

A full-page photograph of three riders on horseback in a grassy field. The rider on the left is on a white horse, wearing a tan jacket and a dark helmet. The rider in the center is on a dark brown horse, wearing a dark jacket and a dark helmet. The rider on the right is on a dark brown horse, wearing a dark jacket and a dark helmet. They are all smiling and looking towards the camera. The background features a line of trees and a blue sky with white clouds.

HORSE&HOUND

MEDIA PACK 2023

FUTURE



“

‘The biggest and most revered equestrian media brand in the UK’

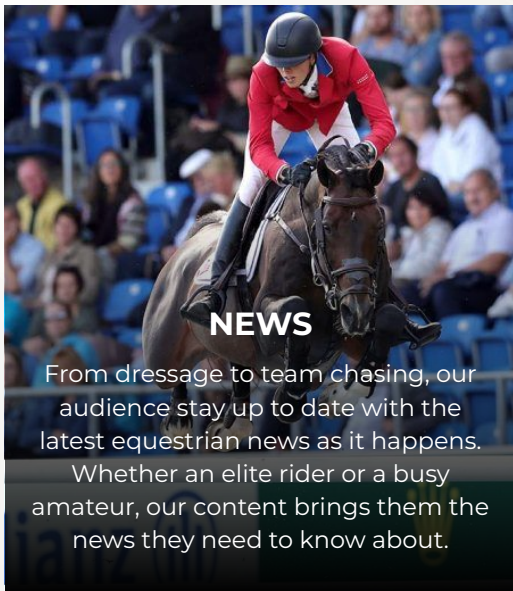
Sarah Jenkins: Editor-in-Chief - Horse & Hound

With more than 139 years at the heart of horse sport, **Horse & Hound is the go to place** for breaking news and in-depth analysis of all that matters in the equestrian world.

Our audience benefits from **access to the best experts in the industry**, and appreciates the ways in which we champion and celebrate the horses they are so passionate about.



We create content that our audience love and trust



NEWS

From dressage to team chasing, our audience stay up to date with the latest equestrian news as it happens. Whether an elite rider or a busy amateur, our content brings them the news they need to know about.

*Olympic Dressage Medallist Welcomes
Exciting New Ride*



PRODUCTS

All our audience need to know about the latest and best equestrian products to come to the market, with expert buyer guides and reviews to help them make their decisions.

*Ariat Tempest Waterproof Insulated Parka
H&H Approved



ADVICE

Nothing means more to us than making sure our audience are equipped with the best knowledge to look after their horses. From expert tips on horse feed through to a equine veterinary advice.

Golden Rules of Feeding



Who We Reach

We reach horse
enthusiasts at scale with
high spending power

2.4m

In our Horse & Hound
community*

40%

AB (58% ABC1)

2 in 3

Visit H&H once
a week or more

74%

Own a horse



A Multi-Platform Brand With Endless Partnership Possibilities.



└ We reach a high-intent audience who trust us, and action from our content



AUDIENCE

Our Horse & Hound audience are highly engaged equestrian enthusiasts who are always looking for the latest news, reports and advice in the equestrian world

2 in 3

Visit H&H once a week or more

SEARCH

We use our global SEO expertise to appeal to our audience's demand for equestrian content with top performing articles consistently ranking #1 in search.

#1 Ranked on Google Search For:

- Best Horse Calmers
- Best Riding Hats
- Best Horse Riding Body Protectors

TRUST

Through consistent editorial excellence since our inception, our readers know they are getting the best in class advice. Through this, they have developed a complete trust in our content.

78%

Trust the opinions and recommendations in H&H

ACTION

From trusting our editorial expertise, our audience are supported through the purchase journey, so they can spend with confidence.

64%

Find H&H articles **more insightful** than other magazines or articles



Why partner with Horse & Hound?



HERITAGE AND TRUST

With heritage, comes an innate trust.

A trust that has been **earned** since our inception in 1884.



ACTION

With trust comes action.

Which is why we drove **£404k** affiliate sales **over the 12 months** from our content.



SCALE

With Horse & Hound comes scale.

Across our Global Network you can reach **2.4m equestrian enthusiasts**.



Appendix

HORSE&HOUND

Horse & Hound is Britain's leading equestrian brand.

With more than 139 years at the heart of horse sport, it offers the latest news, expert veterinary advice and ways to improve your riding and competitive edge, with insight from the best.

1.2m

Average Global
Monthly Users

733k

Average UK
Monthly Users

3.5m

Average UK
Monthly
Pageviews

20.4k

ABC Circulation

146k

Average Issue
Readership

1.1m

Social Reach

40%
AB

58%
ABC1

64%
Female

33k
Newsletter
Subscribers





Editorial Pillars for Horse & Hound

News

Veterinary advice

Expert insight

Sport reports

Interviews

Exclusive columnists

And more

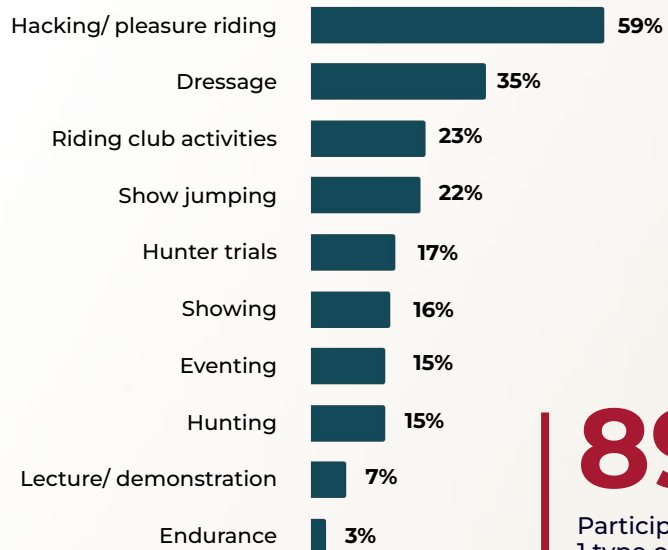




Our Audience



Participation



89%

Participate in at least
1 type of sport





Our Audience



The professional equestrian

Those that make their living from competing, training & producing horses all the way up to Olympic level.



The dedicated amateur

They take their riding seriously and are committed to training and competing alongside full-time work outside the equestrian industry.



The leisure rider

This segment has regular access to a horse, they might own or loan one. They thoroughly enjoy their hobby and take a lot of pleasure from riding and spending time around horses. They are dedicated to their hobby and invest time and money into it



The learner

They do not yet have access to their own horse or a loan, but are learning to ride at an approved BHS establishment. Equestrian sport isn't their whole life...yet



The spectator

Enjoys attending and watching equestrian events among other hobbies. Possibly has family connections to equestrianism (family member/friend owns/competes).





Horse & Hound Awards

Horse & Hound Awards

Now in their 8th year. We celebrate all the achievements from the year of sport and equestrianism, with categories for Professional riders, volunteers, to horse and ponies and moments of the year, with readers nominating and voting for their winners. Much anticipated by readers and recipients alike, this year saw the awards achieve over +100,000 votes and reached an audience size of over 5 million and still counting.

For sponsorship opportunities for this event please do speak to a member of the Horse & Hound team.

Aug 2023

Launch Awards
Nominations open



Sept 2023

Nominations close
Judging



Oct 2023

Shortlist issue Voting
open



Nov/Dec 2023

Awards ceremony
Post Awards



Categories This Year

- Team of the Year - **NEW**
- Dressage Horse of the Year - **NEW**
- Event Horse of the Year - **NEW**
- Show jumping Horse of the Year - **NEW**
- Show Horse of the Year - **NEW**
- Horse of a Lifetime
- Farrier of the Year
- Vet of the Year
- Amateur Rider of the Year
- Moment of the Year
- Professional Rider of the Year
- Unsung Hero of the Year
- Groom of the Year
- Young Rider of the Year
- Inspiration of the Year
- Horse & Hound Lifetime Achievement Award



Print Opportunities



Creative Print Opportunities

We offer multiple print opportunities to take advantage of our leading editorial expertise.

Print opportunities include:

Print Display

Advertorials

Feature/Report Sponsorships

Paper Wraps

Inserts

Bespoke Opportunities

Perfect presents

Stuck for a great gift idea for your nearest and dearest, friends and family? Then look no further than this sizzling selection

NIKVAN BRECHES

Cutting to corners, saving on costs, Nikvan breeches are made from a single piece of fabric, ensuring a perfect fit. They are made from a single piece of fabric, ensuring a perfect fit. They are made from a single piece of fabric, ensuring a perfect fit.

PERILLA
Perilla is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

CHERRY HALL
Cherry Hall is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

REVIEWS AND REVIEWS
Reviews and reviews are a must for any equestrian. They are a must for any equestrian. They are a must for any equestrian.

HER HORSE RACING TEAM
Her Horse Racing Team is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

VALANCHE EQUESTRIAN
Valanche Equestrian is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

COLDSTREAM EQUESTRIAN

Coldstream Equestrian is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

CALLIP GURU
Callip Guru is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

ECUITEK
Ecuitek is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

EPICO EQUESTRIAN
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Ticking all the boxes

Buying a new horse? Speaking to your insurer ahead of vetting can save you time and money in the long run on our leisure and competition policies

It's a new year, a new year, a new year... It's a new year, a new year, a new year... It's a new year, a new year, a new year...

INSURANCE
Insurance is a must for any equestrian. It is a must for any equestrian. It is a must for any equestrian.

SEIB
SEIB is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

HORSEBOX SPECIAL

HORSE&HOUND

Sport in full swing

National dressage champs action, plus Townsend's record-breaking Burgham

VELCLINIC
9 ways to keep your horse healthy and active for longer

LEGENDS
I went to England to win... Rich Falk's extraordinary career

SEIB were there to help...

SEIB Insurance is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand. It is a new range of equestrian clothing from the brand.

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A full-page background image showing a rider in a dark blue jacket and helmet on a white horse, galloping across a green field. A large, leafless tree stands in the background under a clear blue sky. The text 'Digital Opportunities' is overlaid in large white letters.

Digital Opportunities



Creative Digital Opportunities

We have a **wide range of ad formats** across multiple devices that allow your campaign's viewability to be fully optimised.

High-impact display can make use of animation, video, carousels, countdowns and interactive elements to engage users and drive traffic to your product.

Our ad packages are ideal for making a big impact for a product launch, popular event or a Content Hub we've created for you.

Online opportunities include:

First Party Display

Social Amplification

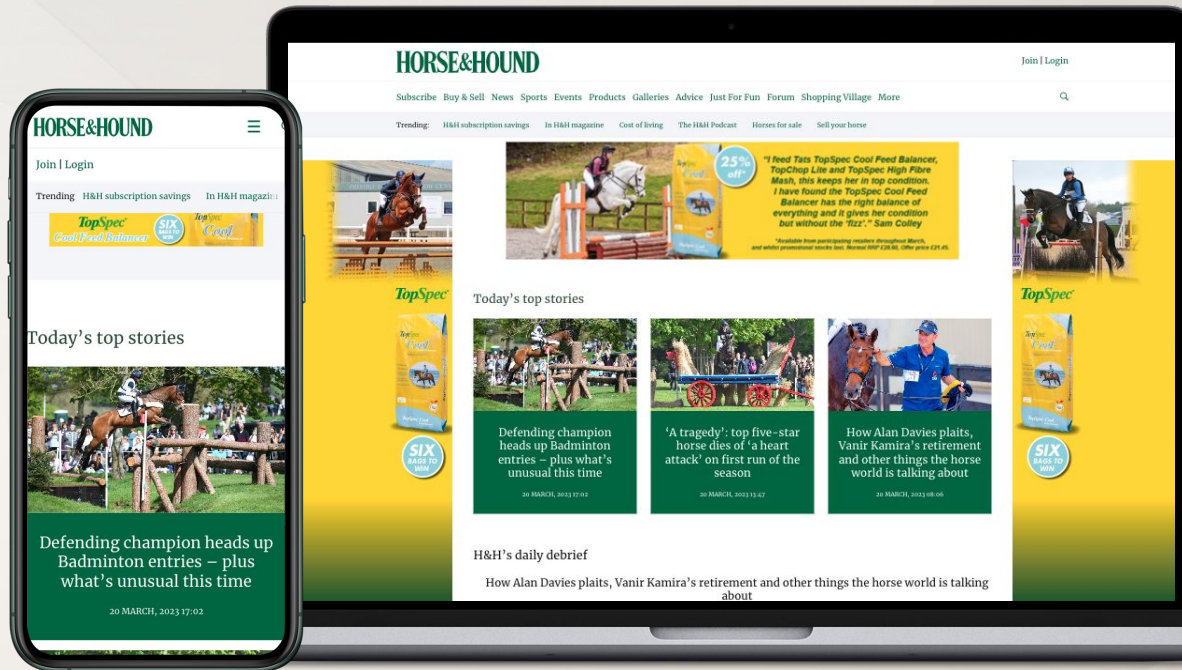
Digital Advertorials

Email Newsletters

Podcasts

Online Competitions

Video



Top Spec Takeover

Aperture: Futures First Party Data Targeting Solution



Aperture is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **301m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching
301m

Global users

Driving
24m

monthly ecommerce
clicks

Delivering
50-70%

increase in CTR

Across our network in
the UK, we reach...

523.4k

Horse owners

1.3m

Horse Racing Enthusiasts

9.7m

Pet Owners

946k

Country Clothing Intenders

810k

HNW individuals

A full-page background image showing a rider in a blue jacket and white breeches jumping a brown horse over a large wooden cross-country obstacle. The obstacle is made of thick logs and has two white poles with red flags. The scene is set outdoors with green trees and a blue sky with light clouds.

Thank You

Please contact the team for rates
and Features calendar