

The magazine for retailers, producers and service providers in equestrian sports
equitrends
Das Magazin für Handel, Hersteller und Dienstleister im Pferdesport

The leading magazine for retailers, producers and service providers in equestrian sports.





What companies in equine sports need today in order to be successful is facts and figures, trends and inside knowledge. **equitrends** supplies this specialist knowledge in a compact and clear form every month.

- **equitrends** is the printed market place for the equestrian sports industry. With its valuable specialist knowledge and suggestions, **equitrends** helps businesses to be successful.
- Many tips, suggestions and pieces of advice help the reader save time, because the **equitrends** editorial team has already done the time-consuming research work on individual specialist topics for retailers.
- **equitrends** is part of the quality of professional life, because it keeps readers up-to-date providing all the industry news.

Target group

- About 2,000 equestrian retailers are active in Germany, another 350 in Austria and Switzerland.

Print run

- printed circulation: 2.000, 1.827 distributed circulation (Average July 2016 to June 2017)



Readers' focus of interest

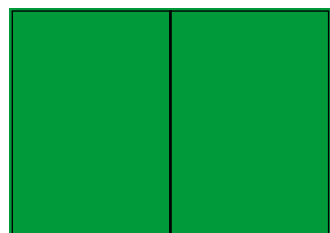
equitrends readers are particularly interested in the following **topics**: news and current affairs, new products, marketing, product lines.

Content

News and current affairs, new products, national and international market trends, current trade developments, product ranges of equestrian equipment, fairs and exhibitions, advice for retailers.

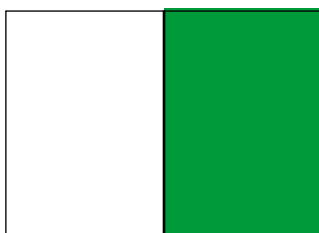


Ad formats

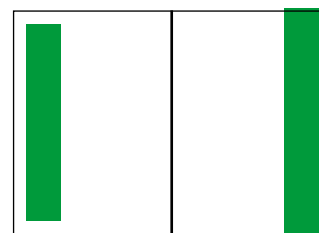


Double page 2/1*
420 x 297 mm (w x h)
4-colour € 3,204

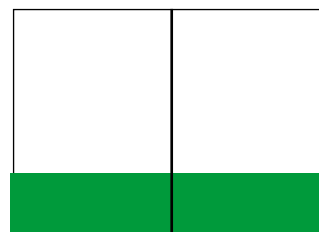
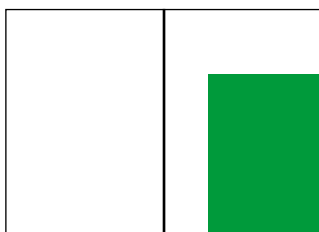
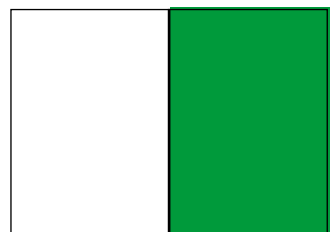
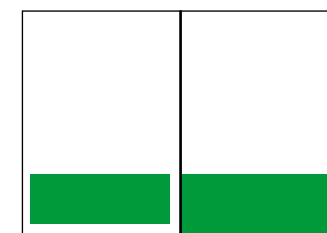
1/1 Cover page
Bleed* 210 x 297 mm (w x h)
b/w € 1,290
4-colour € 2,150



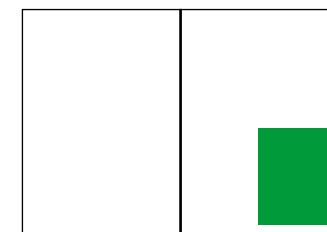
1/1 page
Bleed* 210 x 297 mm (w x h)
b/w € 1.190
4-colour € 1.950



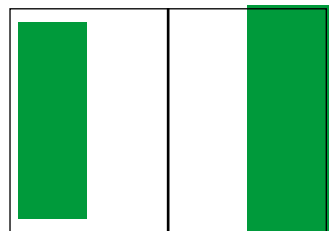
1/4 portrait 46 x 260 mm (w x h)
1/4 portrait with bleed* 61 x 297 mm (w x h)
1/4 landscape 185 x 65 mm (w x h)
1/4 landscape with bleed* 210 x 80 mm
b/w € 360
4-colour € 1,110



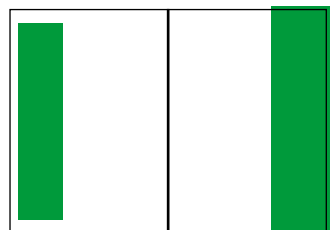
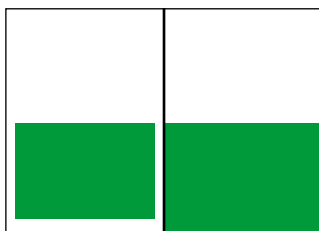
Double page 1/4 landscape*
420 x 80 mm (w x h)
4-colour € 1,890



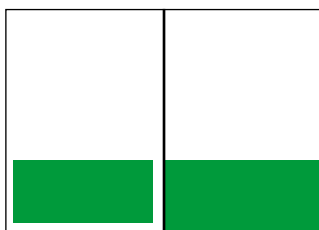
1/4 page in corner
90.5 x 128 mm (w x h)
b/w € 360
4-colour € 1,110



1/2 portrait 90.5 x 260 mm (w x h)
1/2 portrait with bleed* 105.5 x 297 mm (w x h)
1/2 landscape 185 x 128 mm (w x h)
1/2 landscape with bleed* 210 x 143 mm
b/w € 660
4-colour € 1,420



1/3 portrait 59 x 260 mm (w x h)
1/3 portrait with bleed* 74 x 297 mm (w x h)
1/3 landscape 185 x 82.5 mm (w x h)
1/3 landscape with bleed* 210 x 97.5 mm
b/w € 490
4-colour € 1,230



***Bleed advertisements require 3 mm extra for trimming.**

Elements threatened by bleed trimming (logos, telephone numbers ...) need to be positioned 3 mm away from the trim. Colours: € 250 flat per additional colour (Euroscale). Special colours, e.g. Pantone/HKS, on request.

Printing material: Data only– printable PDF files

Images/logos: 300 dpi minimum resolution

We reserve the right to charge **(a)** error corrections of faulty data and **(b)** the graphical design of advertisements separately.

Specials



PR formats or advertorial

Convince our readers. With a PR advert/advertorial, we offer you the opportunity to have your products presented in our editorial layout. We will do the design in a distinct, uniform layout. The PR ad will be marked as a special ad publication.

1. PR formats for example (not eligible for discount)

1/4-page	€ 598	(approx. 1,000 characters)
1/3-page	€ 798	(approx. 1,200 characters)
1/2-page	€ 998	(approx. 2,000 characters)

2. Advertorial (Text is created by **equitrends** with your cooperation)

1/2-Seite	€ 1,420	(circa 2.000 Zeichen)
1/1-Seite	€ 1,950	(circa 3.500 Zeichen)

Additional costs caused, for example, by travelling or photography, will be charged according to expenditure.

3. Know-how-pages (double-page spread, 4-colour)

Attractive presentations of your products.

Selling points for retailers presented in a succinct manner.

Attractive visual material showcases your products.

1.500 to 2.000 characters, visual material upon prior agreement € 1,480

This price includes the printing of 2.000 double-sided, 4-colour Flyers.

4. Presentation/interview – “3 for 1” (3 pages, 4-colour)

Company portrait, story about the development of a product, interview or other exciting stories.

€ 1,950

5. Presentation of trade fair novelties

1/4 page in corner, 90.5 x 128 mm (w x h)

Every manufacturer has a variety of innovations to present at the trade fair. Advertise specifically for your new products and your presence at the fair in the special **equitrends**spoga editions. For this purpose, we offer you our established format:

4-colour incl. copy writing and image by the manufacturer	€ 498
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6. Job advert

90.5 x 128 mm (width x height)

4-colour	€ 498
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7. Classified ads

up to 125 characters	€ 25 flat
per additional 25 characters	+ € 5.20

8. Insert

- Format: up to DIN A4
- Delivery: Dates and delivery address for inserts per order confirmation.

Insert (for entire print-run) up to an weight of 25 g incl.postage	€ 980
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- per additional started 5 g of individual weight

Additional costs	€ 35
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9. Post-It

(for 1/1 adverts only)	€ 750
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Bound-in insert, inserted catalogue, Banderole, Slipper and Post-It upon request.

Terms of payment

Payment has to be effected within 10 days net cash from billing date. If you choose advance payment or automatic debit transfer system, we will grant you a 2 per cent discount, provided no bills are outstanding.

Right of withdrawal

Ad bookings without placement requirements can be withdrawn until the closing date. Placed advertisements, inserts or bound-in inserts until the 1st of the previous month.

Discounts

Quantity discount
 3 adverts 10 %*
 5 adverts 20 %*
 * if booked within 12 months, respectively

All prices listed above are exclusive of the legal value added tax. The general terms and conditions for adverts and third-party advertising inserts in magazines apply.

Trade directory/dates/email newsletter



Trade directory

Permanent presence for little money: stay visible for your customers at low costs.

In addition: 1-year-presence in our internet database at **www.equitrends.de**, service link to your email address, service service link to your home page.

Issue	Closing date	Printing material	Date of publication
SPOGA-HORSE-ISSUE 1/18 inclusive international E-Paper*	09/01/18	10/01/18	26/01/18
2/18	12/02/18	13/02/18	27/02/18
equitrends RIDERS'EDITION 1/18	March 2018		April 2018
3/18	09/05/18	10/05/18	30/05/18
Exclusive newsletter for subscribers 1/18	June 2018		June 2018
SPOGA-HORSE-ISSUE 4/18 inclusive international E-Paper*	06/08/18	07/08/18	24/08/18
5/18	10/09/18	11/09/18	28/09/18
equitrends RIDERS'EDITION 2/18	October 2018		November 2018
BETA-INTERNATIONAL-ISSUE 6/18 inclusive international E-Paper*	13/11/18	14/11/18	30/11/18
Exclusive newsletter for subscribers 2/18	December 2018		December 2018

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Das Magazin für Handel, Hersteller und Dienstleister im Pferdesport

Small entry with company logo
6 lines of text
Size 44 x 30 mm
€ 255 per category and year

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Das Magazin für Handel, Hersteller und Dienstleister im Pferdesport

Large entry with company logo
11 lines of text
Size 44 x 50 mm
€ 570
per category and year

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Das Magazin für Handel, Hersteller und Dienstleister im Pferdesport

Double entry with company logo
Size 90 x 30 mm
€ 150
per booking

Adverts in the *equitrends* email newsletter

Short description: topical news service for equestrian retailers
*** Receiver structure:** approximately 2,500 in Germany, Austria and Switzerland and 11,000 equestrian retailers including the subscribers of *equitrends* (as of: 01/09/2017)
Format: HTML-format newsletter, adverts with internet link
Length: 400 characters (incl. spaces) + picture
Top Banner: 600 x 90 px (max. 80 KB) with link
Frequency of publication: monthly. Exact dates are determined on a short-term basis according to the news flow.
Price: € 425 per issue
Standalone email: on request

AGB

Paragraph 1

Advertisement order under the following General Terms & Conditions of Business is the contract for the publication of one or more advertisements of an advertising party in a printed medium for the purpose of distribution.

Paragraph 2

Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to individually published advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, insofar as the first advertisement is called off and published within the period described in paragraph 1.

Paragraph 3

On conclusion of the transaction, the ordering party is entitled to recall further advertisements within the agreed period of time or as stated under Paragraph 2 on the quantity of advertisements named in the order.

Paragraph 4

In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the warranted allowance and the actual acceptance. Remuneration is void when the non-conformity is a result of force majeure in the risk area of the Publisher.

Paragraph 5

For the calculation of the ordered quantity, text millimetre lines are converted to advertisement millimetres in accordance with the price.

Paragraph 6

Advertisements and enclosures which are placed exclusively for publication in stipulated numbers, specific editions or which are to be situated in certain places in the journal shall be submitted to the Publishers with enough time for the latter to be able to inform the Advertiser before expiry of the advertising deadline in the event that the order cannot be performed in the stipulated way. Classified advertisements shall be printed under the appropriate heading, without requiring an express agreement to this effect.

Paragraph 7

Advertisements which by reason of their editorial-style design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word „advertisement“.

Paragraph 8

The Publisher reserves the right to refuse advertisements – including individual call off within the framework of a transaction – and orders for enclosures for reason of the content, origin or technical form according to standard, justified principles of the Publisher if the content violates laws or official regulations or if publication of such is otherwise unacceptable to the Publisher. Orders for enclosures are then only binding for the Publisher when a sample has been submitted and approved. Enclosures are not accepted which because of their design and style give the reader the impression that they are a component of

the newspaper or journal, or which contain advertisements from other parties. The Advertiser shall be informed immediately in the event that his advertisement is refused.

Paragraph 9

The Advertiser is responsible for providing the text for the advertisement together with good print copy and for supplying the enclosures in good time. The Publisher shall demand substitutes immediately for any print copy which is obviously unsuitable or damaged. The Publisher guarantees the standard print quality for the titles with vouchers within the range of possibilities facilitated by the print copy and the paper quality used.

Paragraph 10

In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. Claims for compensation on the basis of positive violation of claim, negligence on conclusion of the contract and acts of tort are – even in the case of orders placed by telephone – excluded. Claims for compensation on the basis of impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, his authorized representative and employees assisting in the performance. Liability of the Publisher for damages on account of the absence of warranted characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the performance; in other cases the liability for gross negligence is restricted in extent to the foreseeable damage to the amount of the payment for the advertisement concerned. Complaints - except in the case of defects which are not immediately obvious – must be enforced within four weeks after receipt of invoice and receipt.

Paragraph 11

Specimen proofs shall only be supplied if these are expressly requested. The Advertiser has responsibility for the correctness of the returned specimen proofs. The Publisher shall take account of all corrections of errors of which he is notified within the period of time set when sending out the specimen proof.

Paragraph 12

When no specific sizes are prescribed, the basis of the calculation shall be the actual copy size usual for the type of advertisement.

Paragraph 13

If the Advertiser does not pay in advance, the invoice shall be sent out immediately, in any case however, 14 days from publication of the advertisement. The invoice is to be paid within the times given in the price list and which begin on receipt of the invoice, insofar as in individual cases no other terms of payment have been agreed or payment made in advance. Discounts are granted for payments before the deadline, and as described in the price list.

Paragraph 14

In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the ability of the ordering party to pay at any time during the contractual period for the advertising, the Publisher is entitled to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

Paragraph 15

The Publisher shall supply on request with the invoice documentary evidence of the advertisement. Depending on the type and scope of an advertisement order, advertisement excerpts, proof pages or complete proof numbers shall be supplied. If this cannot be provided, in its place there will be a legally binding voucher from the Publisher confirming the publication and distribution of the advertisement.

Paragraph 16

The Advertiser is responsible for the costs of preparation of lithographs, printing copy, matrixes and drawings which he orders and for any substantial amendments which he request or which are required to the originally agreed copy.

Paragraph 17

In the event of a reduction in circulation, there can be an entitlement to a reduction in price where a contract has been entered into for several advertisements, if the total average is less than the average circulation stated in the price list or in another way for the year of insertion beginning with the first advertisement or if the circulation is not stated, the average circulation sold for the previous calendar year. A reduction in circulation is then only a fault which justifies a price reduction if this is to the following amount.

- for circulation of up to 50,000 issues 20%
- for circulation of up to 100,000 issues 15%
- for circulation of up to 500,000 issues 10%
- for circulation of over 500,000 issues 5%

In addition, claims to price reduction are excluded if the Publisher informs the ordering party in good time from the reduction in circulation figures, so that the latter can withdraw in good time from the contractual agreement before publication of the advertisement.

Paragraph 18

For advertisements with box numbers, the handling and forwarding of the offers in good time will be dealt with by the Publisher with the due care of normal business practice. Registered letters and express letters to box number advertisements shall be forwarded by normal post. Mail received in reply to advertisements with box numbers will be kept for four weeks. Letters which are not collected within this period will be destroyed. Valuable documents will be returned by the Publisher, without obligation to do so. The Publisher reserves the right in the interest of and for the protection of the ordering party, to open the offers received by way of inspection, in order to eliminate the possibility of misuse of the box number service. The Publisher is not obliged to forward business promotional mail and agency offers.

Paragraph 19

Print copy shall only be returned to the Advertiser when this is specifically requested. The obligation to hold these documents expires after three months following the end of the contractual period.

Paragraph 20

Place of performance is the head office of the Publisher. In business dealings with commercial business people, with legal officials of public law or in the case of separate funds under public law, the place of jurisdiction in the case of legal action is the head office of the Publisher. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. If the address or the normal place of residence of the ordering party, including in the case of non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be the head office of the Publisher.

Paragraph 21

All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

Paragraph 22

The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if this should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to claim against the Publisher.

Paragraph 23

In the event of payment delay or prolongation, interest and costs of collection will be charged. In the case of delayed payment, the Publisher can withhold performance of the remaining order until payment has been made or demand payment in advance for the remaining advertisements. Where reasonable doubt exists in the ability of the Advertiser to make payment, the Publisher is entitled, also during the period of running the advertisement which was contractually agreed, to make the publication of additional advertisements dependent on advance payment of the due amount and on the settlement of outstanding invoice amounts, without taking account of the originally agreed terms of payment. General Terms and Conditions of Business for Advertisements and Enclosures in Newspapers and Journals.

Paragraph 24

All graphic material submitted shall be free of third-party rights.

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KNOW-HOW III 17

COUNTRY-TREND

Die neue alte Lässigkeit

Fast kann man die Landluft schon atmen: Um ein Wohlgefühl auszulösen, reicht es, sich die cognacfarbenen Stiefel, Wollpullover und Tweed-Kopfbedeckungen, die Menschen, die darin stecken, und die schönen Jagdhunde einfach nur anzusehen. Wer durch einen Katalog blättert, der britische Country-Mode präsentiert, fühlt sich wie in einem anderen Leben – fehlt nur noch, dass man an einen ausladenden Esstisch gebeten wird, um noch weiteren schönen Seiten des Lebens zu frönen.

Die Faszination am ländlichen Lifestyle und an der Country-Mode basiert auf der Sehnsucht nach echten Werten und der Natur. Immer mehr Menschen möchten sich diese ganz eigene Atmosphäre nach Hause holen. Was passt zu diesem Lebensgefühl besser als Pferde, Hunde und Reiter?

Modernes Styling für Reiter
Rachel Reunis ist der neue Star unter den Experten für stylische Reitermode. Vor einem Jahr gründete sie den Instagram-Feed und die Blogseite „The Stylish Equestrian“. Mehr als 27.000 Menschen sehen sich täglich die Bilder an, auf denen Rachel Reunis Reitermode verschiedener Marken stimmig kombiniert. Natürlich reitet Reunis selbst. „Vor einer gefühlten Ewigkeit“, wie sie sagt, studierte sie International Fashion Management in Amsterdam. Sie arbeitete lange Zeit für Procter & Gamble, dabei war sie unter anderem für das Branding und Marketing für das Parfum von Stella McCartney verantwortlich. Heute berät sie Reitsportunternehmen und Profireiter in Social-Media- und Branding-Strategien. Rachel Reunis kennt die Reitsportmode also

sowohl als Kundin und Reiterin als auch aus Sicht der Unternehmen. Ihre Outfits sind ein Füllhorn an Ideen für jeden Händler, der nach außergewöhnlichen, stimmigen Kombinationen mit dem gewissen Extra sucht. Ein Beispiel ist ihr Outfit „Bird watching“, das aus einer dunkelbraunen Reithose (Ariat), einer cognacfarbenen Lederjacke kombiniert. Natürlich reitet Reunis selbst. „Vor einer gefühlten Ewigkeit“, wie sie sagt, studierte sie International Fashion Management in Amsterdam. Sie arbeitete lange Zeit für Procter & Gamble, dabei war sie unter anderem für das Branding und Marketing für das Parfum von Stella McCartney verantwortlich. Heute berät sie Reitsportunternehmen und Profireiter in Social-Media- und Branding-Strategien. Rachel Reunis kennt die Reitsportmode also



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20 /// KNOW-HOW

TRENDTHEMA

DIE SEHNSUCHT NACH DEM EINHORN

Es zielt Pferdedecken, Kaffeebecher und Schweißspraydosen: Das Einhorn ist zum Trendmotiv geworden. Es ist vor allem – ganz ohne Altersbegrenzung – bei weiblichem Publikum beliebt. Wir erläutern Ihnen, wie es zu diesem Boom kam, warum es sich lohnt, das Geschäft mit Einhorn-Produkten auszustatten, und was danach kommen wird.

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12 /// KNOW-HOW

Wie viel Aufklärung im Reitsportgeschäft notwendig ist, zeigt ein Blick auf die Pferdeköpfe in Reithallen oder auf Abreiteplätzen: Garantiert sind hier innerhalb weniger Minuten gleich mehrere falsch verschallte Trensen zu sehen. Da zieht der Sperriemen das Reithalter hinunter, da kann das Pferd kaum kauen vor Engpaß, da liegt das Gebiss so locker im Maul, dass es beinahe gegen die Zähne stößt. ... – alles keine Einzelfälle. Gleichzeitig wird im Laden der Kundenwunsch nach immer weicher gepolsterten, anatomisch geschnittenen Trensen lauter. Auch Unterlegmaterial in jeglicher Form, das zum Polstern dienen soll, ist sehr gefragt. Einesseits wird also gezurrt, andererseits gepolstert. Was so gar nicht zueinander passen mag, ist Realität. Genau deshalb ist Beratung im Zaumzeug-Segment so wichtig: Der Fachhändler muss Aufklärungsarbeit leisten, die eigentlich in die Reitstunde gehört. Er muss seinen Kunden die korrekte Verschallung erklären. Zudem sollte er fähig sein, Sinn und Nutzen anatomischer Kopfstücke zu erläutern. Schließlich gibt es auf dem Markt inzwischen unzählige Modelle, die alle Erleichterung fürs Pferd versprechen.

Trense ohne Genickstück
Mittlerweile gibt es neben Modellen, die nur etwas anders geschwungene Schnittführungen zeigen, auch Trensenzüge, die optisch deutlich vom Üblichen abweichen. Horseware war hier mit seinem Micklem Bräde sicherlich ein Vorreiter und an diesen Artikel hat sich wohl jedermann gewöhnt. Im Vergleich dazu sieht das Modell Difference von Dy'or reichlich abenteuerlicher aus: Hier wird das Genickstück so platziert, dass es nicht mehr im Genick liegt, sondern auf der Halswirbelsäule, wo es durch Kreuzbänder, die unter dem Kopf entlanglaufen, fixiert wird. Ein weiteres Beispiel ist der Zaum namens 2500 Freedom von der Traditionsmarke Stubben: Seine Backenstücke sind tiefer angelegt, Stirn- und Genickriemen sind stark gepolstert und schließen in Bogenform aneinander an, sodass optisch der Eindruck eines Helms entsteht. Das Modell soll dafür sorgen, dass das Pferd den Zaum nicht ins Sichtfeld bekommt und zudem kein Druck auf die Muskulatur am Kopf entsteht. Wie sich die Mode bei den Trensen verändert hat, kann Dirk Kanneimer von der Firma Passier erklären: „Aus den traditionellen, nicht unterfütterten Trensen entwickelten sich langsam sie



Die Trense Free Motion System ist so gepolstert, dass unter anderem auf die Zahnräder kein Druck ausgeht wird.

FÜNF MERKMALE RICHTIGER VERSCHNALLUNG:

1. Das Gebiss liegt an den Maulwinkeln des Pferdes an, ohne diese hochzuziehen.
2. Der Stirnriemen ist nicht so kurz, dass er das Ohr klemmt.
3. Der Kehlrriemen wird so weit geschallt, dass eine quer gestellte Hand zwischen Backen und Riemen Platz hat.
4. Das hannoversche Reithalter sitzt korrekt, wenn es vier Finger über dem Nüsterrand verschallt wird. Es darf die Kieferäste nicht drücken; das Pferd muss bequem kauen können.
5. Das englische oder kombinierte Reithalter soll zwei Finger breit unterhalb der Jochbeinleiste sitzen. Zwei Finger müssen außerdem in verschalltem Zustand zwischen Reithalter und Pferdeköpfe Platz haben.

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