



## Horsereporter News and Promotions Making Connections



Now in its tenth year of publication, the **website magazine**, <https://www.horsereporter.com> has an established footprint and reputation in International and National equestrian world as the go-to portal for Arabian news. Sponsor banners link directly to sponsor news or website, bringing the world of Arabian horses together.

The monthly **Horsereporter Newsletter is a free subscription service** that is emailed to clients on 6 Continents and delivers pertinent success and breeding news direct to subscribed emails.

### **Horsereporter - online connections that work**

HR Website Sponsor Banner is represented on both the website and on the monthly Newsletter. The link through the banner connects to sponsor website or information

**Banner Pricing:** €650/6 months - €1200 /12 months

Banner size: 200 x 120 px - high resolution gif or jpg

### **Press Release or Article Information on Horsereporter**

Clients are supported via relevant press releases and news and are published in a timely fashion on the website - and included on Social Media (SM): Facebook, Twitter, and LinkedIn. News items are vetted and checked.

### **Calendars -**

Client events can be added to the yearly Calendar on the [horsereporter.com](https://www.horsereporter.com) Menu.

### **Marketing and Promotion Services:**

**Identify Goals for Collaboration**

We can help with your Marketing Plan. Hourly fee -

**Eblasts** — a most important tool for promotion. Design services available fee based.

**Distribution Only: USD - International Euro exchange rate**

Sponsor Eblasts - €100 each - Package rate available

Non-Sponsor Eblast - €200 each

**Artwork:**

**All artwork must be delivered in high resolution.**

Banner artwork up to 716x1991 pixels @300 resolution

Eblast artwork must be clear and not overloaded with text.

(ex: 2240x 6627 pixels @300 dpi).

**Photography**

Take advantage of our special event coverage and photo bookings.

Link: [www.photos.horsereporter.com](http://www.photos.horsereporter.com). Photos can be viewed from the newsletter and ordered directly from the website.

We are happy to take personal photo requests at any event. Banner Sponsors of [www.horsereporter.com](http://www.horsereporter.com) may request personal photos of any event, and they will be provided at a reduced charge. A commercial use fee will be charged for editorial (in a advert or magazine), Travel expenses included for onsite photo service.

**Action - We are the new media!!**

**Over 40% of readers receive news via a PC or mobile device.**

**Contact:**

**Pamela Burton - Graphics, Marketing, and Photojournalism**

**<https://www.horsereporter.com>**

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**US - 925-482-7524**



## **Horsereporter.com News and Promotions - Statistics**

**Horsereporter.com is the premier International online Arabian horse magazine connecting our information from Continent to Continent from America through the UK and Europe to the Middle East and Africa.**

**Our readership is even more widely based, as world events and news are added in a timely fashion and available and archived online. Readers in Iraq, Iran and Egypt have written to say that Horsereporter is often the only method of learning about many equestrian events in other countries.**

**Horsereporter.com webpage generates views. Interesting that almost 10,000 views came from search engines, and over 3,000 from Facebook, Twitter and other Social Media. Every article published is also up on FB (up to 731 hits a day), Twitter, and LinkedIn. From 12 August 2018**

**[Posts from Horsereporter reached Horsereporter News and Promotions - Statistics](#)**



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**[Posts from Horsereporter reached 1.5K people and had 174 engagements this week.](#)**

**The Horsereporter.com International newsletter, published once a month, goes out to a subscribed email list with updated news and events, and includes all sponsor banners. The distribution is multiplied ten-fold by our Social Media promotions.**

**Horsereporter partners with the hard copy magazine Arabian Finish Line to publish the definitive annual Stallion Guide that goes out to subscribers, shows, and services around the world. Our recent edition of the International Arabian Racing Reference Guide is a powerful tool to find the services that you need**

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**Horsereporter partners with the hard copy magazine Arabian Finish Line to publish an annual Stallion Guide that goes out to owners, breeders, trainers, and Arabian racing support services around the world. Our 2nd edition of the International Arabian Racing Reference Guide is a powerful tool to help you find the services that you want and need**

