

# PEGASUS

Media pack 2012



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# Pegasus

Horse & Animal Monthly Advertiser

## ABOUT US:

- Pegasus has been established for over 18 years in the South East Region.
- 25,000 copies are distributed free of charge to over 600 outlets across Kent, Essex, Sussex, Surrey and East Hants.
- Full colour A4 monthly magazine including articles full of helpful tips, show diary, reports & results, club news supported by both private & commercial advertising. Monthly special features ensure interest for everybody.

## OUR AIM TO OUR READERS:

- Up to date, interesting, accurate and helpful editorial plus over 20 clearly headed advertising sections, to find whatever they are looking for.

## OUR AIM TO OUR ADVERTISERS:

- As an experienced family-run business, we can ensure that our customers get the time and assistance they deserve. We will produce their adverts to the best possible standards. Full design service is provided if needed.

## WEBSITE:

[www.pegasusmagazine.com](http://www.pegasusmagazine.com) runs alongside our magazine. With over 100 easy to navigate pages full of advertising & articles relevant to all in the equestrian world.



## How to get your artwork to us:

- Adverts** Can be supplied on e-mail or CD to be formatted for Apple Macintosh.
- Software** Quark Xpress, Adobe Photoshop, Word Document.
- Images** EPS, Tiff, PDF or Jpg files must be supplied in CMYK at 300dpi.
- Copy deadline** To ensure space booking we require confirmation and advertising copy by the 16th of the preceding month. Late booking may be available, phone for availability.

## Terms and conditions:

**ACCEPTANCE** Advertisements/editorial are accepted subject to approval of copy and space availability. Advertisers must comply with relevant publication laws and must ensure release from copyright for any images they use. The publisher does not accept responsibility for any loss or damage caused by error, inaccuracy or omission in printing of the advertisements/editorials or for failure to publish an advertisement/editorial on the date specified by the advertiser. The publisher reserves the right to cancel an advertisement/editorial at any time.

**GENERAL** In the event of copy instructions not being received by deadline date, the publisher reserves the right to repeat previous copy.

**CANCELLATIONS** All cancellations must be received by the deadline date. In the absence of written confirmation, verbal orders will stand as contract in its place.

**ARTWORK AND PHOTOGRAPHY** The publisher will not be held responsible for any damage or loss to artwork and photographs supplied. Good reproduction is dependent on the original quality of the supplied material.

**DISCOUNTS** Any discounts offered in relation to block bookings will become null and void if cancelled prior to the end of the run. All discounts become null and void if the publishers terms and conditions are not met.

**PAYMENT** Unless otherwise agreed payment is due prior to publication. If credit is agreed, all invoices are due 7 days from invoice date.

**COPYRIGHT** All rights reserved. Any designs created by the publisher are under Copyright and cannot be reproduced without permission or purchase. The publisher reserves the right to include any editorial or advert in any other publication or on any website.

## SPECIAL FEATURES:

**COPY DEADLINE - 16TH OF THE MONTH PRECEDING PUBLICATION**  
**GUARANTEED FREE EDITORIAL SPACE FOR ALL ADVERTISERS IN THESE FEATURES**

### JANUARY

- Mud Fever & Winter health *A look at hoof care and ways to avoid mud fever and other winter health issues*
- Holidays *Where to go on holiday with your four legged friends*

### FEBRUARY

- Stallions at stud *The start of our stallion feature which runs through to May*

### MARCH

- Shows, events/ Show services *Our very popular pull out and save show supplement with the whole year's diary, so readers can plan their year ahead.*
- Stallions at stud *Second month of our feature which runs through to May*

### APRIL

- Paddock Maint & Fencing *All you need to know about paddock care and fencing*
- Arenas & Stables *How to choose what's best for you*
- Property *Spring is here, time to sell or buy we'll help you out*
- Stallions at stud *Third month of our feature which runs through to May*

### MAY

- Summer health *A close look at Sweet Itch, Laminitis, Flies, etc*
- Stallions at stud *Final month of our feature*

### JUNE

- Horseboxes & Transporters *A guide to every aspect of horse transportation privately or commercially*
- Summer clothing & rugs *What's new for Summer, make sure you & your horse have the latest gear*

### JULY

- Careers *All you need to know for your future career*
- Pets *Feed, Kennels/Cattery, Care, Training, etc*

### AUGUST

- Insurance *A look at all types of insurance available for horse and riders*

### SEPTEMBER

- Winter Clothing & Rugs *Make sure you & your horse stay dry & warm*
- Saddles & Harnesses *Makers, fitters, retailers*

### OCTOBER

- Feed, supplements *Covering all types of feed products and how to maintain a healthy horse through Winter*
- Bedding *Straw, shavings, paper, cardboard, hemp, rubber matting, etc - all that is on the market*

### NOVEMBER

- Christmas Gifts *First month of this feature to help you with your stocking fillers and clever gift ideas*

### DECEMBER

- Christmas Gifts *Final month of this feature to help you with your stocking fillers and clever gift ideas*

## COPY DEADLINE 16TH OF THE MONTH PRECEDING PUBLICATION

1 cm x 1 column (4.4 cm)  
B/W £6.76 + vat = £8.11  
Colour £8.79 + vat = £10.55

2 cm x 1 column (4.4 cm)  
B/W £13.52 + vat = £16.22  
Colour £17.58 + vat = £21.10

3 cm x 1 column (4.4 cm)  
B/W £20.29 + vat = £24.35  
Colour £26.38 + vat = £31.66

4 cm x 1 column (4.4 cm)  
B/W £26.28 + vat = £31.54  
Colour £34.17 + vat = £41.00

5 cm x 1 column (4.4 cm)  
B/W £33.80 + vat = £40.56  
Colour £43.94 + vat = £52.73

6 cm x 1 column (4.4 cm)  
B/W £40.67 + vat = £48.80  
Colour £52.87 + vat = £63.44

7 cm x 1 column (4.4 cm)  
B/W  
£47.32 + vat = £56.78  
Colour  
£61.52 + vat = £73.82

8 cm x 1 column (4.4 cm)  
B/W  
£54.08 + vat = £64.90  
Colour  
£70.31 + vat = £84.37

9 cm x 1 column (4.4 cm)  
B/W  
£60.85 + vat = £73.02  
Colour  
£79.11 + vat = £94.93

1 cm x 2 column (9.4 cm)  
B/W £13.52 + vat = £16.22  
Colour £17.58 + vat = £21.10

2 cm x 2 columns (9.4 cm)  
B/W £27.02 + vat = £32.42  
Colour £35.12 + vat = £42.14

3 cm x 2 columns (9.4 cm)  
B/W £40.67 + vat = £48.80  
Colour £52.92 + vat = £63.50

4 cm x 2 columns (9.4 cm)  
B/W £49.00 + vat = £58.80  
Colour £65.00 + vat = £78.00

5 cm x 2 columns (9.4 cm)  
B/W £67.61 + vat = £81.13  
Colour £87.89 + vat = £105.47

7 cm x 2 columns (9.4 cm)  
B/W: £76.23 + vat = £91.48  
Colour: £101.39 + vat = £121.67

**Repeat your advert on the website for only £5**

8 cm x 2 columns (9.4 cm)

B/W: £92.93 + vat = £111.52

Colour: £115.76 + vat = £138.91

**LOOSE INSERTS:**

**5,000 £150+vat**

**10,000 £250+vat**

**15,000 £300+vat**

**25,000 £375+vat**

1/8th Page

6 cm x 2 columns (9.4 cm)

B/W £60.00 + vat = £72.00

Colour £75.00 + vat = £90.00

1/4 Page

13.5 cm x 2 columns (9.4 cm)

B/W: £100.00 + vat = £120.00

Colour: £150.00 + vat = £180.00

**HALF PAGE ADVERT**

**vertical** 27.5 cm x 2 columns (9.4 cm)

**horizontal** 13.5 cm x 4 columns (19.4 cm)

**B/W: £190.00 + vat = £228.00**

**Colour: £225.00 + vat = £270.00**

**FULL PAGE ADVERT**

27.5 cm x 4 columns (19.4 cm)

**B/W: £275.00 + vat = £330.00**

**Colour: £350.00 + vat = £420.00**

4 cm x 4 columns (9.4 cm)

B/W: £90.00 + vat = £108.00

Colour: £115.00 + vat = £138.00

With over **7,000 unique** visitors per month, our website offers an incredibly **cost-effective** and targetted form of **on-line advertising** to help drive traffic directly to **your website**.



## TOP BANNER 468px x 60px

**Homepage** 6 months £420+vat (£70/month) 12 months £720+vat (£60/month)

**Homepage + 5 other category specific pages just add 30% to the Homepage rate**

**Category specific** 6 months £240+vat (£40/month) 12 months £360+vat (£30/month)



## SIDE BANNER 120px x 200px

**Homepage** 6 months £180+vat (£30/month) 12 months £240+vat (£20/month)

**Category specific** 6 months £90+vat (£15/month) 12 months £120+vat (£10/month)



## CLASSIFIED

**Are you advertising within the magazine?**

Why not repeat your advert in the classified advert pages of the website for just £5+vat/month

## Show schedule hosting

Host **your schedule** on the schedule download section for only **£25+vat** or if you are holding a number of shows, we can host **all your schedules** for the next 12 months for just **£50+vat**