

THE AUSTRALIAN HORSE INDUSTRY DIRECTORY



A-Z

Listings of racing
and equine services

Racing calendar

Supporting website

Important contacts

Sales dates

MEDIA KIT 2011

THE AUSTRALIAN HORSE INDUSTRY DIRECTORY

We proudly welcome you to the exciting 15th edition of The Australian Horse Industry Directory for 2011.



The Australian Horse Industry Directory for 2011 is fully supported by an interactive web site, we will be producing the next exciting issue in the more commonly accepted size of A4 making it both easier for companies to provide advertising material as well as making everyone's message more prominent.

The Australian Horse Industry Directory has over the years established itself as the first place buyers turn to when they need to identify and locate key suppliers of products and services. Whether they are looking for educational services, horse trainers, financial or insurance services or suppliers of everyday products, the Australian Horse Industry Directory assists them in supplying an easy to use and comprehensive reference.

With a distribution to all members of Thoroughbred Breeders' Associations in NSW, Queensland and Victoria as well as the Western Australian Horse Council, and Magic Millions and William Ingliss and Sons major sales, added to the large data base of race horse trainers, saddlers and selected retail outlets, such as Garrads Horse and Hounds, we are in the unique position of ensuring The Australian Horse Industry Directory continues to maintain its high presence and visibility throughout the industry.

In August copies will be delivered to the desks of horse owners and key decision makers across Australia and if you want your product or service to be recognised, the Australian Horse Industry Directory is the obvious vehicle for you to include your sales message.

To ensure that the Australian Horse Industry Directory is fully cross referenced all those placing display advertisements will also receive complimentary listings in other relevant categories of their choice. For those wishing to make a broader statement, a range of enhanced and additional directory listings are available. In all instances whatever your message may be it will be placed on our web site and we will include a link from our site to yours, so interested parties can obtain further information.

Thank you for the opportunity of presenting the details of the next Australian Horse Industry Directory to you, and we look forward to confirming your inclusion shortly. All advertising enquiries should be addressed to your sales representative at the Sydney Office on 02 9211 7422

The Australian Horse Industry Directory 2010

- Has a new easy to use Look
 - Full racing calendar and diary
 - Easy to use web site of all the products, services and supplies
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THE AUSTRALIAN HORSE INDUSTRY DIRECTORY

Quarter Page

2 column Horizontal

Half Column

Half Page

Full Column

Quarter Column

Feature Listing

Diary Strip



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Advertising rates

Advertisement Size(s)	Measurements	Price + GST
Double page spread	420mm wide x 297mm deep + 5mm bleed	3150.00
Full page	210mm wide x 297mm deep + 5mm bleed	1895.00
Half page	175mm wide x 123mm deep	1095.00
Quarter page	175mm wide x 58mm deep	695.00
Box advert	115mm wide x 123mm deep	795.00
Full column	55mm wide x 252mm deep	795.00
Half column	55mm wide x 123mm deep	495.00
2 column horizontal	115mm wide x 58mm deep	395.00
Quarter column	55mm wide x 58mm deep	295.00
Feature listing	Logo + contact details	150.00

Material specifications

Page Sizes: 180mm width x 244mm height

Fonts: Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

PDF Files: high resolution pdf files, please ensure CMYK format.

Adobe InDesign: ensure you are working in CMYK mode and have process separation turned on in the Edit colour menu.

Adobe Photoshop: ensure the files are in CMYK mode, NOT RGB The resolution required is 300dpi at 100%. Please note: Ensure all images are

included.

If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

Printing Process: Printed sheet-fed offset on quality 100gsm. Cover printed on 250gsm art board. The Australian Horse Industry Directory is printed by the four colour process.

All material to be marked with COMPANY NAME and to be supplied on disk: CD and sent to: Showcase Publications 26 Belmore St, Surry Hills NSW 2010 or email to artwork@showpub.com.au (Max 5MB limit).

Bookings and enquiries



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