



THE LEADING  
UK EQUESTRIAN  
SEARCH ENGINE

THE  **EQUESTRIAN**<sup>®</sup>  
INDEX

MEDIA PACK 2024

FOR ADVERTISING ENQUIRIES PLEASE CONTACT

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**WATSON'S**<sup>™</sup>  
DIRECTORIES



## ABOUT US

### **The Equestrian Index – The search engine for the Equine Industry!**

The Equestrian Index is here to assist with and maintain your brand and business awareness with equestrian consumers - as consumers continue to increase their research time on niche digital platforms, The Equestrian Index puts your brand directly in front of potential customers when they are making their buying decisions and we aim to enable consumers to make more informed choices about what, why and whom they engage with in the sector.

The Equestrian Index continues to grow its user base by effectively marketing to a wide consumer and business audience via exhibitions and events, sponsorship, collaboration, social media and press advertising both nationally and internationally.

If your business sells to Equestrians, then The Index is for you.

“The best single access point to search, research and reach the entire equestrian sector”

[www.equestrianindex.com](http://www.equestrianindex.com)

# REASONS TO ADVERTISE



Over  
**350,000**  
Equestrian users in  
the last 12 months



Targeted monthly  
audience of over  
**60,000**  
equestrians



Access to over  
**30,000**  
Social Media  
followers



Monthly newsletter  
to over **8,500**  
horse owners and  
equestrian professionals

“Marketeers today  
have two options: make  
content visible, or allow it  
to become lost in the jungle. To  
make their way through the thicket  
of blogs, videos, and infographics,  
effective marketers use niche sites  
to zero in on their target audience.”

Angela Higbee,  
Online Marketing Institute



Equestrian  
**Newsfeed** from  
homepage



Advertisers receive  
over **19 million**  
impressions every  
month



Keywords and linked  
content allow advertisers  
**maximum visibility**  
in search results



Website is fully  
supported by  
technical team with  
**strong SEO** tactics



Builds and maintains  
**brand and company  
awareness**, reinforcing  
all other media  
marketing strategies



**327**  
Industry  
specific  
categories



Updated  
annually to  
ensure **accuracy  
of data**



**Geographical**  
search that works at  
local, national and  
international level



Cost  
effective 12  
month  
membership  
packages



# DIGITAL MEMBERSHIP PACKAGES

	HEADLINE	PREMIER	STANDARD
Site wide Headline Banner	✓	-	-
Section Headline banner T/O	✓	-	-
Search Landing Page Ad	-	✓	-
Full Business Profile all relevant sections	✓	✓	✓
ENewsletter editorial	quarterly	quarterly	-
Social Sharing	✓	✓	✓
Industry newsfeed & news on profile page	✓	✓	✓
<b>TOTAL INVESTMENT</b>	<b>£1,500</b>	<b>£680</b>	<b>£500</b>



Most of the marketing options above are available to purchase on an individual basis – see costs below:

Advertisement Type	Price
Basic Business Profile all relevant sections	£120/yr
Headline Banner	£275 pcm
Pre-site Pop Up	£100/wk
Newsletter Banner	£175 pcm
Newsletter editorial	£100 pcm
Podcast Episode	£250 inc record, edit, host and embed code

Rates for packages cover 12 months advertising unless stated otherwise, are in GBP and are exclusive of VAT. You can pay for annual digital membership packages by monthly Direct Debit if preferred.



# SPECIFICATIONS

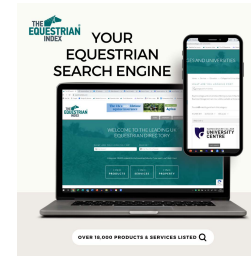
All dimensions are in pixels (width x height). Images should be provided/uploaded in high resolution .jpg format

## Headline Banner

- 728 x 90
- Weblink



From £275



## NEWSLETTER

From £100



## Newsletter Banner (Two available – header & footer)

- 625 x 194
  - Weblink
- From £175 monthly

## Newsletter Stories

- 280 x 200
  - Link to full story on newsfeed
  - Weblink
  - Unlimited content
- From £100 monthly



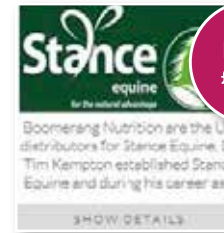
For members

- ### Premier Business Profile
- (Same spec as Full Business Profile with addition of extra features below)
- 620 x 410 Landing page Ad
  - Company contact details
  - Linked content
  - Social Media links
  - Weblink
  - Protected email facility



For members

- ### Standard Business Profile
- Logo – 370 x 110
  - Image 1 & 2 – 175 x 130
  - Description – up to 1000 characters
  - Keywords – up to 500 characters
  - Linked content
  - Social Media links
  - Weblink
  - Protected email facility
  - CMS access to amend content



From £375

- ### Basic Business Profile
- Logo – 180 x 90
  - Description up to 500 characters
  - Keywords up to 250 characters
  - Linked content
  - Social Media links
  - Weblink
  - Protected email facility
  - CMS access to amend content



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"It was a good day, the day I was introduced to the Team at the Equestrian Index. We have been working together for some time now, their service is on point, their knowledge is extensive and their varied any many services can be tailored to work for large and small companies. Flexibility was key for me. On all counts they delivered."

*Claire Buchanan, Hi Form EquineUK*

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"Equestrian Index has shown us fantastic support online and through all our social media channels"

*Rowan Barbary Team*

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"The team at The Equestrian Index are always great to work with, consistently come up with new ideas and innovative ways for our clients to promote their business, brands and products."

*Tim Smith, Tim Smith Marketing Ltd*

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