 20th July 2018  
Friday, 21st September 2018  
Friday, 23rd November 2018  
Friday, 25th January 2019  
Friday, 22nd March 2019  
Friday, 24th May 2019  
Friday, 19th July 2019  
Friday, 20th September 2019



## Advertising Rates

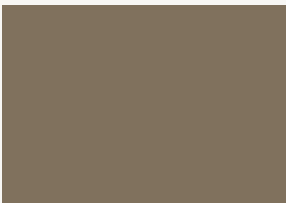




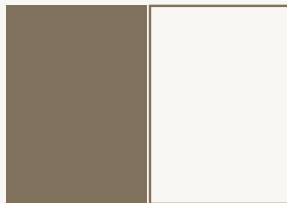
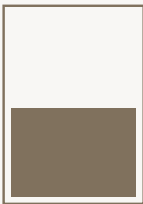
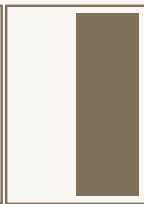
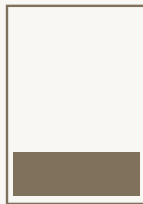
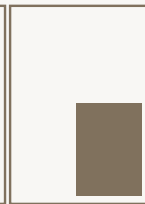
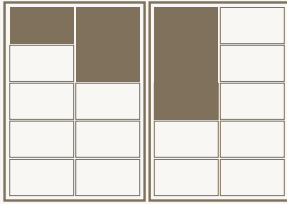
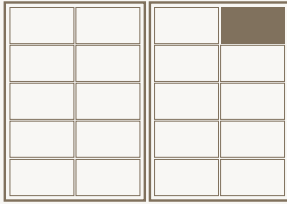
All advertisements are full colour (CMYK). Financial Full and Gold Members of the Society are eligible to discounted advertising, if you currently do not have one of these Membership types it may be worth considering joining to receive the cheaper rates. For example as a Non-Member a 6 issue (a full year) booking of a Full Page advertisement would cost a total of \$6,000 (6 x \$1,000), as a Member it would cost \$4,200 (6 x \$700) plus \$170 for Membership resulting in a \$1,800 saving. For details on becoming a Member of the Society, visit [www.ashs.com.au](http://www.ashs.com.au) or phone Head Office on (02) 6545 1122.

Advertisement Size	Non-Member Rates EACH ISSUE	Member Rates ONE ISSUE	Member Rates THREE ISSUES	Member Rates SIX ISSUES
Double Page Spread	\$1,500 (per ad)	\$1,400 (per ad)	\$1,300 (per ad)	\$1,200 (per ad)
Back Cover	\$1,300 (per ad)	\$1,200 (per ad)	\$1,100 (per ad)	\$1,000 (per ad)
Inside Front Cover	\$1,200 (per ad)	\$1,100 (per ad)	\$1,000 (per ad)	\$900 (per ad)
Inside Back Cover	\$1,200 (per ad)	\$1,100 (per ad)	\$1,000 (per ad)	\$900 (per ad)
Full Page	\$1,000 (per ad)	\$900 (per ad)	\$800 (per ad)	\$700 (per ad)
Half Page	\$550 (per ad)	\$500 (per ad)	\$450 (per ad)	\$400 (per ad)
Quarter Page	\$300 (per ad)	\$275 (per ad)	\$250 (per ad)	\$225 (per ad)
Business Directory				
- 90x50mm	\$30 (per ad)	\$30 (per ad)	-----	\$150 (6 for the price of 5)
- 90x103mm	\$60 (per ad)	\$60 (per ad)	-----	\$300 (6 for the price of 5)
- 90x156mm	\$90 (per ad)	\$90 (per ad)	-----	\$450 (6 for the price of 5)
Breeders' Directory*	-----	\$50 (per ad)	-----	\$250 (6 for the price of 5)
Journal Classifieds	\$35 (per ad)	\$35 (per ad)	-----	-----

Inserts/onserts for Member mailout: Contact Head Office for rates.

## Advertisement Dimensions

All advertisement dimensions described below are in the format WIDTHxHEIGHT. Please note that the dimensions of a Back Cover, Inside Front Cover, Inside Back Cover and Full Page are standard A4 sizing plus 5mm bleed on each side.

<b>Double Page Spread</b>  430x307mm (inc.5mm bleed)	<b>Front Cover</b>  220x307mm (inc. 5mm bleed)	<b>Back Cover</b>  220x307mm (inc. 5mm bleed)	<b>Inside Front Cover</b>  220x307mm (inc. 5mm bleed)	<b>Inside Back Cover</b>  220x307mm (inc. 5mm bleed)	<b>Full Page</b>  220x307mm (inc. 5mm bleed)
<b>Half Page Landscape</b>  185x128mm	<b>Half Page Portrait</b>  90x267mm	<b>Quarter Page Landscape</b>  185x66mm	<b>Quarter Page Portrait</b>  90x128mm	<b>Business Directory</b>  90x50mm / 90x103mm / 90x156mm	<b>Breeder's Directory</b>  90x50mm

## Material Supply

### Supplying your finished advertisement artwork

- Artwork can be supplied on CD/DVD, USB Flash Drive (formatted for MAC), or via email/Dropbox
- High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS (.eps) format
- InDesign CS2 to CC, Photoshop CS2 to CC, Illustrator CS2 to CC files are all accepted with screen and printer fonts and linked images
- QuarkXpress files must be supplied as a print quality PDF
- All colours should be indicated as process colour (CMYK)
- Double and single page advertisements must include 5mm bleed on all sides
- Advertisements for horses or stallions must include the full registered name and registration number.

### Supplying advertising material for us to design your artwork

- High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS (.eps) format
- We accept editorial in Microsoft Word 2000 to 2016 format

## Publication Conditions

Every care is taken to reproduce accurately editorial material and advertisements supplied to the Australian Stock Horse Journal for publication. However, no responsibility will be accepted by the Chief Executive Officer of The Australian Stock Horse Society for late publication of editorial material or for errors made by contributors in such items as show results. Opinions expressed by contributors are their own, and are not necessarily those of the Chief Executive Officer or of the Society. Advertisements are accepted subject to the following conditions:

- No guarantee is given regarding the positioning of advertisements, unless loading for a special position, such as inside front or back cover, has been paid.
- Chief Executive Officer and/or The Australian Stock Horse Society expressly disclaims all responsibility and liability for errors in advertising material or for the subsequent effects. However, if brought to our attention before the closing date for advertisements in the next publication, errors MADE BY US in advertisements will be adjusted free of charge.
- If any advertiser advertising in consecutive issues of the Journal, at any time fails to supply copy within the copy deadlines, it is understood and agreed that the last copy supplied shall be repeated.

## Contact Us

Editorial, Advertising and Creative support is provided by our friendly Journal Room staff.  
Call today to reserve your space!

The Australian Stock Horse Society Ltd, PO Box 288, Scone NSW 2337, Australia  
Email: [journal@ashs.com.au](mailto:journal@ashs.com.au) Phone: (02) 6545 1122 Fax: (02) 6545 2165



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