

The leading UK magazine
devoted to draught horses
www.heavyhorseworld.co.uk

HEAVY HORSE WORLD MAGAZINE

Heavy Horse World is a thriving quarterly magazine launched in 1987 and dedicated to serving the needs of draught horse owners and enthusiasts. Among equine publications it is the leading magazine in the UK devoted to working horses, a closely-related but at the same time very different equine market.

The magazine has a reputation for high quality and informed editorial content. Back issues are highly collectable. It is available by subscription and through specialist outlets, especially at agricultural and equine shows and events. **Heavy Horse World** includes a free five-page annual heavy horse events list, directories of breeders, harnessmakers and wheelwrights and regular listings of breed societies and working horse associations. It also includes **Heavy Horse World Shop**, offering a comprehensive selection of books and DVDs on heavy horse subjects, both through the magazine and the website, www.heavyhorseworld.co.uk.

The Market - Heavy horses draw big crowds at shows • Increasing use of heavy horses in riding, trekking, cross-country driving and two-wheeled cart driving • Companies use them for publicity and marketing • Revival in the use of horses in forestry backed up by national institutions • Large growth in the number of new owners, many already owning light horses • Expanding use of draught horses to produce heavyweight riding horses • Environmentally-friendly working horses backed by green campaigners • Increase in use of working ponies • Thriving export trade to Europe, America, Canada and Australia.

Reader Profile - Subscribers - 2,500. Readership - 7,500. Also mailed to over 300 subscribers overseas in more than 30 countries. Draught horse and working pony owners, farmers and growers, smallholders, working horsemen, show teams, studs and stables, foresters, breeders, transport companies, specialist producers of draught horse equipment and products, heavy horse enthusiasts.

Subscriptions - Annual UK - £32.00. Europe - £34.00. Rest of world - £36.00.

ADVERTISING RATES

Display -	Single insertion	Series discount - 4 insertions
Whole page	£380	£1500
Half page	£280	£1100
Quarter page	£180	£700
Eighth page	£100	£380

- + VAT at current rate. (Quoted prices are exclusive of VAT).
- Advertisement design service available.

Classified - Text - 70p per word (min. total £11.00)
Box surround - £13
Photograph - £13 (inc. VAT)

Breeders Directory - £90 a year - 4 insertions (+ VAT)

Loose inserts - £380 (+ VAT)

Mechanical Data

Whole page without bleed	210 x 297mm
Whole page with bleed	216 x 303mm
Half page horizontal	185 x 132mm
Half page vertical	90 x 268mm
Quarter page	90 x 132mm
Eighth page	90 x 64mm

Publication dates and deadlines

Issue date - fifth day of March, June, September, December.

Deadline - one and a half months preceding issue date.

Contact for advertising and editorial

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WEB ADVERTISING SERVICE

Advertisers can take advantage of an online listing on the **Heavy Horse World** website, www.heavyhorseworld.co.uk, consisting of name, address, telephone number, email address and website (with link to customer's own website), plus a descriptive strapline, under appropriate sub-headings.

**Cost - £90 for six months
£170 for full year**

Digital Requirements

PDF files preferred. Ensure all fonts are embedded when supplying pdfs. QuarkXpress and InDesign files accepted: please try to include all fonts.

Graphics - CMYK files preferred as eps, jpeg or tiff.

All images/photographs should be at a minimum of 300dpi

Email to HHW - editor@heavyhorseworld.co.uk

Keeping your data secure

We would like to contact you in the future with news, information or offers. You can change the way you communicate with us (post, phone or email) at any time by contacting the Heavy Horse World office. Your security is important to us and we will only use the information you supply to fulfill your orders and will not share it with any other organisation. You can find our privacy policy at <https://www.heavyhorseworld.co.uk/website-policies/privacy-policy/>